

# Staff Report

A24-029



**To:** Chair and Corporate Services Committee  
**From:** Becky Breedon, Economic Development Officer  
**Date:** 25 Sep 2024  
**Subject:** Business Milestone Policy

## Report Highlights

- To establish a Business Milestone Policy to support the Mayor, Deputy Mayor, members of Council and Township staff to navigate the process of accepting invitation to attend business related events within the boundaries of the Township.
- The Policy will streamline the current ad-hoc internal process used by staff when advised of events.

## Recommendation

That staff report A24-029 be received; and

That further the Business Milestone Policy be established in accordance with Schedule #1.

## Background

The Township of Severn values our local business community and knows that a strong local economy is the backbone to a vibrant Township. The Township of Severn's Mayor, Deputy Mayor, Members of Council and/or staff are regularly invited to participate in business events including grand openings, grand re-openings, and anniversaries. As the Township grows, it is important to have a standardized policy and procedure developed to streamline the participation process. The standardization of accepting invitations will help to guarantee that businesses are compliant with items that the Township has jurisdiction over. In cases where a business may be missing important approvals, Township staff can work with the business to undertake their approvals in a timely matter.

Similar procedures have been introduced in different municipalities in Simcoe County and all communities have identified the procedure helped to increase business compliance.

## Analysis

In 2024, The Township undertook the creation of the Economic Development Strategy, one of the five priorities was to Increase Support of Local Business by "establish[ing] a structured business stewardship program and outreach plan to support all Severn-based businesses." The introduction of a Business Milestone Policy is the first step in creating a structured outreach program, as Council are already being requested to attend different business events.

As highlighted in Schedule # 1, the process will ask businesses to complete an on-line or paper form requesting Council's participation in their business milestone events. Staff will work internally to review all permits and approvals associated with the business and/or property to make sure

compliance is met. If a business is missing an approval, Township staff will work with the business to resolve the outstanding issue or establish a plan of resolution prior to the planned event. Once all departments have signed off on the milestone event, Economic Development will arrange the Mayor or their designate participation along with inviting Council members.

To help promote the event, a news advisory will be issued by the Town four (4) business days prior to event indicating that Council will be attending the event. Businesses will also have an opportunity to submit an image from their event within five (5) days of the event to be shared on the Township's social media.

### Financial Considerations

There are no financial considerations associated with this report.

### Report Supported By

Strategic Plan:

- |                                     |                        |                          |                                |
|-------------------------------------|------------------------|--------------------------|--------------------------------|
| <input checked="" type="checkbox"/> | Economic Development   | <input type="checkbox"/> | Infrastructure to Match Growth |
| <input type="checkbox"/>            | Customer Service Focus | <input type="checkbox"/> | Does Not Impact Strategic Plan |
| <input type="checkbox"/>            | High-speed Internet    |                          |                                |

### Attachments

[September 13 2024 - Formated - Business Milestone Policy \(1\)](#)

### Reviewed By

Andrew Plunkett, Director of  
Finance/Treasurer  
Laurie Kennard, Chief  
Administrative Officer

Status:

Approved - 16 Sep 2024

Approved - 16 Sep 2024



## POLICY: Business Milestone Policy

Created By:	Economic Development Officer	Approval Date:	
Policy No.:	X-X	Last Revised	

### PURPOSE

- 1.1 This Policy is intended to provide a standardized and consistent approach for the Mayor, Deputy Mayor and Member of Council and/or Township staff for participating in business milestone events.
- 1.2 The Township of Severn values our local business community and knows that a strong local economy is the backbone to a vibrant Township. The Township of Severn's Mayor, Deputy Mayor, Members of Council and/or staff are regularly invited to participate in business events including grand openings, grand re-openings, anniversaries. As the Township grows, it is important to have a standardized policy and procedure developed to streamline the participation process.
- 1.3 Mayor, Deputy Mayor and Members of Council are encouraged to attend all business milestone events within the Township. By participating in business milestone events, the Mayor, Deputy Mayor and Members of Council are highlighting the Township's support of the local business community along with showing gratitude to businesses for choosing to make Severn their homes.

### SCOPE

- 2.1 This policy applies to the Mayor, Deputy Mayor, Members of Council and all Township employees that may attend a milestone event in any type of official capacity.

