



CITY OF YELLOWKNIFE

## MEMORANDUM TO COMMITTEE

**COMMITTEE:** Governance and Priorities

**DATE:** March 22, 2021

**DEPARTMENT:** Economic Development & Strategy

**ISSUE:** Whether to accept the proposed Implementation Plan for recommendations in GROW: Yellowknife Food & Agriculture Strategy.

### RECOMMENDATION:

That Council adopt the Implementation Plan and response to recommendations arising from GROW: Yellowknife Food & Agriculture Strategy.

### BACKGROUND:

Following City Council endorsement of the Yellowknife Food Charter in 2015, the City of Yellowknife issued a Request for Proposals (RFP) in 2018 for work to develop a Food and Urban Agriculture Strategy to help work strategically towards vision and principles presented in the Charter. Urban Food Strategies was awarded the project and developed 'GROW: Yellowknife Food & Agriculture Strategy' ('the Strategy'). The Strategy was developed after extensive consultation with residents and stakeholders by means of workshops, one-on-one interviews, PlaceSpeak online forms, and a community forum. The Strategy was finalized in April 2019 and was adopted for information by Council on May 13, 2019.

The Strategy contains 39 action items that are organized into five goals:

- Support the sustainable growth of urban agriculture and related activities;
- Enhance access to urban agriculture basics;
- Support community learning opportunities around food and agriculture;
- Encourage the growth of the Yellowknife food and agriculture economy; and
- Build internal capacity for successful implementation.

The intent of the Strategy is to create a long-range plan for increasing community and commercial opportunities in Yellowknife's urban food and agriculture system. Building on the vision and principles in the Yellowknife Food Charter, the intention of GROW includes:

- Growing the local food economy;
- Growing connections to land, histories, culture and people;

- Growing the level of food security;
- Growing the amount of food that is grown, raised, hunted, fished, and foraged; and
- Growing links to regional and territorial food and agriculture initiatives, programs, and funding.

The Implementation Plan identifies an approach to implementing recommendations in the Strategy. Administration will provide a written update annually to Council on the implementation of GROW.

#### **COUNCIL POLICY / RESOLUTION OR GOAL:**

Council Goal #1: Growing and diversifying our economy.

Council Goal #3: Ensuring a high quality of life for all, including future generations.

Council Goal #4: Driving strategic land development and growth opportunities.

Council Motion #0224-15: That Council endorse the Yellowknife Food Charter

Council Motion #0125-19: That Council adopt for information the Yellowknife Food and Agriculture Strategy (GROW); and direct Administration to draft a response to GROW and report back to Council.

#### **APPLICABLE LEGISLATION, BY-LAWS, STUDIES, PLANS:**

1. City of Yellowknife Economic Development Strategy 2020-2024;
2. Yellowknife Food Charter;
3. GROW: Yellowknife Food and Agriculture Strategy;
4. Business Licence By-law No. 3451, as amended;
5. Zoning By-law No. 4404, as amended;
6. Land Administration By-law 4596, as amended;
7. Dog By-law No. 4755, as amended; and
8. Development Incentive Program By-law No. 4534, as amended.

#### **CONSIDERATIONS:**

##### Details of GROW: Yellowknife Food & Agriculture Strategy

GROW is the short-form name for the Yellowknife Food and Agriculture Strategy, a long-range plan for increasing community and commercial opportunities in Yellowknife's urban food and agriculture system. In addition to considering the economic, social, and environmental aspects of food and agriculture, GROW sets out a plan for how the City of Yellowknife can enable and support food and agriculture activities. Please see the GROW: Yellowknife Food & Agriculture Strategy, attached, for details.

##### Pandemic Context

The COVID-19 pandemic has, and will likely continue to impact Yellowknife's economy for some time and this includes the local and imported food production and agriculture systems. As a result, Administration will consider the implications of COVID-19 on implementation of the proposed actions in the Strategy and adjust timelines and focus as necessary.

##### Timeline

The Strategy states that the goals and actions identify a 10-year plan for the City of Yellowknife to enable and support food and agriculture activities. However, the implementation plan as presented organizes actions into priority areas and a reduced timeline. The schedule is based on an estimated financial commitment that can be revised should Council choose to increase or decrease annual budgets and priorities allocated for the implementation of the Strategy.

### Budget

The Implementation Plan as presented, requires a total financial commitment of approximately \$15,000 over the next two years. Further recommendations based on project research will be brought forward during the annual budget process for Council's review and approval throughout the implementation of the Strategy.

