



Staff Report

Administration

Report To: Economic Development Advisory Committee
Meeting Date: December 9, 2019
Report Number: FAF.19.257
Subject: Economic Development Strategy December 2019 Update
Prepared by: Jeremy Chan, Communications & Economic Development Project Specialist

A. Recommendations

THAT the Economic Development Advisory Committee receive Staff Report FAF.19.257, entitled “Economic Development Strategy December 2019 Update” for information purposes.

B. Overview

This staff report provides a December 2019 Economic Development Advisory Committee (“Committee”) status update for Committee information.

C. Background

To facilitate the completion of the Economic Development Strategy, staff have created four phases to guide them in the planning and development of the Economic Development Strategy. As Phase 1 has been completed and concluded, we are currently in Phase 2 (Public and Stakeholder Engagement) of the Strategy development. This report is being provided to the committee as a general project update on the progress and completion of Phase 2 for information purposes.

D. Analysis

The following chart details the progress of Phase 2 items within the timeline for the Economic Development Strategy:

Phase 2 Items	Notes	Progress
1. Generating a List of Businesses in TBM and Engagement Plan	- Staff are currently gathering and compiling a list of businesses from a variety of resources, including the Town website business directory, Thornbury Business Improvement Area, Blue Mountains Chamber of Commerce, Clarksburg Village Association, Blue Mountain Village Association.	Ongoing

Phase 2 Items	Notes	Progress
2. Planning for Survey Promotional Campaign & Marketing Tools	<ul style="list-style-type: none">- The advertising campaign to promote the survey will follow the standard Town advertising process.- Advertising will include a combination of the following: road signs, radio ads, website postings, social media posts, mailed postcards, newspaper ads, and outreach with local organizations and associations.	Ongoing
3. Development of Survey Questions <ul style="list-style-type: none">- General Public Survey- Business Community Survey	<ul style="list-style-type: none">- Draft survey questions have been completed for both the general public survey and the business community survey.	Pending Endorsement from EDAC Committee
4. Survey Launch and Promotion	<ul style="list-style-type: none">- Official survey launch and promotion scheduled for January 8, 2020	Not Started
5. Facilitation Workshops with Business Community	<ul style="list-style-type: none">- Staff are exploring options to hire a facilitator and considering venue options	Actively Planning

E. The Blue Mountains Strategic Plan

- Goal #1: Create Opportunities for Sustainability
- Objective #1 Retain Existing Business
- Objective #2 Attract New Business
- Objective #3 Promote a Diversified Economy

F. Environmental Impacts

There are no environmental impacts anticipated within the scope of this report.

G. Financial Impact

There are no financial impacts anticipated within the scope of this report.

H. In consultation with

Tim Hendry, Communications and Economic Development Coordinator

Shawn Everitt, Chief Administrative Officer

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Jeremy Chan, economicdevelopment@thebluemountains.ca.

J. Attached

Attachment 1- Economic Development Strategy Timeline

Respectfully Submitted,

Jeremy Chan
Communications & Economic Development Project Specialist

Tim Hendry
Communications & Economic Development Coordinator

For more information, please contact:
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Timeline of Economic Development Strategy

Phases:

- 1. Pre-Launch & Planning**
- 2. Public and Stakeholder Engagement**
- 3. Data Analysis**
- 4. Final Report Preparation**

Phase 1: PRE-LAUNCH & Planning (October-November 2019)

- 1. Development of SWOT Analysis**
- 2. Establish Project Timeline & Phases**
- 3. Complete Pre-plan Logistics with the EDAC Sub-Committee**
- 4. Identify Preliminary Key Pillars (Economic Priorities)**

PHASE 2: Public and Stakeholder Engagement (November – February)

- 1. Generating a List of Businesses in TBM and Engagement Plan**
- 2. Planning for Survey Promotional Campaign & Marketing Tools**
- 3. Development of Survey Questions**
 - **General Public Survey**
 - **Business Community Survey**
- 4. Survey Launch and Promotion**
- 5. Facilitation Workshops with Business Community**

PHASE 3: Data Analysis & Goal/Action Development (February – April)

- 1. Data Analysis with EDAC Sub Committee**
- 2. Finding Key Trends that Correlate with the Key Pillars**
- 3. Work with EDAC Sub Committee to Develop SMART Goals and Actions**
- 4. Identify Timelines, Resource Considerations and Measurement Metrics for Each Action Item**

PHASE 4: Final Report Preparation (May- July)

- 1. Staff to Present Draft Economic Development Strategy to Sub Committee**
- 2. Development of Final Report**
- 3. Development of The Blue Mountains Community Profile**
- 4. Approval of the Economic Development Strategy by EDAC Committee**
- 5. Presentation of Economic Development Strategy to Council**