

TO:	CHAIR AND MEMBERS, INVESTMENT AND ECONOMIC PROSPERITY COMMITTEE, MEETING ON APRIL 17, 2012
FROM:	TIM DOBBIE, INTERIM CITY MANAGER
SUBJECT:	PROPOSAL FROM COUNCILLOR PAUL HUBERT “HIRE 1” INITIATIVE

RECOMMENDATIONS

That, on the recommendation of the Interim City Manager, the following actions **be taken with respect to the “Hire 1” Initiative:**

- a) the attached proposal presented to the Investment and Economic Prosperity Committee at their meeting held March 5, 2012, entitled “Moving Londoners Forward: A Call to Active Opportunity” **BE ENDORSED**;
- b) the Civic Administration and the London Economic Development Corporation **BE DIRECTED** to develop a work plan, including implementation, with respect to this initiative, it being noted that this work can begin immediately;
- c) the working plan **BE INTEGRATED** into the overall work plan of the Investment and Economic Prosperity Committee;
- d) the Civic Administration, in the development of the work plan, **BE DIRECTED** to consider the role of community groups in this work including, but not necessarily limited to: London Economic Development Corporation, London Middlesex Immigrant Employment Council, Chamber of Commerce, Tech Alliance, Small Business Centre, Human Resource Professional Association – London and District Chapter, Employment Sector Council – London-Middlesex, Pillar Not for Profit, Fanshawe College and the University of Western Ontario;
- e) that consideration **BE GIVEN** to convening a “What Works to Work” forum as part of the public input process being proposed by the Investment and Economic Prosperity Committee; and,
- f) the Civic Administration **BE DIRECTED** to report back to the Investment and Economic Prosperity Committee with respect to the feasibility of a Business Prosperity Centre.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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None

BACKGROUND

Councillor Paul Hubert made the attached presentation to the Investment and Economic Prosperity Committee on March 5, 2012 with respect to the “Hire 1” initiative. Staff believes that Councillor Hubert’s proposal fits very well with the entire work plan of the Investment and Economic Prosperity Committee. Staff has recently submitted a work plan and communications plan to the Investment and Economic Prosperity Committee for consideration. Both of these plans are aimed at getting the work of the Investment and Economic Prosperity Committee solidly in front of all Londoners throughout the City.

Councillor Hubert's proposal, referred to as "Hire 1", is an excellent way for the City of London to involve virtually every employer in the City of London. The "Hire 1" program, as proposed by Councillor Hubert, provides an opportunity to highlight local businesses, who are providing additional jobs, even doing so, at one job at a time.

Staff believes that it is important that the project proposed by Councillor Hubert, be endorsed in principle and that it be woven into the overall program of the Investment and Economic Prosperity Committee. To do separate programs, would be very confusing to the public. This would provide the City with an opportunity to take advantage of the synergies of the "Hire 1" initiative, which will allow our community to celebrate successes in the creation of jobs in every corner of our community, while the City awaits the longer term benefits of some of the major projects being considered by the Investment and Economic Prosperity Committee.

Staff is looking forward to the opportunity to assist Councillor Hubert in this project, which will be an integral part of the overall program of the Investment and Economic Prosperity Committee.

RECOMMENDED BY:
TIM DOBBIE, INTERIM CITY MANAGER