



# Staff Report

## Administration

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**Report To:** Economic Development Advisory Committee  
**Meeting Date:** March 9, 2020  
**Report Number:** FAF.20.015  
**Subject:** Economic Development Strategy Update – February 2020  
**Prepared by:** Jeremy Chan, Communications & Economic Development Project Specialist

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### A. Recommendations

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THAT the Economic Development Advisory Committee receive Staff Report FAF.20.015, entitled “Economic Development Strategy Update – February 2020” for information purposes.

### B. Overview

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The purpose of this staff report is to provide a status update regarding the Economic Development Strategy.

### C. Background

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To facilitate the completion of the Economic Development Strategy, staff have created four phases to guide them in the planning and development of the Economic Development Strategy. With the conclusion of the Business Community and Public Resident Surveys, Phase 2 of the Economic Development Strategy is now completed and now currently on Phase 3 of the Economic Development Strategy (Data Analysis & Goal/Action Development). This report is being provided to the committee as a general project update on the progress and completion of Phase 2 for information purposes.

### D. Analysis

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The following chart details the progress of Phase 2 items within the timeline for the Economic Development Strategy:

Phase 2 Items	Notes	Progress
<b>1. Generating a List of Businesses in TBM and Engagement Plan</b>	Through the combination of the Town website business directory, Thornbury Business Improvement Area, Blue Mountains Chamber of Commerce, Clarksburg Village Association, Blue Mountain Village Association, and the Business Retention + Expansion list, staff have compiled all businesses in the Town of The Blue	Completed

Phase 2 Items	Notes	Progress
	Mountains including clubs, associations, and not-for-profits. The businesses generated is now gathered and ready to be consulted.	
<b>2. Planning for Survey Promotional Campaign &amp; Marketing Tools</b>	<ul style="list-style-type: none"> <li>- The advertising campaign to promote the survey will follow the standard Town advertising process.</li> <li>- Advertising will include a combination of the following: road signs, radio ads, website postings, social media posts, mailed postcards, newspaper ads, and outreach with local organizations and associations.</li> <li>- Marketing materials have been developed and completed and now ready to be delivered via the advertising channels listed.</li> </ul>	Completed
<b>3. Development of Survey Questions</b> - General Public Survey - Business Community Survey	<ul style="list-style-type: none"> <li>- Final survey questions have been completed for both the General Public Survey and the Business Community Survey.</li> </ul>	Completed
<b>4. Survey Launch and Promotion</b>	<ul style="list-style-type: none"> <li>- Official survey launch and promotion scheduled for January 15, 2020. Completed March 1<sup>st</sup>.</li> </ul>	Completed
<b>5. Facilitation Workshops with Business Community</b>	<ul style="list-style-type: none"> <li>- Staff are exploring options to hire a facilitator and considering venue options.</li> <li>- Staff has decided to move the facilitation workshop to Phase 3 as we would like to present the draft survey information to business owners attending so there are topics and ideas already established and available for discussion.</li> </ul>	Moved to Phase 3

Phase 3 Items	Notes	Progress
<b>1. Facilitation Workshops with Business Community</b> (Moved from Phase 2)	<ul style="list-style-type: none"> <li>- In partnership with the Grey County Economic Development Department, three workshops will be hosted in different areas of the community.</li> </ul>	Mid March
<b>2. Data Analysis with EDAC Sub Committee</b>	<ul style="list-style-type: none"> <li>- Results from the surveys and facilitated workshops will be collected and analyzed by Town staff to evaluate key trends and common themes</li> </ul>	Late March / Early April
<b>3. Finding Key Trends that Correlate with the Key Pillars</b>	<ul style="list-style-type: none"> <li>- The results from the survey will help determine key trends from our two current Pillars/Themes as well as finding and</li> </ul>	Late March / Early April

Phase 3 Items	Notes	Progress
	establishing other Pillars/Themes found from the results of the survey.	
<b>4. Work with EDAC Sub Committee to Develop SMART Goals and Actions</b>	- Meetings with the EDAC Sub-Committee will be scheduled to develop SMART Goals and Actions from the data.	April
<b>5. Identify Timelines, Resource Considerations and Measurement Metrics for Each Action Item</b>	- Short (less than 1 year), Medium (2-3 years), and Long (3-5) term goals will be set and determined for each action item to ensure that the Key Direction of each Pillar/Theme is met throughout the five-year strategy.	May

## E. The Blue Mountains Strategic Plan

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Goal #1: Create Opportunities for Sustainability

Objective #1 Retain Existing Business

Objective #2 Attract New Business

Objective #3 Promote a Diversified Economy

Objective #5 Improved Visibility and Local Identity

Goal #2: Engage Our Communities & Partners

Objective #1 Improve External Communication with our Constituents

Objective #3 Strengthen Partnerships

## F. Environmental Impacts

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There are no environmental impacts anticipated within the scope of this report.

## G. Financial Impact

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There are no financial impacts anticipated within the scope of this report.

- Facilitator, venue booking

## H. In consultation with

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Tim Hendry, Manager of Communications and Economic Development

Shawn Everitt, Chief Administrative Officer

## **I. Public Engagement**

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The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, [economicdevelopment@thebluemountains.ca](mailto:economicdevelopment@thebluemountains.ca).

## **J. Attached**

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1. N/A

Respectfully Submitted,

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Jeremy Chan  
Communications and Economic Development Project Specialist

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Tim Hendry  
Manager of Communications and Economic Development

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