County of Bruce Economic Development Strategy

Research and Engagement Findings

Presented by: Lauren Millier, Executive Vice President   **Date:** October 21, 2021

Why is Bruce County doing this Strategy?

- Bruce County is highly invested in economic development

- Bruce County wants to work with Member Municipalities to:
  - Enhance programs
  - Learn about business resilience
  - Look to opportunities/strengths
  - Focus on what supports are needed
  - Understand how best to communicate

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Research & Analysis

- *Background Review*
- *Economic Profile*
- *COVID-19 Recovery Efforts*
- *Interim Report #1*

2

Consultation & Engagement

- *Engagement Findings*
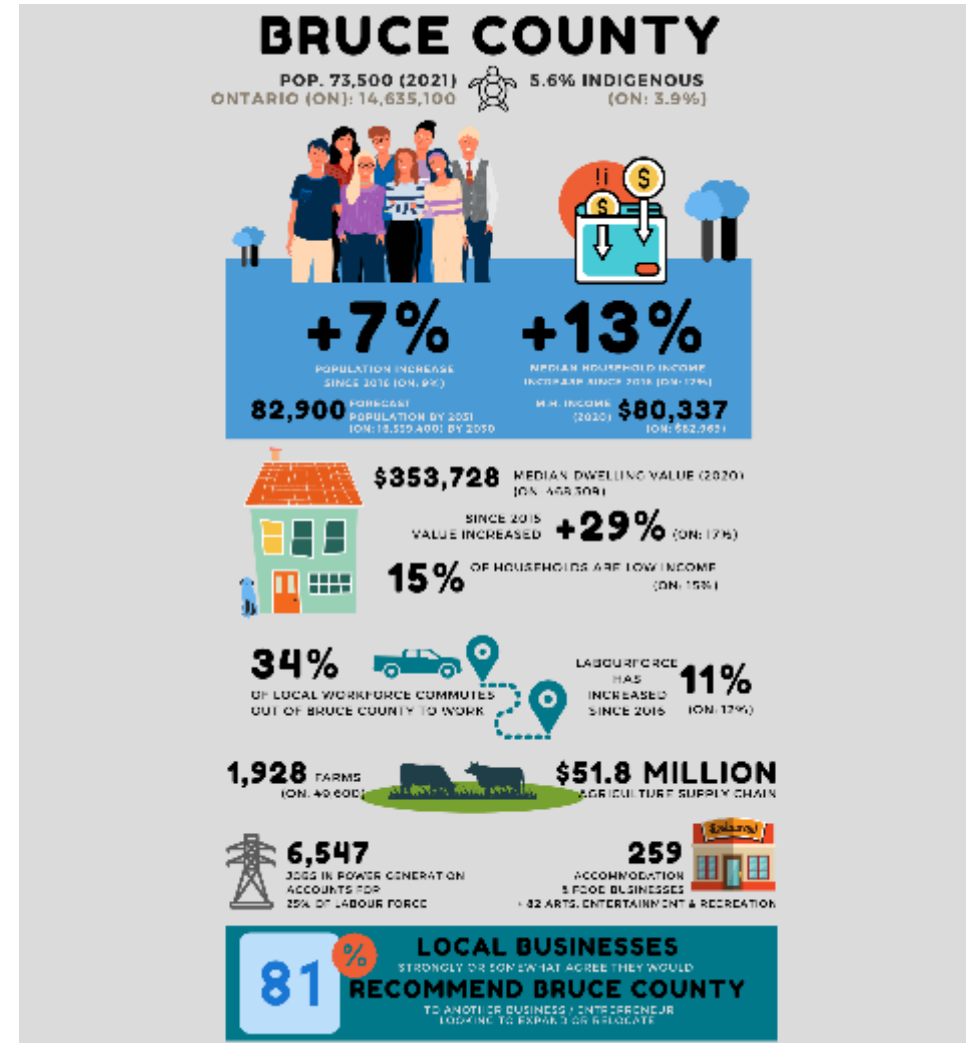- *Areas of Focus for Strategy*
- *Interim Report #2*

3

Reporting

- *Final Report*
- *Background material for Phases 4 and 5*

Research Phase

- Steadily growing population

- Increased labour force

- Net exporter of workers

- Micro and small businesses dominate

- Household income growing

- Dwelling values increasing

- Economic drivers: utilities, agriculture, accommodation and food (tourism)

Engagement Phase

- 27 stakeholder interviews

- 10 community stakeholder workshops

- 138 businesses surveyed

Recommended Directions

Demonstrate Meaningful Collaborations

Balance Community Transformation

Anticipate Supply Chain Opportunities

Stabilize Workforce Availability

Demonstrate Meaningful Collaborations

- Deepen the benefits of programs

- Team up, listen and customize

- Be prepared for out-of-the-box thinking

Balance Community Transformation

- Erase geographic boundaries

- Find the win-win

- Support Indigenous communities and business

Anticipate Supply Chain Opportunities

- Prepare the groundwork

- Target and coordinate business visits

- Respect all sectors

- Reward diversification

Stabilize Workforce Availability
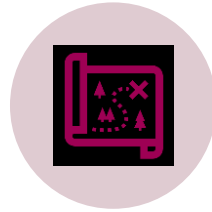
- Mind the gaps

- Activate advocacy

Recommended Directions

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MDB INSIGHT

Bruce County Economic Development Strategy Research and Engagement

FINAL REPORT
September 2021

MDB Insight Inc.

THANK YOU!

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