

South Georgian Bay Economic Analysis

October, 2010



The Blue Mountains . Clearview . Collingwood . Wasaga Beach



Changing Times

Our economy is undergoing a fundamental restructuring - as destabilizing as the transition from an agricultural economy to a post industrial economy.

Employment by Sector		
	1900	2000
Agriculture	44 %	2 %
Goods	27 %	19 %
Services	25 %	63 %
Government	4 %	16 %

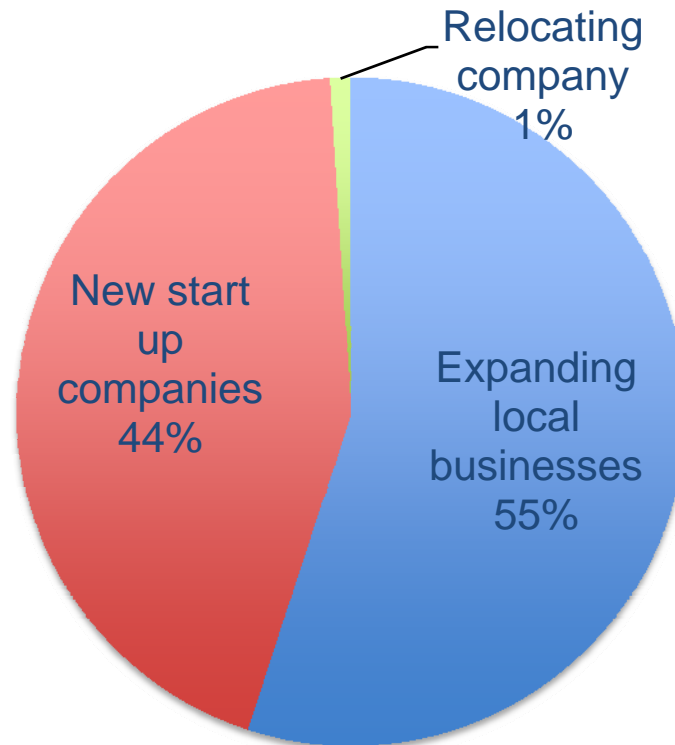


Focus on Entrepreneurship

Centre for Rural Entrepreneurship (RUPRI Centre)



Source of New Jobs





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Focus on Entrepreneurship

Emergent Stage 2 Growth Firms

- 5 - 15 employees
- 4 - 7 Years old
- Survived startup
- Main Street, home-based or farm-based
- Strong growth orientation & focus on external markets
- Tech oriented & capable





Strategic Objectives

1. Entrepreneurship

Stimulate small business & entrepreneurship

- Region-wide commitment to SBEC
- Build a regional incubator
- Business plan competitions, workshops/seminars
- Work with mentors and angels



2. Education & Workforce Development – Establish a skilled workforce

- Create a Regional Workforce Development Strategy
- Resident Attraction - Target New Canadians, youth
- Work regionally to find spousal employment
- Support Georgian College's new South Georgian Bay Campus



Strategic Objectives

3. Tourism

Increase visitor expenditures in the Region

- Product development waterfront & agricultural areas
- Cultural tourism building on the Cultural Mapping Program
- Work collaboratively with GTTA
- Way-finding Signage Program
- Hotel feasibility study in Wasaga Beach



4. Business Retention & Expansion

Support existing businesses

- BR&E study for agricultural sector
- General BR&E study for each community



Strategic Objectives

5. Investment Readiness

Make the Region more attractive to new investors

- Develop “Shovel Ready” land in each community
- Regional Economic Advisory Committee
- Assess the need for regional transit
- Take steps to improve customer service

6. Regional Business Communications

Promote the Region’s many advantages

- Branding Strategy for the Region
- “First Impressions Program” from OMAFRA
- Update all websites





Questions?