### POLICY

- 3.1 This Policy will outline the process and procedure for Township officials to participate in business events.
- 3.2 All Township officials asked to participate in a business milestone, will ask the business to fill out a form on the Township's website and available at the Township's Customer Service Desk.
- 3.3 All Township officials will work the Economic Development Officer on coordinating their participation in any type of business milestone activity.
- 3.4 No Township official is able to present the Township at any business milestone that has not been approved through the policy.

### DEFINITIONS

- 4.1 **Anniversary:** The annual recurrence of a date marking a notable event for a business. For purposes of this policy, business anniversaries will be celebrated in 5-year increments starting at the business' 5th anniversary year.

- 4.2 **Business Milestone:** The celebration of an achievement of the business that includes a grand opening, grand re-opening, business anniversary, retirement or other types of special event.
- 4.3 **Regional, Provincial, National and International Achievement Recognition Celebrations:** When a business has received regional, provincial, national or international recognition for achievement. For example, local butcher wins Ontario's Finest Butcher, or local business receives their B Corp Certification.
- 4.4 **For-Profit Special Event:** A gathering of people, generally lasting over an hour, where the business is undertaking a special event to increase their profits for personal or business' uses. An example would be a trivia night at a pub where additional revenue will go to the business directly or a concert where all ticket sales go to the band or an entertainment promoter.
- 4.5 **Grand Opening:** A special celebration held to mark the opening of a new business or amenity within the Township.
- 4.6 **Grand Re-Opening:** The celebration of a business or amenity that has either:
- Been closed or limited client access for an extended period of time while major renovation had taken place;
  - Moved to a new location within the Township;
  - Been purchased by a new owner(s) with continuing operations within the Township; or
  - Already located with the Township and opening an additional location.
- 4.7 **Provincial and/or Federal Business Announcement:** Where the provincial and/or federal governments made a financial incentive and/or investment announcement involving a local business.
- 4.8 **Retirement:** The celebration of a business upon the business closure or sale due to the retirement of the present owner(s).
- 4.9 **Special Event:** A gathering of people, generally lasting over an hour designed to celebrate, honour, teach, encourage, observe or influence those attending. For this purpose of this policy, special events are activities where the business is not making a profit for their personal or business use. For example, a special event could be concert held at a local restaurant where the profits from the evening go to a charity instead of their business' general revenue.
- 4.10 **Township:** Township of Severn
- 4.11 **Township Official:** Anyone representing the Township of Severn in an official capacity such as the Mayor, Deputy Mayor, Member of Council and/or staff.

## IMPLEMENTATION

- 5.1 Any business wishing for Township official(s) to attend any event, will be required to fill out an online or paper request form.
- 5.2 The form will be located on the Township's website and available at the Customer Service Desk and will ask a business to identify the event type, contract information, proposed date/time and location.
- 5.3 Businesses can ask for Township official to attend for the following business events – grand openings, grand re-openings, business anniversaries, retirements, or special events.

- 5.4 Businesses seeking Township officials to attend a for-profit special event will be contacted by Economic Development Officer and notified that Township officials are not able to attend these for-profit events in an official capacity, but the business can reach out to the Township officials on their own accord to invite the officials to the event. Township officials may attend for-profit events (such as business sales or for-profit concerts) but they are to undertake these activities as a resident and not an official spokesperson of the Township. The Economic Development Officer will not be providing official invites to these types of events.
- 5.5 Fully completed forms must be submitted at least two (2) weeks or 14 days prior to the indicated date of the event.
- 5.6 Forms submitted less than two (2) weeks prior to the indicated date, may not be processed.
- 5.7 Completed forms will be directed to the Economic Development Officer to review for completeness.
- 5.8 Within two (2) business days of receiving the completed form, the Economic Development Officer will distribute the form to relevant municipal departments for diligence to confirm that the business meets all the standards and regulations under the jurisdiction of the Township of Severn. Relevant departments will have five (5) business days to notify the Economic Development Officer of issues and/or approval.
- 5.9 If a business has not met the standards and regulations under the jurisdiction of the Township of Severn, the relevant department will follow up with the business directly to try and resolve the issues. Failure by the business to resolve the issue prior to the date of the milestone will result in Township officials not being able to participate. Businesses will be provided written notice outlining why Township officials are not able to attend. Members of Council will also be provided with a notice.