

MANAGEMENT REPORT

Date: June 17, 2025
To: Finance and Labour Relations Sub-committee
From: Karmen Krueger, CPA, CA, Director of Corporate Services/Treasurer
Report Number: FIN25-018
Attachments: 1) SEEDCo. Update to March 31 2025
2) Housing Needs Assessment, March 2025

Title: SEEDCo./investStratford Update to March 31 2025

Objective: To receive an update on SEEDCo.'s activities for the period March 31 2025.

Background: SEEDCo. gives regular updates to Council through the Finance and Labour Relations Sub-committee.

Analysis: Joanie Gerber from SEEDCo. has been invited to attend to present the attached update. Kendra Fry, Housing Specialist with investStratford, will also be present to provide an executive summary of the Housing Needs Assessment for Stratford.

Financial Implications:

Financial impact to current year operating budget:

SEEDCo. receives financial contributions from the City as approved through the annual budget process. The 2025 contribution is \$650,069 for general operations, \$132,439 for Small Business Enterprise Centre, plus an additional amount to fund the hiring of Grand Trunk Project Coordinator and Specialists totalling \$200,000, funded from reserve.

Beyond this, there are no additional direct financial implications to the City's operating budget for current or future years.

Alignment with Strategic Priorities:

Enhance our Infrastructure

This report and the activities of SEEDCo./investStratford align with the City's strategic priorities by focusing on infrastructure, housing, economic development and cooperation with various organizations within the community and beyond.

Alignment with One Planet Principles:

Equity and Local Economy

This report and the activities of SEEDCo./investStratford align with creating safe, equitable places to live and work which support local prosperity and international fair trade.

Staff Recommendation: THAT the Stratford Economic Enterprise Development Corporation (SEEDCo./investStratford) Update to March 31, 2025, be received for information.

Prepared by: Karmen Krueger, CPA, CA, Director of Corporate Services/Treasurer
Recommended by: Karmen Krueger, CPA, CA, Director of Corporate Services/Treasurer
Adam Betteridge, Interim Chief Administrative Officer