

# Strategic Framework

## Economic Development

November 18, 2021

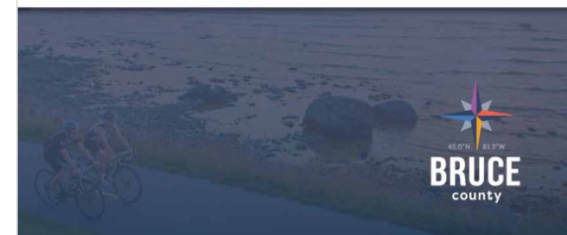


# Introduction

- Review of the “Find Yourself in Bruce” County Economic Development Strategic Plan
- Three Phases:
  1. Research and Data Collection
  2. Engagement and Consultations
  3. Analysis of the Research and Engagement
- Strategic Framework Development

“Find Yourself in Bruce County”

Bruce County  
Economic  
Development  
Strategic Plan  
2017 - 2021





45.0°N 81.3°W

**BRUCE**  
county

# ECONOMIC DEVELOPMENT STRATEGIC PLAN TIMELINE





45.0°N 81.3°W

**BRUCE**  
county

# Economic Development Long Term Goals

- Growth of Tax Base / Tax Assessment
- Growth of Population
- Diversify the Economic Base
- Business Retention and Expansion

# Marketing and Communications

Everything we do is through the lens of marketing. Our grounding framework is to motivate people to visit here, live here or invest and grow a business here - in Bruce County

- Resident Attraction - Be An Explorer
- Visitor Attraction - Explore the Bruce
- Attracting Entrepreneurs / Investors - Be An Explorer



# Economic Development Strategic Framework

## Macro Approach

### Marketing and Communications





45.0°N 81.3°W

**BRUCE**  
county

# Macro Approach





**BRUCE**  
county

# 1. Strategic Priority - Business Development

To support entrepreneurs and existing businesses providing grants, training, and other support programs that foster growth via the Business to Bruce program while attracting new business and investment leveraging the Be An Explorer brand.

- a. Business Foundations - annual Bruce BR+E
- b. Business Supports, Outreach, and Education - shift to virtual service delivery
- c. Sector Development and Enhancements - taking sectors out of silos and addressing similar challenges



## 2. Strategic Priority - Workforce Development

To stabilize workforce reliability in Bruce County to ensure current and potential residents can build a solid career and livelihood here.

- a. Continuous Data Collection
- b. Attraction - Newcomers and Immigrants
- c. Retention - leveraging GBLIP
- d. Skills Building - virtual career fairs / leveraging partnerships between business, government and education

### 3. Strategic Priority - Community Development

Community Development creates welcoming and attractive places people want to live in. It is more important now than ever as quality of life is leading economic development. This is done through Spruce the Bruce Community Development Program.

- a. Product Development and Destination Development  
- enhanced STB program
- b. Environmental Innovation and Adaptation - eco friendly tourism
- c. Addressing Regional Initiatives (i.e Transportation, Housing) - partnerships to combat regional issues

## Next Steps

- MDB Insight's work and strategic framework was shared with Economic Development staff from the Member Municipalities for their feedback.
  - Their input in the final plan is critical to the development of a consolidated plan that is truly built on the Macro Approach.
- Build out the framework and develop the full plan - the new five-year Bruce County Economic Development Strategic Plan and annual Action Plan (Phase 4).
  - The final plan presented in Q1, 2022



**BRUCE**  
county

**Thank you.**