



Community Economic Development 201

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Ontario East Municipal Conference

September 14, 2016

What is Community Economic Development (CED)?



It's a process

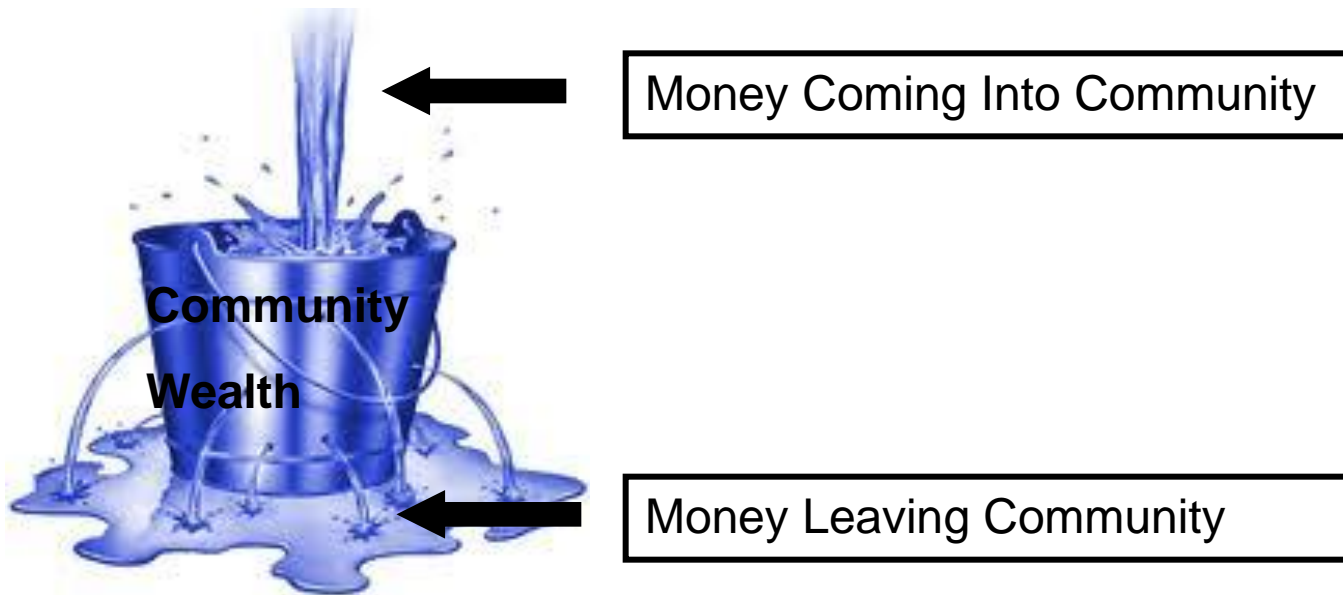
A community uses resources to attract capital and increase physical, commercial, and business development and job opportunities for its residents.

Today's Objectives

- Review CED 101
- Introduce CED 201 & what's to come
- Invite your participation in future training opportunities

CED 101 Brief Review

So, What Does Your Economy Look Like?



Two Ways to Grow the Local Economy and Increase Local Wealth

1. Bring in New Money

- Attract/Start New Businesses
- Expand Existing Businesses
- Export Development
- Encourage visitors to spend money in your community
- Encourage people to live in your community



