

# WHAT IS ECONOMIC DEVELOPMENT?

LESSON PLAN • GRADES 4 - 12



ECONOMIC  
DEVELOPMENT  
WINNIPEG

## OVERVIEW

Students will create a business plan for a company that will positively impact the economy and the community they live in.

## LESSON MATERIALS

*What is Economic Development?* video presentation  
*Business Plan Package* (one copy per group)

## LEARNING INTENTION

Students are learning to understand the basic concepts behind economic development and how it affects their lives.

## SUCCESS CRITERIA

**Students can:**

- › describe what economic development is
- › develop a business plan that considers how economic development affects their community
- › describe the positive impact that economic development has on a person's quality of life

## BACKGROUND

Economic development is all around us, but the concepts that make it up are often difficult to understand, even for adults. With the *What is Economic Development?* animated video, we attempt to explain in a basic way what economic development is and how it affects our lives. We want children (and the young at heart) to be able to understand what it is and how it works.

## LESSON SEQUENCE

# 1

### 1. Activating

Think-pair-share:

- › Pose the following question: *What makes the place you live in awesome?*
- › Have the students think about their answer and share with a partner.
- › Have a short discussion as a class about what makes the town/city that you live in a place where people want to be.

# 2

### 2. Acquiring

Play the video in class.

- › Discuss the different themes of the video – all the pieces that go in to defining economic development (opening an ice cream shop, growing the business, opening an ice cream factory, hiring people, how people get paid and spend money, tourism etc)

# 3

### 3. Applying

Place students in small groups.

- › Give each group a copy of the *Business Plan Package*. Have students work together to complete their business plan.

## OPTIONAL EXTENSION - ALL GRADES

Create a job fair where each business is recruiting employees to work for their business. Have another class attend the job fair and submit an application to their job of choice.

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## OPTIONAL EXTENSION - HIGH SCHOOL STUDENTS

**Create** a schedule to share and present each groups' business plan. This could be achieved by giving each group five minutes to summarize the highlights of their plan.

**Have** each group select a product that the business would sell. Brainstorm how this product could be created and packaged with environmental and sustainable considerations in mind.

**Lead** a discussion about how you can support and encourage various communities and cultures in the local business community.

**Select** a product that the business will sell. Determine the amount of profit per product that could be earned by estimating the following amounts:

- › Selling Price per unit (A)
- › Material Costs per unit (B)
- › Labour Costs per unit (C)
- › Profit per unit =  $A - (B+C)$

# BUSINESS PLAN PACKAGE





## BUSINESS OWNERS (THE LOCAL ECONOMY)

There are so many different types of businesses that make up the economy of a city. Some are shops with storefronts that people can visit and purchase items. Others make and ship products. There are so many types of businesses that make up an economy. Local businesses are the heartbeat of the economy of every city. In our video, we talk about the ice cream shop owners who came to this country with the dream of opening their own business. A city that supports economic development opportunities like this will thrive.

Work together to determine a mock business. Your business will need to consider the following:

- › **Business retention and expansion**
- › **Talent attraction**
- › **Tourism**
- › **Foreign direct investment**
- › **Partners - government and association**
- › **Quality of life**

### DESCRIBE YOUR BUSINESS:

### NAME YOUR BUSINESS:

### DESIGN YOUR BUSINESS LOGO:



### BUSINESS RETENTION AND EXPANSION

When a business becomes successful, it can hire more employees to meet their customers' needs. Maybe they'll open up another location or perhaps a factory, like our business owners did in the video. Their ice cream became so popular, they decided to open a production facility to be able to make more ice cream to serve their growing number of customers all around the globe. Economic development agencies can support companies to not only keep their operations in a city, but to expand them as well.

#### THINK ABOUT THE FUTURE OF YOUR BUSINESS.

How could you expand your business to make it even more successful?



### TALENT ATTRACTION

Talent attraction is very simply finding people with the right skills to fill job openings in a company. Every company needs to have a strategy to find the right people for the right jobs. Since our ice cream company was growing, they needed people with expert skills to help them; people who are flavour experts or people who know how to get ice cream delivered all over the globe. Economic development organizations (EDOs) specialize in the 'big picture' of a community. They work with universities, colleges, companies and immigration groups to

encourage people with the right skills to move to a city but they also look at trends to see what kinds of skills people might need for jobs in the future.

#### WHAT TYPES OF SKILLS DO THE PEOPLE WHO WORK AT YOUR BUSINESS NEED?



## TOURISM

In the video, our city becomes so well known for ice cream that it gets a new slogan – the Ice Cream Capital of the Universe! The local tourism agency can now promote our city to people who *love* ice cream. When visitors come to a city, they spend money by staying in hotels, eating at restaurants and shopping at local stores. But an even bigger scoop is the fact that our city now has so many ice cream experts that people want to learn from, which gives us the opportunity to host big conventions so people can get together to discuss all things ice cream. All those people who come from around the world to these conventions will also spend money in our city which helps to grow the economy. Sometimes, those same people who visit our city with their friends and family, love it so much, they decide to move here and stay!

### DESCRIBE A FEW WAYS IN WHICH YOUR BUSINESS CAN HELP TO PROMOTE TOURISM:



## FOREIGN DIRECT INVESTMENT

Foreign direct investment is a pretty big name for a pretty simple concept. When a company comes to a new country to expand its existing business, that's foreign direct investment. In our video, Global Cone Co. saw an opportunity to come to our city because so much ice cream was being produced and sold. And as we all know; ice cream and ice cream cones are just meant to be together. Economic Development organizations specifically look for companies in other countries that might work well companies in our city and that means more jobs and money in our economy.

### THINK ABOUT YOUR BUSINESS.

**List other businesses, organizations or companies that might expand into your city/town because of your amazing business?**



### PARTNERS – GOVERNMENT AND ASSOCIATION

A lot of work goes into building and growing a business but there are many people that can help. City, provincial and federal governments can support the business by lending them money or giving them a break on their taxes. Industry associations, which are a group of people who work together to support a particular industry (for example, the Ice Cream Makers Association) can to help along the way. Economic Development organizations can support the businesses in figuring out where to open their office, help them work with

governments for the best assistance programs or find workers with the right skills to join their company.

### THINK ABOUT YOUR CITY/TOWN.

Where might be a good place in your city/town to open your business? Explain why that might be a good location.



### QUALITY OF LIFE

For economic development to happen, a city has to provide things that make people happy. People that work and live in a city want to enjoy their life when they aren't at work. That might include things like being in a great neighbourhood in a nice house with a big backyard close to good schools and universities for their kids or an apartment with lots of restaurants, shops and fun things to do, like cool attractions and festivals. All of those things create a great quality of life. When businesses succeed, people succeed and the entire quality of life in a community improves.

### YOUR AMAZING BUSINESS WILL HAVE A POSITIVE IMPACT ON YOUR CITY/COMMUNITY.

In what ways do you think the quality of life in your community will be improved?







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