

Economic Development and Planning Advisory Committee

October 17, 2019 – 8:30 AM

Bay Room, Grey County Administration Building

1. **Call to Order**
2. **Declaration of Pecuniary Interest**
3. **Reports**
 - a. CAOR-ED-17-19 Economic Development Priorities 2020
That Report CAOR-ED-17-19 Economic Development Priorities 2020 be received and the 2020 operational priorities be adopted as presented.
 - b. [CAOR-CW-15-19](#) Sydenham Campus Update – Verbal Review, no action required
 - c. Climate Change Action Plan Update – Verbal Update
 - d. [PDR-CW-41-19](#) Comments on Draft Provincial Policy Statement – Verbal Review, no action required)
4. **Upcoming Events**
5. **Other Business**
6. **Next Meeting Dates**
 - a. To be determined
7. **Adjournment**

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| To: | Chair and Members of the Economic Development and Planning Advisory Committee |
| Committee Date: | October 17, 2019 |
| Subject / Report No: | CAOR-ED-17-19 |
| Title: | Economic Development Priorities 2020 |
| Prepared by: | Savanna Myers, Manager of Economic Development |
| Reviewed by: | Kim Wingrove, Chief Administrative Officer |
| Lower Tier(s) Affected: | All Grey County |
| Status: | |

Recommendation

1. That Report CAOR-ED-17-19 Economic Development Priorities 2020 be received, and the 2020 operational priorities be adopted as presented.

Executive Summary

The Grey County Economic Development Department draft 2020 work plan is founded on the direction of our member municipalities and will encompass Council directives through the Strategic Plan 2020-2025 update.

Background and Discussion

2019 Achievements

The Grey County Economic Development Working Group met on September 6th to discuss 2019 achievements and 2020 local priorities for drafting of the Grey County Economic Development work plan.

The group agreed that the greatest achievement of 2019 was the approval of the Community Improvement Plan (CIP) program. Several municipalities are in the process of adopting their CIPs locally in order to incent priority development, in particular, attainable housing. Implementation and marketing of CIP incentives will continue in 2020.

Three additional areas of focus were identified by our EDOs as increasingly valuable:

- Made in Grey economic development website, including investment inventory and business directory;
- Increased reach of the Business Enterprise Centre to support entrepreneurs; and
- The 'Proudly Made in Grey' Agri-Food brand to increase awareness about access to local food options.

Further priorities identified by municipal partners were achieved as follows:

| Priority | Implementation |
|--|--|
| Business succession matching opportunities | October 2 'Succession? How to Buy & Sell Small Business' event in partnership with the City of Owen Sound |
| Staff training for investment and development | June 26 'Investment Readiness' training event for the Economic Development Working Group in Hanover with a developer, commercial industrial realtor, venture capital agency and foreign direct investment agency |
| GIS training and expansion of online real estate listings | June 26 'GIS & Website training' for the Economic Development Working Group with Grey County IT |
| Regional attraction and retention campaign | BC Hughes contracted to develop the campaign. September 6 presentation to economic development working group. Draft campaign received for review and approval. |
| Regional job fair and local job fair coordination | February 21 Regional Job Fair held in Owen Sound. 100 employers, 1000 job seekers, newcomer bus tour from Peel |
| Employee retention communication and training for employers | October 9 'Gain and Retain Employees in Grey and Bruce Counties' in partnership with RBC and the Agency. |
| Municipal strengths and opportunities review for development mapping | This item has not yet been addressed. |
| Regional transportation solutions | July 2, Manager of Community Transportation began two year secondment. RFP process is ongoing, services expected to begin fall 2019. |

The alignment of staff resources in 2019 has proven successful and will remain in place for 2020. There are four focus areas:

- Investment Readiness;

- People Attraction & Retention;
- Entrepreneurship; and
- Agri-Food.

These themes have effectively enabled implementation of the Economic Development Strategy and Corporate Strategic Plan. They also created efficiency while remaining flexible enough to adapt to unknown opportunities.

2020 Priorities

For 2020, the following priorities have been identified by our member municipalities:

- Attraction & Retention Campaign Implementation
- Jobs Website and updated Community Profile
- Local Immigration Partnership (including Employee Retention)
- Regional Transportation & Attainable Housing (to assist labour force issues)
- Community Improvement Plan Implementation & Marketing

Through further conversations with community partners, revisions are being made to the overall focus and direction of our department. Our staff will lead a partners meeting this December to better navigate the changing mandates of partners and avoid duplication of efforts.

Business Enterprise Centre Enhancements in 2020

A three-way public-private partnership has been struck with the Business Enterprise Centre (BEC), Grey Bruce Business Generator and Bluewater Angel Investors Group to create a one-stop-shop of entrepreneurial support. BEC will be the point-person for this partnership.

Following an exploratory meeting with Ontario Works Managers, BEC will begin to engage with OW clients who may be poised to own and operate their own business. Planning around what this new service will look like is yet to be determined.

Legal and Legislated Requirements

There are no legal or legislated requirements.

Financial and Resource Implications

There are no financial implications associated with this report. All items will be included for Council consideration through the 2020 budget process.

Relevant Consultation

- Internal – Senior Economic Development Officer, Economic Development Officers, Business Enterprise Manager, Business Enterprise Coordinator
- External – Economic Development Working Group

Appendices and Attachments

None.