2. Plug the Leaks

- Retain Existing Businesses
- Buy Local Initiatives

Employment Multipliers

Direct

- New jobs created in an industry within the region

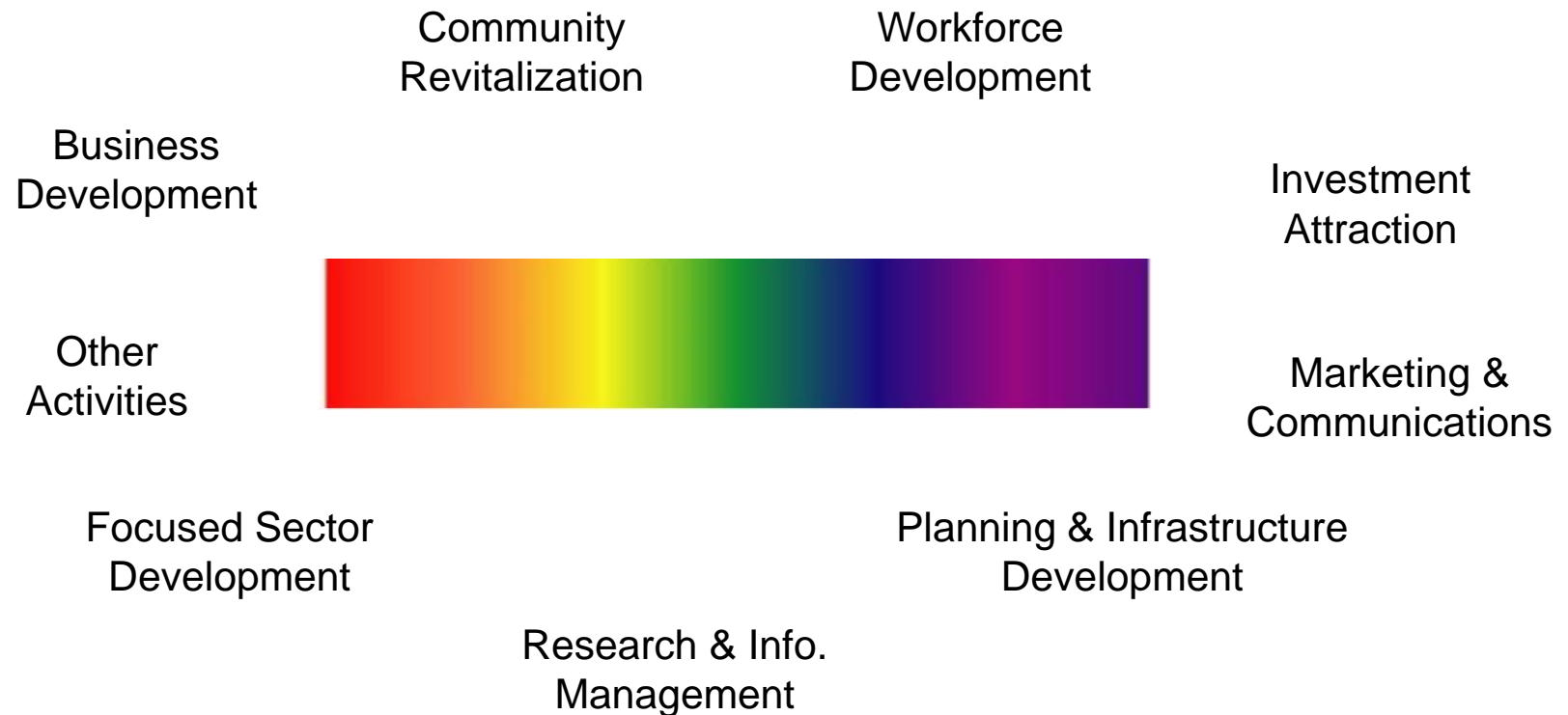
Indirect

- New jobs resulting from employer spending (local suppliers)

Induced

- New jobs resulting from worker spending

The Spectrum of Economic Development Activities



So, What's Next?

Now that you've seen what's available, it's time for the really big question...

...what *should* you be putting on your economic development plate?



CED 101 Matrix and Reference Guide

- Helps communities collectively identify:
 - Ongoing CED activities
 - Gaps in local CED
 - Opportunities for new activities

Activities	Organization(s)	Leading / Supporting	Comment / Nature of Activity
1. Business Development	Le. South Eriam BPA/E Committee	L	Leading multi-sectoral Business Owners Survey in 2011
a) Business Retention and Expansion			
b) Entrepreneurship Development			
i) Business Counselling			
ii) Business Incubators			
iii) Mentorship Programs			
iv) Professional Development Workshops			
c) Access to Capital			
d) Buy Local Initiatives (including Local Food)			
e) Export/Trade Development Services			
f) Business Networking & Recognition			

