

TEAM BURLINGTON

A Steering Committee provides overall leadership in achieving the strategic direction and priorities of the Team. An Operating Committee oversees the ongoing operations of the Team in light of the agreed strategic direction. Project/ initiative-specific teams are created as required to address specific opportunities. The mandate, responsibilities and membership of the various components of the operating structure are outlined below.

STEERING COMMITTEE

Mandate

To provide overall leadership, guidance and support in defining and achieving the Team's direction, priorities and detailed work plan.

Responsibilities

- To oversee and guide the activities of Team Burlington.
- To confirm the list of projects/initiatives to be undertaken in a given year.
- To share information and communicate on the activities and initiatives of each of the participating organizations as they relate to economic growth.
- To ensure overall alignment and collaboration between the member organizations in achieving the objectives, projects and initiatives of Team Burlington.
- To address issues and/or opportunities as they arise (which cannot be addressed by the Operating committee).
- To monitor and assess the results achieved by the Team.
- To inform, and where required, seek approval of Council/Boards on Team activities.

Membership

- Mayor (chair)
- Current Chairs/ Presidents, Chair/President-elects and Executive Directors from each of the participating organizations
- Senior staff representative from the City

Operations

- Meet quarterly (or at the call of the Chair)

MANAGEMENT COMMITTEE

Mandate

To oversee and coordinate the ongoing operations of Team Burlington.

Responsibilities

- To coordinate and manage the activities of Team Burlington, including the provision of resources from member organizations.
- To oversee the successful completion of agreed projects/initiatives.

- To address issues and/or opportunities as they arise.
- To ensure there is ongoing communications and sharing of information between the participating organizations.

Membership

- Senior staff members from each of the participating organizations.
- Senior staff representative from the City.

Operations

- Meeting coordinator responsible for meeting logistics (coordinator is identified by the group for each meeting rotating amongst the participating members).
- Meet monthly (or at the call of the meeting coordinator/the group).

PROJECT/INITIATIVE TEAMS

Mandate

To plan and manage the successful completion of agreed projects/initiatives.

Responsibilities

- To develop the project/initiatives terms of reference including the detailed work plans.
- To identify and seek expedient resolution of issues.
- To report back to the Steering Committee on the results of the undertaking.

Membership/Lead and Operations

- To be determined by the Management Committee based on the requirements of the project/initiative.

CONTACT

Team Burlington
c/o Leo DeLoyde
426 Brant Street
Burlington, Ontario
L7R 3Z6

Phone: 905-335-7600 Ext. 7883
Fax: 905-632-9082
E-mail: teamburlington@burlington.ca



TEAM BURLINGTON

- Team Burlington has developed a dynamic relationship that builds on the skills, expertise and energy of its seven partners.
- This synergy enhances each organization as well as providing increased benefits to Burlington overall.
- Together, the Team members have developed a common brand image and approach for promoting our City.
- By supporting such projects as the downtown concept plan, the business summit, tourism vision, the waterfront implementation plan, as well as InBurlington Magazine, Team Burlington makes an enormous contribution to our City's economic development strategy.
- This cooperative endeavor sets Burlington apart from virtually every other city on the continent providing us with a distinct competitive edge.

MEMBER ORGANIZATIONS

Aldershot Business Community
 Burlington Chamber of Commerce
 Burlington Downtown Business Association
 Burlington Economic Development Corporation
 Burlington Hydro
 City of Burlington
 Tourism Burlington

MANDATE

The purpose of Team Burlington is to align and maximize the effectiveness of economic growth initiatives within the community, where economic growth includes the creation of wealth, jobs and prosperity.

This coordinated approach to economic growth demonstrates that the various sectors and organizations within the city are working together to better serve the community and as a result:

- attracts more business to the city resulting in increased employment and tax assessment,
- increases the awareness of, profile, and where applicable, the membership of the participating organizations,
- enables the participating organizations to better achieve their specific objectives while being more efficient and effective through mutual cooperation and support.

VISION

The vision for Team Burlington is to be a well-aligned and effective group of agencies that is known for its combined ability to add value and produce results in economic growth, which enhance the quality of life in the City. The vision statement, along with several key elements that serve to better define the future direction and focus of the Team, are outlined in the following diagram and described below:



- **Collaboration:** Adopting a collaborative and customer-oriented approach focused on defined initiatives and projects which produce tangible results.
- **Members Working Together:** The individual members working together to promote and raise the image of the City while achieving operating efficiencies and increased effectiveness in capitalizing on new economic development opportunities or sustaining existing initiatives.
- **Flexibility:** Having a philosophy and operating framework which provides sufficient flexibility to take on emerging opportunities while sustaining the Team into the future.
- **Mutual Support:** The individual members supporting each other in achieving their respective objectives and priorities.
- **Government Relations:** Acting as a forum to support relations with and connections to senior levels of government.

CRITICAL SUCCESS FACTORS

In order for the Team to be successful in achieving its mandate and vision, it must:

- preserve a collaborative philosophy and approach which is characterized by cooperation and open communications,
- clearly define Team roles, responsibilities and processes and communicate them across all organizations,
- move beyond the dependency on one individual, or one organization, to make the Team a success,
- provide recognized and demonstrable value to each of the participating organizations,
- respect the capacity of each organization to participate and contribute resources, including the defined relationships between Team Burlington partners,
- understand the initiatives that fit within, and should be led by, the Team,
- define the protocols and approaches for working together on specific projects and initiatives,
- preserve the independence of the Team from the City (corporation) and between the members.

OPERATING PRINCIPLES

In working together as a Team, the members will:

- not lose sight of their focus...the community,
- demonstrate mutual trust and respect (regardless of size of organization or affiliation),
- respect each member of the Team as an equal partner,
- not speak on behalf of Team Burlington, as individual members, unless authorized by the Team,
- work on the basis of consensus while accepting that not everyone has to agree with each and every initiative,
- think collectively, not individually, while reserving the right to act independently,
- work collaboratively,
- choose the most qualified Team Burlington member to lead a project or initiative,
- provide regular feedback to City Council and respective Team Burlington Boards.

SELECTING TEAM PROJECTS/INITIATIVES

Potential projects/initiatives are evaluated to consider those projects which have potential economic and cross-organizational impacts. In evaluating the projects or initiatives to be pursued by the Team, consideration is given to the cumulative scores assigned to the following criterion:

- Does it contribute to the economic growth of the overall city?
- Do all of the Team members have an expressed interest and agree with the given project/initiative?
- Does it support the image of the city?
- Is there an opportunity for synergy amongst the Team members in pursuing the given project or initiative?
- Does it enable the Team to operate more efficiently?
- Will it capitalize on a common client base?
- Does it reinforce the overall Team profile and effectiveness?
- Can it be resourced?
- Can the required approvals be obtained on a timely basis?
- Are the potential risks (financial, operational and/or economic) considered acceptable?
- Does it provide any other benefit that is not captured by the above criteria?

OPERATING STRUCTURE

The operating structure is intended to align the mandate, accountabilities, responsibilities and authorities for setting Team direction and priorities and managing ongoing operations.