### **ALTERNATIVES TO RECOMMENDATION:**

1. That Council not adopt the GROW: Yellowknife Food and Agriculture Strategy Implementation Plan.
2. That Council direct Administration to make changes to the Implementation Plan.

### **RATIONALE:**

Adopting the Implementation Plan supports Council's goals: 1. Growing and diversifying our economy; 2. Ensuring a high quality of life for all, including future generations, and; 3. Driving strategic land development and growth opportunities. In addition to considering the economic, social and environmental aspects of food and agriculture, the Implementation Plan identifies how the City of Yellowknife can enable and support food and agriculture activities. Once the Implementation Plan is officially adopted, Administration will continue to bring forward funding proposals and updates identified within the Plan on an annual basis for support by City Council.

### **ATTACHMENTS:**

1. GROW: Yellowknife Food and Agriculture Strategy Implementation Plan (DM#640057); and
2. GROW: Yellowknife Food and Agriculture Strategy (DM #620955).

Prepared: March 1, 2021; RM/

Revised: March 4, 2021; KLT; March 11, 2021; KLT; March 17, 2021; JF

# GROW: YELLOWKNIFE FOOD AND AGRICULTURE STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
<b>Goal 1: Support the sustainable growth of urban agriculture and related activities.</b>				
<b>Objective: 1.1:</b> Define and integrate urban agriculture into Yellowknife land use policies and bylaws. <b>(HIGH PRIORITY)</b>				
<b>Action 1.1.1:</b> Develop and adopt a definition of urban agriculture that may be used in land use planning, policy and bylaw.	<ul style="list-style-type: none"> <li>• Ensure the definition of urban agriculture from the GROW report is considered in update of Zoning Bylaw #4404.</li> </ul>	Currently underway, 2021	Planning & Development (Lead)	Accommodated within existing budget
<b>Action 1.1.2:</b> Update Zoning Bylaw #4404 (or future bylaw) to permit urban agriculture.	<ul style="list-style-type: none"> <li>• Provide recommendations for the Zoning Bylaw #4404 to permit:                             <ul style="list-style-type: none"> <li>○ Community agriculture in all appropriate zones (e.g. residential, commercial, institutional, and parks);</li> <li>○ Commercial agriculture in select zones (e.g. industrial and commercial zones);</li> <li>○ Bees and insects in select zones (e.g. residential, commercial, etc.);</li> <li>○ Small livestock in select zones (e.g. residential);</li> <li>○ Community or educational bee keeping in nature preserve areas where appropriate; and</li> <li>○ Integrate agriculture design guidelines into Zoning Bylaw, where appropriate, as described in Appendix C of GROW.</li> </ul> </li> </ul>	Currently underway, 2021		
<b>Action 1.1.3:</b> Update the Yellowknife Community Plan to include food and urban agriculture.	<ul style="list-style-type: none"> <li>• Update Community Plan to include food and urban agriculture.</li> </ul>	Completed (Community Plan adopted by Council on July 27, 2020)		
<b>Action 1.1.4:</b> Incentivize new food and agriculture businesses.  <b>Action 1.1.5:</b> Consider inclusion of food and agriculture considerations in new development.	<ul style="list-style-type: none"> <li>• Research other jurisdictions in preparation to present to Council options that consider:</li> </ul>	2021	Incentives/Development-	Accommodated within existing budget

