



Economic Development Strategy Overview & Workplan

Agenda

- Overview of Background Information
- Project Overview
- Initial Steps
- Proposed Project Timeline
- Formation of EDAC Sub-Committee
- Public Consultation Overview
- Project Deliverables

Background Information

- First Impression Community Exchange program completed in 2008
- Red, Hot and Blue completed in 2009 / 2010
- Sustainable Path completed in 2010
- Community Improvement Plan completed in 2011
- EDAC established in 2014
- Business Retention & Expansion plan completed in 2014
- SGBT Labour Supply Task Force report completed in 2018

Current Need

Report to Council in June 2018

- THAT Council direct staff to submit this [economic development strategy] project for consideration as part of the 2019 budget process

2019 – Present Day

- \$150,000 approved within the 2019 budget
- Staff received direction from Council to utilize internal resources and leverage partnerships as an alternative to retaining consultants
- Staff have explored various options

Project Overview

Goal: To develop an Economic Development Strategy for the Town of The Blue Mountains and receive Council approval by end of 2019.

Objectives:

- To develop a strategy that supports and strengthens the interests of all key economic sectors within the Town.
- To encourage community and stakeholder support and buy-in towards investing into economic development initiatives.
- Identify new economic development approaches and strengthen existing economic development practices to ensure that opportunities exist for visitors, residents and businesses within the Town of The Blue Mountains.

First Steps- How do we get started?

May

- Project outline presentation to EDAC (May 13th)
- Schedule special working meeting of EDAC to identify project goals and objectives
 - Outline draft economic development priorities and key areas of focus
 - Proposed Meeting Date: May XX, 2019
- Formation of sub-committee

June

- Multiple meetings with sub-committee to develop detailed project workplan
 - Fine tune project timeline, finalize project workplan, develop list of key deliverables, formalize public engagement plan, and identify required resources.

EDAC Sub-Committee

- Five committee members on sub-committee
- Representative of various economic sectors
- Commitment for frequent working meetings (1-2 meetings per month)

Sub-Committee Goals

- Fine tune project timeline and identify key deliverables
- Analyze relevant data and conduct situational analysis to establish economic development baseline
- Use analytics to identify trends and opportunities
- Identify and refine key economic development goals and priorities
- Develop public consultation plan
- Ensure that public and stakeholder feedback is incorporated into the strategy
- Develop a detailed action plan including: implementation timeline, required resources and measurable goals

Facilitated Public Consultation

- Consultation sessions will include break-out sessions for participants to identify economic development opportunities and challenges, while working collaboratively to develop potential solutions
- EDAC Sub-Committee members to facilitate and lead table discussions

Proposed Format

- Explain project overview
- Define consultation goals
- Review situational analysis
- Divide audience into working groups
- Report back to the larger group

Proposed Timeline

- Conduct all public engagement sessions within a 3-4 week timeline
- Proposed Timeline: Mid August to Mid September

Facilitated Public Consultation Sessions

- General Public (weekday meeting)
 - Ensure a mix of full-time and seasonal residents
- General Public (weekend meeting)
 - Ensure a mix of full-time and seasonal residents
- Business Organizations & Partnerships
 - Ex- Thornbury Business Improvement Area, Blue Mountains Chamber of Commerce, Clarksburg Village Association, Blue Mountain Village Association, Grey County Economic Development, Small Business Enterprise Centre, Centre for Business, Georgian Triangle Development Institute, South Georgian Bay Tourism, Four County Labour Market Planning Board, neighbouring municipalities, etc.
- Key Economic Industries
 - Ensure representation from key economic industries
- Council Members and Senior Management Team

Deliverables & Project Timeline

Deliverable	Lead	Timeline	Resources Required
Situational Analysis Report <ul style="list-style-type: none"> - Analytics & Data Review - Town Framework Review - SWOT Analysis - PESTEL Analysis - Trend Identification - Competitive Assessment 	TBM Staff EDAC Sub-Committee	Now – August 2019	Grey County Economic Development Analytics, OMAFRA Analyst Tool, Census Data, Town Research, Labour Supply Task Force Report, SBEC Small Business Data, Four County Labour Market Planning Board, etc.
Public Consultation Process	TBM Staff EDAC Sub-Committee	Mid August 2019 – Mid September 2019	TBM Staff to coordinate advertising and promotion, Facilitated by partner, EDAC Sub Committee to facilitate table discussions
Public Consultation Summary Report	TBM Staff EDAC Sub-Committee	End of September 2019	TBM Staff Resources

Deliverables & Project Timeline

Deliverable	Lead	Timeline	Resources Required
Strategic Plan Development Working Group Sessions* <ul style="list-style-type: none"> Identify key economic development pillars Develop action plan, priorities and tactics <p>*Multiple working meetings</p>	TBM Staff EDAC Sub-Committee	October – November 2019	Data and analytics gathered through situational analysis report, and public consultation summary report.
Presentation of Final Economic Development Strategy to EDAC	TBM Staff EDAC Sub-Committee	November 2019	N/A
Presentation of Final Economic Development Strategy to Council	EDAC Chair TBM Staff	December 2019	N/A