

STAFF REPORT: Administration



REPORT TO: Council
MEETING DATE: July 11, 2011
REPORT NO.: CEDC.11.15
SUBJECT: South Georgian Bay Regional Economic Development Strategy
PREPARED BY: Lisa Kidd, Communications and Economic Development Coordinator

A. Recommendation

THAT Council receive Report CEDC.11.15, "South Georgian Bay Regional Economic Development Strategy" for information purposes; and

THAT Council receive the Regional Economic Development Strategy as presented to Council on June 13, 2011 by Matthew Fischer and Associates; and

FURTHER THAT Council direct Staff to work collaboratively with the Town of Wasaga Beach, Town of Collingwood and Township of Clearview to undertake regional economic development initiatives of mutual interest, as budgets permit.

B. Background

In 2010, the Town of Collingwood on behalf of Wasaga Beach, Clearview and The Blue Mountains secured funding to undertake a Regional Economic Development Strategy for the South Georgian Bay Region (comprised of the four municipalities). Funding was provided through the Ministry of Economic Development and Trade. Matthew Fischer and Associates was retained to prepare the Strategy.

On June 13, 2011, Matthew Fischer and Associates presented an overview of the Strategy to Council.

A copy of the Strategy was distributed electronically to Council prior to the June 13, 2011 deputation.

The Strategy profiles changes taking place in the local economy and helps establish a course for future economic development programming.

The Strategy was developed using recent statistical data and consultations with a variety of stakeholders across the four municipalities.

The Strategy contains several action items consistent with "Red Hot and Blue", The Blue Mountains' Plan for Economic Prosperity. Also, it offers several

opportunities to work together regionally, sharing both intellectual and financial resources.

C. The Blue Mountains' Strategic Plan

- 6.5 Involve the community, business sector, developers, public partners and others in the ongoing work of the municipality
- 6.6 Implement processes for continuous improvement

D. Environmental Impacts

None.

E. Financial Impact

None at this time.

F. Attached

None.

Respectfully submitted,

Lisa Kidd

Communications and Economic Development Coordinator
Town of The Blue Mountains
519-599-3131 ext 282
lkidd@thebluemountains.ca