# GROW: YELLOWKNIFE FOOD AND AGRICULTURE STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
	<ul style="list-style-type: none"> <li>○ Incentivizing new food and agriculture businesses by reviewing and updating relevant by-laws.;</li> <li>○ How the Land Administration Bylaw #4596 can help encourage food and agriculture business through land disposal and concessions for land tenure decisions;</li> <li>○ Reviewing the Business License Bylaw #3451 to determine if any provisions / incentives could be developed for food and agriculture business; and,</li> <li>○ Consider including food and agriculture in new developments by developing Neighborhood Food and Agriculture design guidelines that may include shared gardening areas, community kitchens and outdoor eating areas.</li> </ul>		<p>Planning &amp; Development (Lead)</p> <p>Business Licence By-law - Economic Development &amp; Strategy (Lead)</p>	
<b>Objective 1.2:</b> Support sustainable growth of small livestock, bees, and insects in Yellowknife. (LOW PRIORITY)				
<p><b>Action 1.2.1:</b> Permit small livestock in Yellowknife.</p> <p><b>Action 1.2.2:</b> Permit bee and insect keeping in Yellowknife.</p>	<ul style="list-style-type: none"> <li>● Consider the development of an Animal Control By-law through engagement with residents to:             <ul style="list-style-type: none"> <li>○ Include small livestock (goats, pigs, rabbits, poultry).</li> <li>○ Develop and adopt Small Livestock Shelter Design Guidelines to regulate number of animals, size and location of shelters, and other best practice and animal ethics considerations. (Please see Appendix C, Part A within GROW for a sample).</li> <li>○ Develop and adopt Bee Keeping Design Guidelines to regulate number and location of hives.</li> <li>○ Permit bee and insect keeping in Yellowknife.</li> </ul> </li> </ul>	<p>2021 – Research of best practices</p> <p>Q4 2022 – recommendations for Council consideration</p>	<p>Animal Control By-law - Public Safety (Lead)</p> <p>Policy review/drafting - Economic Development &amp; Strategy</p>	<p>Accommodated within existing budget</p>

# GROW: YELLOWKNIFE FOOD AND AGRICULTURE STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
<p><b>Action 1.2.3:</b> Monitor and track number, type, and location of small livestock and bees.</p> <p><b>Action 1.2.4:</b> Collaborate with community organizations to build capacity around urban agriculture including livestock.</p>	<ul style="list-style-type: none"> <li>• Explore funding opportunities to hire a consultant to lead public engagement necessary to draft an Animal Control By-law which includes:                             <ul style="list-style-type: none"> <li>○ A low cost, low barrier permitting process to inventory urban livestock and bee activity in order to track volume, type of activity and locations.</li> </ul> </li> </ul>	2022	Animal Control By-law - Public Safety (Lead)  Engagement - Economic Development and Strategy  Tracking System - Corporate Services	Seek external funding opportunities
	<ul style="list-style-type: none"> <li>• Support opportunities to offer workshops on hen and bee keeping, building appropriate shelters and best practices within the City’s current program delivery model.</li> <li>• Explore opportunities to collaborate and partner with community organizations to build capacity around urban agriculture including livestock.</li> </ul>	2022	Economic Development and Strategy  Public Safety	\$15,000
<p><b>Objective 1. 3:</b> Increase opportunities for commercial greenhouses and enclosed growing systems. (HIGH PRIORITY)</p>				
<p><b>Action 1.3.1:</b> Expand areas where commercial greenhouses and enclosed growing systems are permitted.</p>	<ul style="list-style-type: none"> <li>• Expand areas where commercial greenhouses and enclosed growing systems are permitted.                             <ul style="list-style-type: none"> <li>○ Provide recommendations for Zoning Bylaw #4404 to permit commercial greenhouses and enclosed growing systems within select zones.</li> <li>○ Develop and integrate Commercial Greenhouse and Enclosed Growing System Design Guidelines to regulate location and size of structures.</li> </ul> </li> <li>• Permit greenhouses and enclosed growing systems in both areas serviced and not serviced with municipal water.</li> </ul>	Currently underway	Planning and Development (Lead)	Accommodated within existing budget

# GROW: YELLOWKNIFE FOOD AND AGRICULTURE STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
	<ul style="list-style-type: none"> <li>Lobby for transfer of vacant Commissioners lands</li> </ul>			
<b>Action 1.3.2:</b> Update Business Licensing Bylaw (#3451) and licensing process to include commercial food and agriculture including commercial greenhouse and enclosed growing system businesses.	<ul style="list-style-type: none"> <li>Update Business Licensing Bylaw #3451 and licensing process to include commercial food and agriculture including greenhouse and enclosed growing system businesses.                             <ul style="list-style-type: none"> <li>Develop a step-by-step guide for how to license commercial food and agriculture.</li> </ul> </li> </ul>	Currently underway, Q4 2021	Economic Development & Strategy	Accommodated within existing budget
<b>Action 1.3.3:</b> Continue to support personal greenhouses.	The development permitting process allows for structures that fall within the “checklist” guidelines to be built without a Development Permit.	-	Planning and Development	-
<b>Goal 2: Enhance access to urban agriculture basics</b>				
<b>Objective 2.1:</b> Optimize water access. (MEDIUM PRIORITY)				
<b>Action 2.1.1:</b> Where possible, provide access to water for community and school gardens.	<ul style="list-style-type: none"> <li>Currently provided to existing community and school gardens.</li> <li>See recommendations in Action 2.1.3.</li> </ul>	-	-	-
<b>Action 2.1.2:</b> Encourage rainwater collection for home use, especially in areas outside of the piped water service area.	<ul style="list-style-type: none"> <li>Explore rainwater collection program and awareness for home use, especially in areas without municipal water servicing.</li> <li>Identify and approach potential partners (Ecology North) to administer program.</li> </ul>	Ongoing	Economic Development & Strategy	Accommodated within existing budget
<b>Action 2.1.3:</b> Consider the establishment of a water subsidy that will support commercial and community agricultural viability in Yellowknife, especially in areas outside of the piped water service area.	<ul style="list-style-type: none"> <li>Engage with the business community and stakeholders to assess the need for water outside of piped service area and determine next steps.</li> </ul>	Q4 2022	Engagement - Economic Development & Strategy (Lead)	To be determined

