

## Economic Development Workplan – 2021

Focus Area	Action Item	Status
<b>Priority One: Investment</b> - Staff Leads: Steve, Alison		
Foreign Direct Investment	FDI Strategy	<b>In progress.</b> Completion late 2021. Think Compass retained.
	FDI Training for local officials and staff	<b>Deferred.</b> Funding not approved, small scale version planned for Q3/Q4.
	Regional Airport Study	<b>In progress.</b> Completion March 31.
	Talisman	<b>In progress.</b> On-going discussions with partners, unique approach to marketing
	TC Energy	<b>In progress.</b> Member of Community Liaison Committee.
	Abattoir	<b>In progress.</b> Conversations ongoing, assisting where possible.
Community Improvement Plans (CIP)	Implementation & Tracking	<b>In progress.</b> Majority completed and implementing, all municipalities expected to have CIP approved by Q4 2021.
	Living on Main Street	<b>In progress.</b> Report delivered to Council. Staff considering recommendations.
	Business Mix Analysis	<b>In progress.</b> West Grey beginning in Q1 of 2021
Tourism Infrastructure	Stakeholder Alignment	<b>Reported to TAC</b>

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	Cycling & Trails Implementation Site Development – parking, washrooms, signage	
Product & Experience Development	Tourism Matters	<b>Reported to TAC</b>
	Made in Grey (Agri-Food)	n/a Q1
	Shop Local	<b>In progress.</b> Ongoing digital marketing campaigns, 'Local is Calling'
	Consumer Confidence	<b>In progress.</b> Business Support Line operating five days per week to support business re-opening
Shovel Ready Projects	Affordable & Attainable Housing	n/a Q1
	Accommodations	
	Municipal Infrastructure	
<b>Priority Two: Attraction &amp; Retention - Staff Leads: Jacinda, Melissa</b>		
Local Immigration Partnership	Grey Bruce Local Immigration Partnership Delivery	<b>Complete.</b> Brand Identity Project Complete - December 2020  <b>In progress.</b> Partnering with REI to highlight Grey & Bruce Counties through 'Discover Rural Ontario' series - February 24, 2021

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		<p><b>In progress.</b> Settlement Strategy &amp; Action Plan - Research Phase Complete January 2021; Partnership Council Session for final input - February 19, 2021; Draft final presented to Council for consideration March 11, 2021</p> <p><b>In progress.</b> LIP Focused Website - Development commenced February 8, 2021; Completion April 23, 2021</p> <p><b>In progress.</b> Supporting Partnership Council member connections and collaborations.</p>
	Diversity & Inclusion Training	n/a Q1
Attraction & Retention Campaign	<p>Healthcare: Long-term Care &amp; Georgian Partnership – training and promotion</p> <p>Skilled Trades: OYAP &amp; Georgian Partnership – training and promotion</p>	<p><b>In progress.</b> Partnership proposal in development.</p> <p><b>n/a Q1.</b> OYAP training at Sydenham</p> <p><b>In progress.</b> Apprenticeship Collaborative - YMCA, Ministry, Georgian, Launch Pad, Grey County, Employer, Industry Association.</p>

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	Grey Bruce Virtual Job Fair	<b>In progress.</b> Expanded to include Bruce County in joint initiative scheduled for March 10
	Ontario Works Employment Services Transition	<b>In progress.</b> Employment Service Providers Collaborative – YMCA Employment Services, Four County Labour Market Planning Board, Ontario Works.
	International Student Retention	<b>In progress.</b> International Student Collaborative – with Georgian College and Welcoming Communities Grey Bruce. Completion March 31.
Connect2Jobs	Promote the website as a one-stop-shop	<b>In progress.</b> Ongoing
	Embed on municipal sites	n/a Q1
Sydenham Campus Workforce Development	Partnership with YMCA, Georgian College & Local Employers	<b>In progress.</b> Pilot projects proposed, Ongoing multi-partnership discussion for a unified proposal and delivery
<b>Priority Three: Entrepreneurship - Staff Leads: Courtney, Taylor</b>		
Mentorship & Advisorship	Sounding Board Program	<b>In progress.</b> Mentorship Program launched in January with 15 mentor/mentee matches
	Fast Lane Plus	n/a Q1, on hold until pandemic lifts
	Starter Company & Summer Company	n/a Q1. Launching April and May 2021

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	T3 Accelerator	<b>In progress.</b> BEC advising two companies; three Grey businesses advised by local municipal staff
Consultations	Start Up (BEC)	<b>In progress.</b> Consultations ongoing. Presentation to Council scheduled for April 8.
	Scaling (Catapult)	<b>In progress.</b> Staff assisting Catapult board through transition and program partnerships.