



Memo to ICF Canada Board

From: John G. Jung, Executive Director

Re. ICF Canada Business Plan 2018-2020

June 6, 2017

The Business Plan produced for 2016 focused on developing the beginnings of a track record, following the 2015 ICF Summit from which ICF Canada grew. With the proceeds from the 2015 Summit, it was felt that activities and operations could be funded for at least a year or two, sufficient to begin to make inroads to develop an impact, raise awareness and develop a sufficient critical mass of activities to build the Canadian Brand in Canada which could help to develop interest in further sponsorship and member support, the stage we currently find ourselves in. Given our limited resources, ICF Canada sought projects through ICCI, the federal government's support for economic development organizations, represented primarily by municipalities and non-profit investment attraction agencies. We were successful in several areas related to studies and to secure leads via leads consultants. The funds were matched by the private sector in all cases except the first study, which ICF Canada matched out of its funds.

For 2017, ICCI approved a study (\$50,000 + HST) to investigate where ICF Canada could have its greatest impacts to support its growing communities across Canada, especially to leverage their unique value proposition to attract and retain investments, talent and to support their innovation and intelligent community ecosystems. It also approved matching funding in 2017 for translation services associated with ICF's Canada's current documents and/or Website content (\$15,000 +HST). These are currently being sought for both partner matching for funds as well as for service providers. Unless matching funds are able to be sought they will not be able to be completed this year.

Plans for 2017 and 2018 include:

1. ICF Canada's participation at the 2017 and 2018 ICF Summits in NYC and its associated ICF Canada Board Meetings and AGM (June 6-8, 2017). In addition, in 2017, ICF Canada Board Members have been asked to participate as panelists, keynote Techtalk speakers and as hosts of the ICF Top7 Reception, supported by the Canadian Consulate and Clearcable Networks.
2. ICF Canada's participation with the Canadian Institute in various potential conferences in Canada as a collaborating organization.
3. ICF Canada's participation with the City of Winnipeg at its Global Forum event Oct 2-3, 2017 in Winnipeg

4. ICF Canada's participation with Think Canada in developing its Lead Generation Program in Toronto (March 20-21). Furthermore, ICF Canada to help organize an Intelligent Community gathering in Toronto as an independently organized economic development-focused event as the 3rd day of the Think Canada program. (March 22).
5. ICF Canada to be involved with ICF on programs it may develop over the year where it can be determined to be for the benefit of ICF Canada Members, such as outgoing delegations with ICF to international ICF Communities, including activities associated with its ICF Institutes and ICF Nations, such as ICF Taiwan.
6. ICF Canada may assist incoming delegations to Canada from Intelligent Communities abroad as well as ICF related institutes and national ICF Associations.
7. ICF Canada's involvement in other selected programs that it may initiate or piggyback on that has value in promoting ICF Canada and its communities from the unique value proposition perspective as Intelligent Communities to help attract and retain investments, jobs and talent in their communities.
8. A draft plan for the future of ICF Canada is expected to be completed by the end of 2017 and considered for finalization and adoption for the next AGM in 2018.
9. A committee will be developed to help evolve the draft plan into a final document. Other committees will be developed as required in addition to the current active committees, namely Executive Committee, Technical Committee and Resource Committee.
10. A focus on raising funds, memberships, subscriptions and sponsorships will be the main activity of the ICF Canada administration in 2017-2018.