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Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
	<ul style="list-style-type: none"> <li>• Consider results of water rate review.</li> </ul>			
<b>Objective 2.2:</b> Support access to soil and compost for food and agriculture. (MEDIUM PRIORITY)				
<b>Action 2.2.1:</b> Provide soil and compost for community gardens.	<ul style="list-style-type: none"> <li>• Assess needs and ways to make soil more easily accessible from a cost and transportation perspective.                             <ul style="list-style-type: none"> <li>○ Consult with local and regional food and agriculture stakeholders to identify opportunities to collaborate on sourcing soil; and;</li> <li>○ Work with community gardens to address soil and compost needs.</li> </ul> </li> </ul>	Ongoing	Economic Development & Strategy	To be determined
<b>Action 2.2.2:</b> Promote city composting program and how to access compost.  <b>Action 2.2.3:</b> Help urban gardeners and farmers to use appropriate natural soils in community/home gardening and commercial food and agriculture.	<ul style="list-style-type: none"> <li>• Work with community gardeners to explore natural soils in community gardening and commercial food and agriculture.</li> <li>• Promote backyard composting</li> <li>• Encourage Aurora Research Institute to create an on-going database of tested soil results that is managed by GNWT (ITI – Agriculture or ENR-Giant Mine).</li> </ul>	Ongoing	Economic Development & Strategy (Lead)	To be determined
<b>Objective 2.3:</b> Identify potential sites for future community/shared food and agriculture activities. (LOW PRIORITY)				
<b>Action 2.3.1:</b> Assess potential community garden sites for future expansion.	<ul style="list-style-type: none"> <li>• Assess potential community garden sites for future expansion by:                             <ul style="list-style-type: none"> <li>○ Identifying policy and objective areas in the Community Plan for creation of gardens;</li> <li>○ Collaborating with local organizations to assess and project demand for community garden space annually; and,</li> </ul> </li> </ul>	Completed within Community Plan adopted by Council July, 2020          Q1 2022	Planning and Development (Lead)  Economic Development & Strategy	Accommodated within existing budget



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Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
	<ul style="list-style-type: none"> <li>○ Considering a range of shared garden types including greenhouses, raised beds, demonstration gardens and social enterprise projects.</li> </ul>			
<p><b>Action 2.3.2:</b> Support any future exploration of and opportunities for establishing a community greenhouse.</p>	<ul style="list-style-type: none"> <li>● Engage with existing gardeners and garden organizations to explore the interest in and feasibility of a community greenhouse/enterprise incubator that:                             <ul style="list-style-type: none"> <li>○ is inclusive in nature;</li> <li>○ considers location of social housing developments; and;</li> <li>○ examines opportunities to utilize waste heat.</li> </ul> </li> </ul>	Q2 2022	Economic Development & Strategy	Accommodated within existing budget
<p><b>Action 2.3.3:</b> Work with local fishing industry to review current status and determine any local government strategies that would help the industry to better access local markets and customers.</p>	<ul style="list-style-type: none"> <li>● Work with local fishing industry to review current processing and sales facilities and determine any local government strategies that will help the industry to access local markets by:                             <ul style="list-style-type: none"> <li>○ Examining methods to strengthen local value chain for Great Slave Lake products; and,</li> <li>○ Engaging stakeholders to determine if there are any actions that the City can take to support the success of the fishing sector.</li> </ul> </li> <li>● Report information and recommendations to Council.</li> </ul>	Ongoing	Industry, Tourism & Investment (ITI)  Research and Engagement - Economic Development & Strategy (Lead)  Processing Facilities - Planning & Development (Lead)	Accommodated within existing budget
<p><b>Action 2.3.4:</b> Expand edible landscaping on city owned land including parks and streets.</p>	<ul style="list-style-type: none"> <li>● Expand edible landscaping on City owned land including parks and streets that:                             <ul style="list-style-type: none"> <li>○ Includes testing soil in City-owned parks and based on results develop and expand existing edible landscaping program.</li> </ul> </li> </ul>	Ongoing	Edible Landscaping - Community Services (Lead)	To be determined

