



## Committee Report

**To:** Councillor Steve Hammell, Chair and  
Members of the Planning and Development Committee

**From:** Mark Paoli  
Director of Planning and Development

**Date:** March 17, 2022

**Re:** Find Yourself in Bruce County 2022-2026 Economic Development  
Strategic Plan

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### Staff Recommendation:

That the Find Yourself in Bruce County 2022-2026 Economic Development Strategic Plan report be received; and,

That the Find Yourself in Bruce County 2022-2026 Economic Development Strategic Plan be adopted as Bruce County's Economic Development Strategic Plan.

### Background:

In November 2021, Planning and Development Committee endorsed the Economic Development Strategic Framework which set the foundation for the 2022-2026 Economic Development Strategic Plan (the Strategic Plan). Since that time, staff have worked to develop the Strategic Plan. For reference, the process to build the Strategic Plan was conducted over five phases; this report brings forward the results of the final phase:

1. Research and analysis
2. Engagement and consultation
3. Reporting - Key findings from phases 1 and 2
4. Strategic Framework development
5. Final Plan / Implementation and measurement

### 2022-2026 Economic Development Strategic Plan Summary:

The Strategic Plan (attached) uses the elements that make up the Strategic Framework to demonstrate how they all support the direction that will be taken to achieve the long-term goals set by County Council. The long-term goals include:

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

The new Strategic Plan continues to use the “Macro Approach,” developed in the 2017-2021 Strategic Plan, to collaborate with local municipalities and local leaders, and has evolved the Macro Approach further, to recognize the role of regional stakeholders, thus ensuring it is the leading principle in every Economic Development project and initiative.

The Strategic Framework identifies the key strategic priorities that will guide the work to be done in the coming five years: Business Development, Workforce Development, and Community Development. Each priority encompasses its own objectives and applicable areas of focus, ensuring clear direction and purpose.

Additionally, everything we do is with a marketing focus, noting the importance of key messaging and the brands used to effectively implement each objective in the Strategic Plan. Bruce County’s overall marketing goals are to encourage people to visit, live, or start or move a business here.

The Strategic Plan concludes by highlighting how staff will measure and report on the progress towards the Strategic Priority objectives. The annual Planning and Development Department Business Plan will be updated to reflect the results and progress will be communicated regularly to County Council and municipal partners. Key Performance Indicators (KPIs) will be measured and reported on quarterly and annually.

**Financial/Staffing/Legal/IT Considerations:**

There are no financial, staffing, legal or IT considerations associated with this report.

**Interdepartmental Consultation:**

None.

**Link to Strategic Goals and Elements:**

The Economic Development 5-Year Strategic Plan update was identified as a major initiative in the 2021 and 2022 Planning and Development Department Business Plans.

**Report Author:**

Tori Matichuk  
Economic Development Officer

**Departmental Approval:**

Mark Paoli  
Director, Planning and Development

**Approved for Submission:**

Christine MacDonald  
Interim Chief Administrative Officer