

Excerpt from ICCI application re. ICF Canada's FDI Strategy & Action Plan

The value proposition of Intelligent Communities should be strategically leveraged by these communities to differentiate them as attractive and unique in their potential ability to attract investment, talent and jobs to their areas. With the data and information gained in the Stage 1 Survey of Canada's Smart Cities and Intelligent Communities, ICF Canada will use it to develop a specific strategy and defined action plan to attract two-way business opportunities, especially opportunities to pursue FDI in 2018 and future years. Currently as of writing this application, ICF Canada represents 27 Intelligent Communities. After the Oct 19, 2016 announcement of the 2017 Smart21 Communities globally, we anticipate several additional Canadian communities may be on ICF's global list. Goals:

- Represent all of Canada's ICF-recognized smart cities and Intelligent Communities through building awareness and strategic capacity-building.
- Determine which of Canada's Smart21 cities and Intelligent Communities are most investment-ready to promote themselves as attractive Intelligent Communities and work closely with ICF Canada to actively pursue FDI to their communities. Identify opportunities to fill gaps in other communities to help them to get investment-ready as ICF recognized Intelligent Communities.
- A global scan of strategic opportunities where some of Canada's communities might have the greatest opportunities for success. Strategically delivering targeted messages in these countries in partnership with collaborating smart cities and Intelligent Communities will make it more likely to be successful for these communities.
- Identify ways to represent all of ICF Canada's communities, some of which are small, rural and remote and may not be able to afford to actively promote their communities abroad on targeted FDI promotion missions.
- The use of web-based face to face technologies, social media and other strategies for promotion to be investigated.
- A list of targeted regions, list of potential leads, suitable technologies to promote our communities, list of FDI contractors and strategic resources.

ICF Canada developed a survey and information on 27 Intelligent Communities across Canada. Its insights about Canada's smart cities and Intelligent Communities makes Canada a potentially compelling opportunity to attract FDI, but currently ICF Canada does not have a specific strategy and action plan of how to best utilize ICF Canada to support Canada's Intelligent Communities to make the most of their valuable ICF recognition.

STUDY - \$65,000 (\$32,500 ICCI) Matching.

Translation \$15,000 – (\$7500 ICCI) Matching

Total ICCI approved \$80,000 (\$40,000 ICCI) Matching