# GROW: YELLOWKNIFE FOOD AND AGRICULTURE STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
	<ul style="list-style-type: none"> <li>○ Counts and maps edible plants in public spaces as a way to encourages stewardship and community engagement.</li> <li>○ Considers connections to Indigenous plants and practices in plant selection and signage.</li> <li>● Consult with Community Services to determine feasibility and planning required to implement. Currently, there are some edible landscaping in place.</li> </ul>	2022	Maps & Signage - Economic Development & Strategy (Lead)  YKDFN (Potential Partner)	May be accommodated within existing budget
<b>Goal 3: Support community learning opportunities around food and agriculture</b>				
<b>Objective 3.1: Create community gathering and learning opportunities. (HIGH PRIORITY)</b>				
<p><b>Action 3.1.1:</b> Launch an annual speaker series and contract local experts to provide community workshops in a range of food and agriculture topics.</p> <p><b>Action 3.1.2:</b> Support community food and agriculture education and skill-building activities.</p>	<ul style="list-style-type: none"> <li>● Expand community workshops in a range of food and agriculture topics:               <ul style="list-style-type: none"> <li>○ The City currently holds “How to Grow Food in Small Spaces” and “Starting Tomato Plants” workshops.                   <ul style="list-style-type: none"> <li>▪ evaluate demand and access to speakers to broaden workshop topics.</li> </ul> </li> </ul> </li> <li>● Consult with Yellowknife Farmers Market and Yellowknife Garden Collective to identify educational workshop opportunities.</li> <li>● Work with potential partners where opportunities exist to offer programming (i.e. Ecology North, ITI, etc).</li> </ul>	2021	Engagement - Economic Development & Strategy (Lead)  Programming - Community Services (Lead)  Farmers Market, ITI, Ecology North (Partners)	Accommodated within existing budget
<p><b>Action 3.1.3:</b> Work with local experts to create a collaborative learning program and learning opportunities around indigenous food and healing plants and practices.</p>	<ul style="list-style-type: none"> <li>● Seek expanded partnership opportunities that may integrate with existing mandates and initiatives including:               <ul style="list-style-type: none"> <li>○ Partnering with local stakeholders to develop food and agriculture educational programs.</li> </ul> </li> </ul>	Q3 2021	Economic Development & Strategy  Community Services	

# GROW: YELLOWKNIFE FOOD AND AGRICULTURE STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
	<ul style="list-style-type: none"> <li>▪ Reference Yellowknife Food Charter and GROW Background Report for list of stakeholders.</li> <li>▪ Propose quarterly meetings to share information and identify educational program opportunities.</li> <li>• Create learning opportunities focused on Indigenous food and healing plants and practices. Engage with YKDFN and Arctic Indigenous Wellness Foundation to determine partnership interest.</li> </ul>		<p>Farmers Market, Ecology North, local growers (Partners)</p> <p>YKDFN (Potential Partner)</p>	
<b>Objective 3.2:</b> Integrate information on food and agriculture related events and activities to existing communications streams. <b>(HIGH PRIORITY)</b>				
<p><b>Action 3.2.1:</b> Encourage planting on streets, boulevards, and rights-of-way.</p> <p><b>Action 3.2.2:</b> Within the existing City of Yellowknife Community Grant Program, allocate a percentage of the fund to be used for food and agriculture activities.</p>	<ul style="list-style-type: none"> <li>• Explore opportunities and guidelines to enable community led food and agriculture activities, including:               <ul style="list-style-type: none"> <li>○ Allowing residents and businesses to plant planters and hanging baskets, adopt a garden, or otherwise in appropriate areas of streets, and rights-of-way.</li> </ul> </li> <li>• Examine possibility within the Community Grant Program to expand to encourage and include expanded food and agriculture activities.</li> </ul>	Q1 2022	<p>Planning and Development</p> <p>Economic Development &amp; Strategy</p>	External funding
<b>Objective 3.3:</b> Integrate information on food and agriculture related events and activities to existing communication streams. <b>(MEDIUM PRIORITY)</b>				
<p><b>Action 3.3.1:</b> Include food and agriculture into existing communications systems.</p>	<ul style="list-style-type: none"> <li>• See Action 3.1.1.</li> </ul>	-	-	-

