



**Economic Development Strategy
OMAFRA Introduction & Workplan**

Ministry of Agriculture, Food and Rural Affairs

- The Ministry of Agriculture, Food and Rural Affairs (OMAFRA) is an Ontario government ministry responsible for the food, agriculture and rural sectors of the Canadian province of Ontario.
- The Ministry works to advance government efforts to promote a competitive and productive agri-food sector and to provide economic growth and opportunities in rural Ontario.
- Four divisions of OMAFRA and over 19 different programs:
 - Economic Development
 - Food Safety & Environment
 - Policy and Research
 - Corporate Services Division

How can the Ministry Help?

- Access to OMAFRA Analyst Tool

- Analyst is an online tool that pools data from a range of sources to provide information on regional economies and human capital / workforces.

Analyst helps you:

- find out what industries set your region apart or make it more competitive
- track the flow of money within a geographical area
- see trends like hiring patterns or sales increases in a particular industry
- find labour force and wage comparisons
- benchmark your community against other regions
- predict the effects of changes in a regional economy

How can the Ministry Help?

- Access and Training for Economic Development Programs
 - First Impressions Community Exchange
 - Business Retention and Expansion
 - Community Immigrant Retention
 - Downtown Revitalization
 - Performance Measurement
- Stakeholder Facilitation
 - Public facilitation with residents, businesses and community stakeholders
 - Summation of feedback received from facilitation
- Rural Economic Development (RED) Grant Application Coaching
- Provide Economic Development Expertise for Rural Ontario Communities

Regional Economic Development Programs

Analyst

Analyst is a web-based tool that provides data on regional economies and human capital and then makes it easy to use so you can spend your time doing analysis rather than mining information. Analyst helps you understand your region so you can make informed decisions about how to build strong regional economies.

Business Retention + Expansion

BR+E is a comprehensive economic development program that builds a community's capacity to develop locally based strategies that help support local businesses to retain existing jobs, create new jobs and grow their opportunities.

Community Immigrant Retention in Rural Ontario

CIRRO is an initiative that helps rural communities identify which services they should focus on if they want to attract educated and talented young people and new immigrants for future economic prosperity.

Downtown Revitalization

Downtown Revitalization resources provide training and support to implement comprehensive approaches to projects that may include economic development, leadership and management, marketing and promotion, and physical improvement components.

First Impressions Community Exchange

First Impressions Community Exchange is a structured and cost-effective process that reveals the first impression a community conveys to potential visitors, investors and new residents.

Performance Measurement Resources

Performance Measurement is the process of monitoring, measuring, assessing and reporting on the progress that a plan, such as an economic development plan, is making towards the desired outcomes.

For more information on Regional Economic Development Programs contact your Agricultural and Rural Development Advisor at: www.ontario.ca/rural or call 1-877-424-1300.



Contact Information

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Economic Development 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.

What Resources Are Available?

- 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
- Centre for Business and Economic Development

Deliverables & Project Timeline

Deliverable	Lead	Timeline	Resources Required
Situational Analysis Report <ul style="list-style-type: none"> - Analytics & Data Review - SWOT Analysis - PESTEL Analysis - Trend Identification - Competitive Assessment - Town Framework Review 	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 	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

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Questions?