

Draft

**“Made in Grey” County
Economic Development
Strategy**

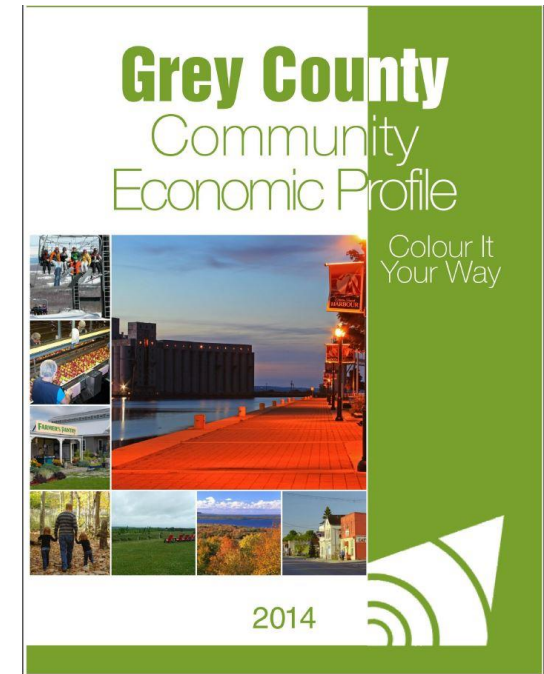
February 3, 2015

Why we are here today?

1. Review strategy development process to date
2. Release draft “Made in Grey” County Economic Development Strategy
3. Inform on next-steps

How we did we get here?

1. Establishment of a Steering Committee
2. Statistical review and analysis
3. Community Profile
4. Consultation:
 - One-on-one interviews
 - Online survey
 - Focus groups
 - Economic Development Summit



Remember this formula



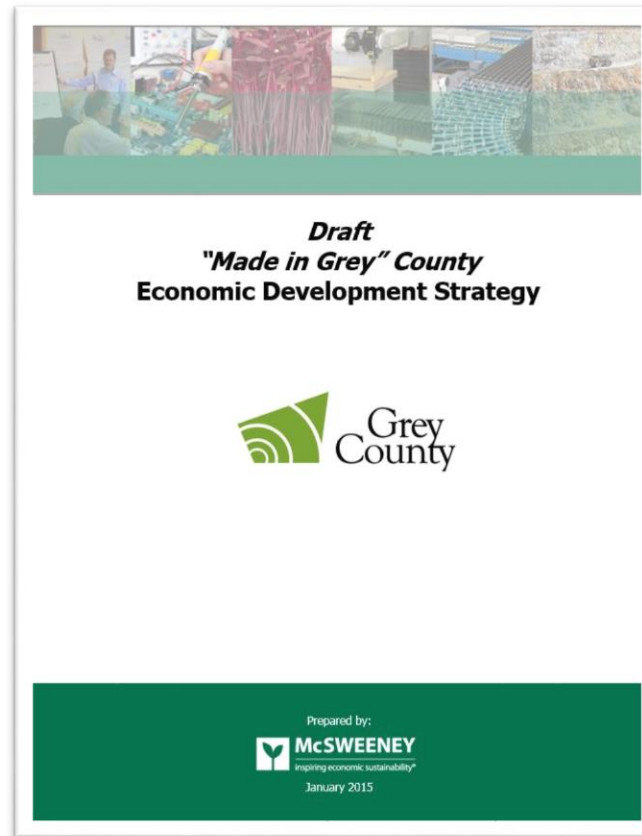
**People * Process = the Power of
Economic Development**

Draft "Made in Grey" County Economic Development Strategy

Vision

Themes

Actions



Vision

Grey County is “Open for Business”

As a direct result of open and transparent communication, real collaboration and true partnerships, Grey County, together with municipal and community partners, will be fully engaged and working together to continually create a positive environment where businesses and investors have the information, the resources and the support needed to succeed.

Strategic Themes

- Becoming Investment Ready
- Creating a Business Friendly Environment
- Ensuring Key Infrastructure is in Place
- Developing Grey's Workforce
- Better Communicating and Marketing Grey's Greatness
- Tourism
- Agriculture, Farms and Local Foods.

Becoming Investment Ready

Investment readiness is about a community's ability and preparedness to retain, attract and secure investment. It is a process of creating an environment where an investor feels most secure expanding, starting or relocating a business.

Becoming Investment Ready

Actions Include:

- 1. Undertaking an Investment Readiness Assessment and create an action plan.*
- 2. Economic development web presence.*
- 3. Industrial land and buildings inventory.*
- 4. Strategy to bring more shovel-ready land to the market (dependent on what the inventory uncovers).*

Becoming Investment Ready

Actions Include:

5. *Updating Grey's Community Profile.*
6. *Creating Community Profiles for municipal partners.*
7. *Creating an investment inquiry response protocol.*

Creating a Business Friendly Environment

Business Friendliness involves creating positive relationships between local/county government and local businesses. It involves listening to and understanding your business communities' voice in an effort to ensure established businesses choose to expand and to help new businesses get established in Grey County.