# GROW: YELLOWKNIFE FOOD AND AGRICULTURE STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
<b>Action 3.3.2:</b> Develop and share a food and agriculture Frequently Asked Questions sheet.	<ul style="list-style-type: none"> <li>• Develop and share a food and agriculture ‘Frequently Asked Questions’ resource.               <ul style="list-style-type: none"> <li>○ Consult with Yellowknife Farmers Market, Garden Collective and growers to collect content.</li> </ul> </li> <li>• Promote the Food Charter, GROW, and other relevant resources on the website, in print material, and in-person.</li> </ul>	Currently underway, ongoing	Economic Development & Strategy	To be determined  May be accommodated within existing budget
<b>Goal 4: Encourage the growth of Yellowknife food and agriculture economy</b>				
<b>Objective 4.1: Encourage food and agriculture business development, food processing, and distribution capacity. (MEDIUM PRIORITY)</b>				
<b>Action 4.1.1:</b> Support and participate in exploring the viability of a Yellowknife commercial food incubator and community food hub.	<ul style="list-style-type: none"> <li>• Participate in exploring the viability of a Yellowknife commercial food incubator and community food hub.</li> <li>• City successfully applied for a 6-month research project to achieve this action item through MITACS funding in partnership with Wilfred Laurier University.</li> </ul>	Currently underway, completion in Q2 2021	Economic Development & Strategy	Accommodated within existing budget
<b>Action 4.1.2:</b> Allow farm gate sales from private properties.	<ul style="list-style-type: none"> <li>• Establish business licenses and clear licensing process for commercial agriculture including:               <ul style="list-style-type: none"> <li>○ Opportunities to operate farm gate sales from private properties; and,</li> <li>○ farm gate construction standards to ensure appropriate size and location.</li> </ul> </li> <li>• Explore viability of offering a no-cost business license for sales of food from private property.               <ul style="list-style-type: none"> <li>○ Determine whether current regulations will permit food sales from private properties.</li> </ul> </li> </ul>	Recommended within City of Yellowknife Economic Development Strategy 2020 - 2024	Economic Development & Strategy	To be determined

# GROW: YELLOWKNIFE FOOD AND AGRICULTURE STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
	<ul style="list-style-type: none"> <li>○ Determine what the administration requirements of establishing a no-cost business license would be and review other options.</li> </ul>			
<b>Objective 4.2:</b> Integrate food, agriculture, fishing, and foraging into marketing and branding. (LOW PRIORITY)				
<b>Action 4.2.1:</b> Expand Yellowknife brand environment to include a community “Made in Yellowknife” wordmark that may be used by businesses or community members in online or print material (including labels).	<ul style="list-style-type: none"> <li>● Explore brand creation for a “Made in Yellowknife” label for commercial use that can be included on products or labels.             <ul style="list-style-type: none"> <li>○ Discuss opportunity with Yellowknife Chamber of Commerce to include this within the scope of #ShopYK.</li> <li>○ Determine administrative capacity to oversee criteria and monitoring of program.</li> <li>○ Create budget and program outline for Council approval.</li> </ul> </li> </ul>	2022	Economic Development & Strategy  Yellowknife Chamber of Commerce (Partner)	Accommodated within existing budget and supported by MITACS funding
<b>Action 4.2.2:</b> Work with tourism departments and organizations as well as local business associations to share information and promote local businesses as well as community organizations, events and programs.	<ul style="list-style-type: none"> <li>● Seek expanded partnership opportunities with stakeholders and levels of government that may integrate with existing mandates and initiatives.</li> </ul>	Ongoing	Economic Development & Strategy	Accommodated within existing budget
<b>Objective 4.3:</b> Support farmer’s markets in public spaces. (MEDIUM PRIORITY)				

