

“Find Yourself in Bruce County” Economic Development Strategic Plan 2022 - 2026

Planning & Development Committee

March 17, 2022



Find Yourself *in* Bruce County

ECONOMIC DEVELOPMENT
STRATEGIC PLAN
2022-2026



Development of the Strategic Plan

MDB Insight was hired to begin the process to build the Economic Development Strategic Plan (the Plan) by focusing on three key phases:

1. Research & Analysis
2. Engagement & Consultations
3. Reporting



Where We Are

- Planning and Development Committee endorsed the Economic Development Strategic Framework in November
- Staff worked to build out the Plan that is presented today.



Bruce County's Key Industries

Where Tourists, Farmers, and Innovators are explorers who seek to break new ground and uncover hidden possibilities at every turn. Bruce County is a haven for the dreamers who become doers — the ones who turn ideas into opportunities.



Mission, Values, & Long-Term Goals

Mission:

To provide workforce, community, and business development services to ensure that the County's attraction value remains high, that it is positioned towards growth, and that opportunities exist for visitors, residents, and businesses.

Values



Inspire

To create a culture of innovation and opportunities



Attract

To connect to a broad range of people who are potential prospects



Support

To collaborate and encourage success for all

Long-Term Goals:

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

Strategic Framework



Macro Approach



Macro Approach Objectives

1. Develop a Joint Regional Economic Development Working Group to collaborate and work on regional issues
2. Community Relations with External Partners

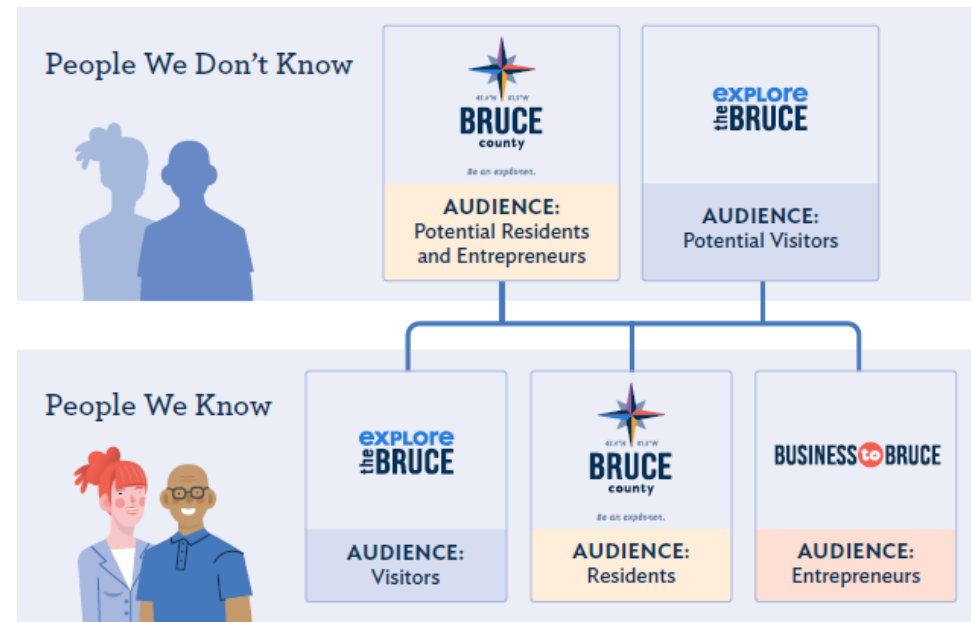


Marketing & Communications: Objectives

- To attract **visitors** during the shoulder seasons, to increase the length of their stay, and to visit all regions in Bruce County
- To provide messaging to **visitors** of Bruce County which can help convert them into full-time residents
- To attract **residents** and explorers to consider relocating to Bruce County
- To attract **entrepreneurs** and investors to start a business in Bruce County
- To support existing **entrepreneurs** in Bruce County
- To support **community development** and product development

Audiences & Communication

Communication will be divided strategically into two segments:



Strategic Priorities

1. Business Development
2. Workforce Development
3. Community Development



Business Development Objectives

Business Foundations

- Support business growth and development
- Retain and expand businesses
- Anticipate supply chain opportunities

Supports, Outreach, and Education

- Support entrepreneurial growth and development
- Reward diversification of businesses

Sector Development and Enhancements

- Support tourism business development
- Support the clean energy industry and partners
- Support the enhancement of the agriculture sector



Workforce Development Objectives

Continuous Data Collection

- Identify current employer labour needs
- Identify local education and skills gaps

Attraction

- Identify attraction audiences
- Use appropriate messaging and methods to reach audiences

Retention

- Support welcoming communities
- Support positive employer culture

Skills Building

- Bridge skills and education gaps
- Support succession planning
- Address sector-specific skills gaps



Community Development Objectives

Product and Destination Development

- Support municipal annual action plans
- Provide incentives and grants
- Support downtown development

Environmental Innovation and Adaptation

- Support agriculture and sustainable tourism initiatives
- Enhance active transportation opportunities
- Disperse tourists across the County and during all seasons

Address Regional Initiatives

- Support innovative ways to attract residential development
- Support the enhancement of community amenities
- Support infrastructure investments and servicing needs
- Partner with the Department of Transportation and Environmental Services





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Measure & Report

- Department business plan and staff workplans built on each Strategic Priority and objectives
- Measure progress using Key Performance Indicators and asking ourselves:
 - Did we achieve what we set out to do?
 - Did our efforts have the desired impact?
 - Are we closer to achieving our strategic goals because of these efforts?
- Progress will be reported to County Council through Quarterly and Annual Business Plan and Key Performance Indicator updates



Thank you

Questions?