Creating a Business Friendly Environment

Actions Include:

- 1. Formalizing Grey's Business Visitation Program – focusing on retention, expansion and issue resolution.*
- 2. Creating and delivering a training and education program aimed at working together with your local business community.*
- 3. Developing and ensuring consistent home occupation policies across the county.*

Creating a Business Friendly Environment

Actions Include:

- 4. Hosting an annual networking event bringing businesses and governments together.*

Ensuring Key Infrastructure is in Place

Infrastructure – water, sewer, natural gas, broadband, shovel-ready employment land, buildings and transportation networks – are key components to ensuring that Grey County and its municipal partners have the physical assets in place to allow existing businesses to prosper and to make Grey County an attractive community for private and public sector investment.

Ensuring Key Infrastructure is in Place

Actions Include:

- 1. Developing shortened timelines and accelerating the implementation of Grey's Broadband Plan.*
- 2. Creating a Grey County infrastructure master plan which identifies and maps county and municipal partner key capital infrastructure projects and priorities.*

Developing Grey's Workforce

Workforce development is about people.

It is about ensuring the business community can draw on available workers, with appropriate skill sets and experience, within the county. This also includes addressing issues such as youth unemployment and skills development.

Developing Grey's Workforce

Actions Include:

- 1. Prioritizing recommendations of the Four County Labour Market and Planning Board's Skills Gap study from 2014.*
- 2. Creating an action and implementation plan to address the priority recommendations of the 2014 Skills Gap study.*

Developing Grey's Workforce

Actions Include:

- 3. Creating a strategy and implementing action items that address youth retention and outmigration.*

Better Communicating and Marketing Grey's Greatness

Communication involves having open lines between the county and other levels of government, local business and residents.

Marketing is about promoting the county so that stakeholders are aware of what the county does, what economic development work is underway and the investment opportunities that currently exist.

Better Communicating and Marketing Grey's Greatness

Actions Include:

- 1. Formalizing the Grey County Economic Development Working Group.*
- 2. Annually identifying two joint projects the Working Group can undertake.*
- 3. Completing and implementing an investment attraction marketing action plan (ie. website, profile, land inventory, value proposition).*

Better Communicating and Marketing Grey's Greatness

Actions Include:

- 4. Compiling and promoting information on existing business development services, grant programs and government contacts.*
- 5. Creating a marketing and communications program to tell what the county is doing in terms of economic development.*
- 6. Continuing the newsletter highlighting activities and success stories in Grey County).*

Tourism

Tourism is a broad industry based around the attraction of people into a specific area.

For the purpose of this strategy, tourism is the attraction of visitors into Grey County for accommodation, cultural, recreational and culinary experiences.

Tourism

Actions Include:

- 1. Continue with existing program including:*
 - marketing efforts*
 - improving and promoting tourism website*
 - developing Grey's tourism infrastructure (ie. cycling, active lifestyle, local food)*
 - supporting partners and efforts.*
- 2. Updating or creating a new tourism strategy.*

Tourism

Actions Include:

- 3. Create and implement a way-finding signage program.*
- 4. Continue developing and implementing a tourism partnership education and training program.*

Agriculture, Farms and Local Food

Agriculture, Farms and Local Food – including farm and non-farm related industrial and commercial activities such as manufacturing, processing and value-adding – are essential components to the economic health and diversity of Grey County. Supporting these types of business activities is an important step to growing and sustaining Grey's overall economy.

Agriculture, Farms and Local Food

Local Food Actions Include:

- 1. Developing a local foods strategy.*
- 2. Developing and implementing a brand identity for local foods produced in Grey County.*
- 3. Building upon and continually growing the annual food entrepreneurs' day.*
- 4. Creating policies and tools to support local food initiatives (ie. on-site food processing, food business incubator, etc.)*

Agriculture, Farms and Local Food

Local Food Actions Include:

- 5. Researching the feasibility of a regional food hub.*
- 6. Developing a “How to Start” toolkit aimed at assisting new farmers and farm-based businesses.*
- 7. More closely aligning the Grey Tourism marketing efforts to include local food.*

Agriculture, Farms and Local Food

Agriculture & Farm Actions Include:

- 1. Undertaking an inventory of small scale on-farm diversified use businesses in Grey County.*
- 2. Undertaking a County and Municipal land-use policies and regulations review with an aim of encouraging the appropriate growth and development of farm and non-farm related activities.*

Agriculture, Farms and Local Food

Agriculture & Farm Actions Include:

- 3. Setting clear expectations (definitions) on the limits and appropriate size of what constitutes a small scale on-farm diversified use.*
- 4. Ensuring there is sufficient industrial space in Grey County to accommodate the transition or expansion of small scale on-farm diversified use businesses to the alternate locations if the use outgrows their rural locations or choose to expand.*

Agriculture, Farms and Local Food

Agriculture & Farm Actions Include:

- 5. Creating a communication strategy to ensure all existing and new small scale on-farm diversified use businesses understand the expectations and limits of what constitutes a small scale on-farm diversified use and the opportunities that exist to relocate or expand within Grey County.*

Next Steps

1. *Release the draft Strategy for review*
2. *Seeking input – online survey*
3. *Review input with Steering Committee*
4. *Revise the strategy*
5. *Finalize strategy*
6. *Implement*

Thank you