# GROW: YELLOWKNIFE FOOD AND AGRICULTURE STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
<p><b>Action 4.3.1:</b> Assess strategies to reduce fees and charges for farmers markets.</p> <p><b>Action 4.3.2:</b> Include Yellowknife farmers market in street signage and wayfinding.</p>	<ul style="list-style-type: none"> <li>• Assess strategies for incubation of future farmer’s markets.                             <ul style="list-style-type: none"> <li>○ Connect with partners regarding the feasibility of a year-round farmer’s market model, including financial costs.</li> </ul> </li> <li>• Support the Yellowknife Farmers Market in street signage and wayfinding.                             <ul style="list-style-type: none"> <li>○ Identify opportunities within the City’s Wayfinding Strategy to incorporate Farmer’s Market information.</li> <li>○ Include on ExtraordinaryYK website and Visitors Guide.</li> </ul> </li> </ul>	Ongoing	Economic Development & Strategy  Farmers Market (Partner)	To be determined
<b>Goal 5: Build internal capacity for successful implementation</b>				
<b>Objective 5.1: Encourage multi-stakeholder coordination on implementing GROW, linking to other initiatives, and monitoring progress over time. (HIGH PRIORITY)</b>				
<p><b>Action 5.1.1:</b> Work with local, regional, and territorial organizations to share information and updates on food and agriculture activities.</p> <p><b>Action 5.1.2:</b> Develop a monitoring and evaluation framework to assess implementation progress AND impact assessment of GROW.</p>	<ul style="list-style-type: none"> <li>• Encourage multi-stakeholder coordination on implementing GROW, linking to other initiatives, and monitoring progress over time by:                             <ul style="list-style-type: none"> <li>○ Participating in existing working groups and committees as appropriate;                                     <ul style="list-style-type: none"> <li>▪ Engage stakeholders identified in Food Charter and GROW and propose quarterly meetings for the purpose of sharing information and monitoring progress of GROW Implementation Plan.</li> </ul> </li> <li>○ Identifying other initiatives where the City could add value or play a role. Also consider where these initiatives intersect with GROW; and,</li> </ul> </li> </ul>	Ongoing	Economic Development & Strategy  Corporate Services	Accommodated within existing budget

# GROW: YELLOWKNIFE FOOD AND AGRICULTURE STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
	<ul style="list-style-type: none"> <li>○ Developing a monitoring and evaluation framework to assess and implementation progress and impact assessment of GROW.                             <ul style="list-style-type: none"> <li>▪ Develop key performance indicators (and identify gaps) with stakeholders to measure success and the impact of GROW.</li> </ul> </li> </ul> <p>Where possible, use World Council on City Data ISO 37120 Sustainable Cities &amp; Communities data collection to monitor.</p>			
<b>Objective 5.2:</b> Pursue grant funding in key areas for implementing GROW. <b>(HIGH PRIORITY)</b>				
<b>Action 5.2.1:</b> Seek multi-year funding to establish a part-time Food and Agriculture coordinator role.	<ul style="list-style-type: none"> <li>• <i>For future consideration, not recommended at this time.</i></li> <li>• <i>Suggested:</i> Continually evaluate funding opportunities to contract assistance to implement parts of GROW.</li> </ul>	Ongoing	Economic Development & Strategy	To be determined
<b>Action 5.2.2:</b> Seek major project funding in key areas.	<ul style="list-style-type: none"> <li>• Seek project funding in key areas:                             <ul style="list-style-type: none"> <li>○ Evaluate results of MITACS/Wilfred Laurier University food hub research project to determine priorities; and,</li> <li>○ identify and apply for appropriate funding opportunities.                                     <ul style="list-style-type: none"> <li>• Explore the creation of a food and agriculture neighbourhood small grant program, what it would look</li> </ul> </li> </ul> </li> </ul>	Ongoing	Economic Development & Strategy	Accommodated within existing budget, external funding

# GROW: YELLOWKNIFE FOOD AND AGRICULTURE STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
	like and seek funding to support the program.			
<b>Objective 5.3:</b> Advocate for sustainable, resilient, and restorative food and agriculture systems. (HIGH PRIORITY)				
<b>Action 5.3.1:</b> Identify any areas outside local government jurisdiction, that if addressed, would enable the City and community to achieve the vision and goals of GROW.	<ul style="list-style-type: none"> <li>Identify any areas outside local government jurisdiction, that if addressed, would enable the City and community to achieve the vision and goals of GROW (i.e. lobby for transfer of vacant lands, simplified permitting process for sale of homemade goods, etc.)</li> </ul>	Ongoing	Economic Development & Strategy	Accommodated within existing budget

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