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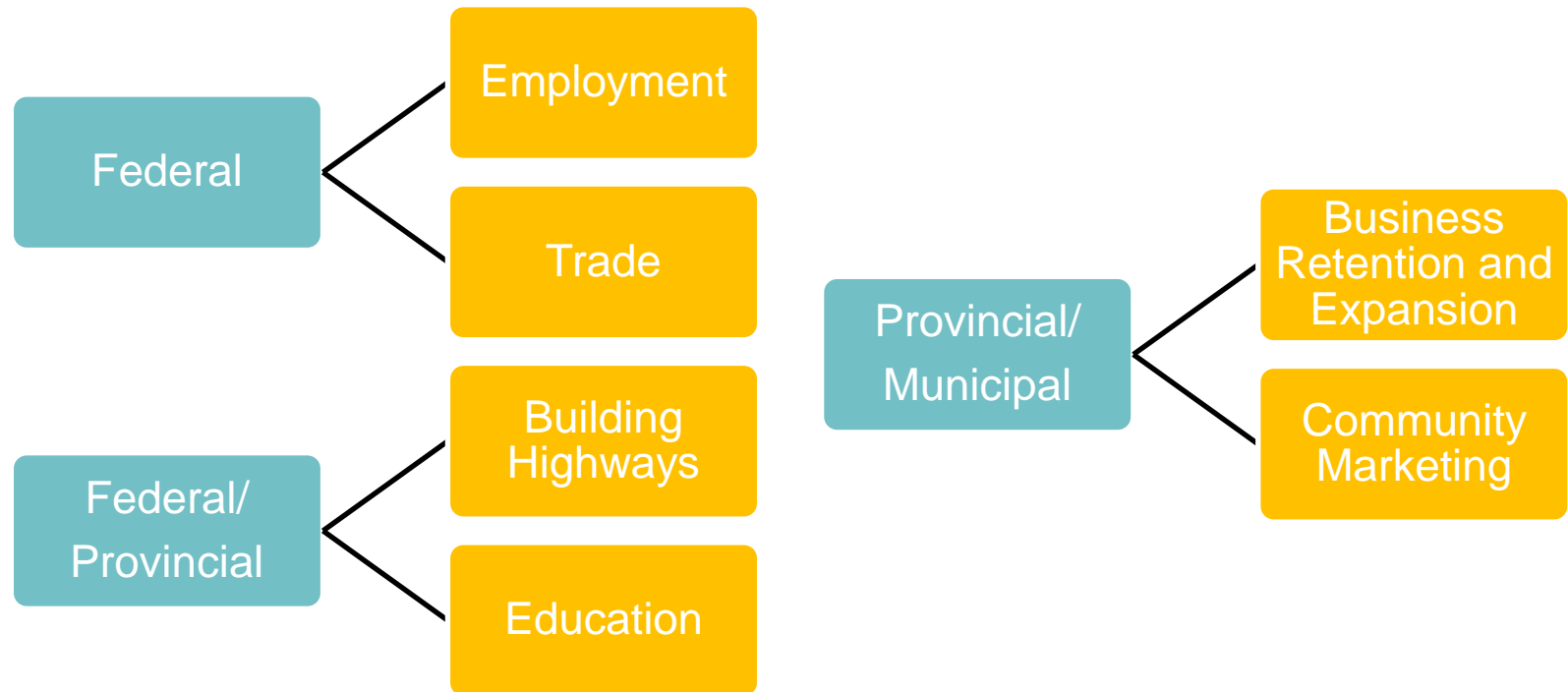
Upcoming CED 201 Training Opportunity

CED 201 training will support you, as community leaders, with:

1. Structuring and Resourcing Community Economic Development
2. Leading CED Activities in Your Community

Structuring and Resourcing Community Economic Development

Government Roles in Economic Development



Where Do You Stand?

- Do you have full time economic development officers?
- Do you have an economic development committee of council?
- Are you collaborating on economic development with other municipalities in your region?
- Do you have a strategic plan focussing on community economic development?

Delivering Economic Development at the Municipal Level

Economic Development Officer	Committee	Collaborative Partnership
Full-time Part-time Shared Contract	Advisory Action Oriented Ongoing/Occasional	Formal Informal Ongoing/Occasional
*Determine appropriate roles and responsibilities		

Economic Development Officer (EDO)

Responsibilities can include:

- Connecting and building partnerships with businesses organizations, business networks and local government
- Advising local businesses and community groups on emerging economic development opportunities
- Developing initiatives to support the growth of local business and create new jobs
- Community/regional business and tourism promotion
- Renewal projects, ex: Downtown Revitalization; Industrial Park Revitalization
- Event organization and promotion – networking opportunities, job fairs, informational sessions, etc.
- Reporting to council on economic development activities and priorities

Expectations of an EDO

Expectations should differ given:

- Type of Contract: full-time, part-time, shared, contract
- Financial resources available
- Staff support available
- Their area(s) of expertise
- Shifting community priorities

Economic Development Committees

- Bring additional expertise
- Build capacity to take action
- Engage communities and foster support



Collaborative Partnerships: CED is a Team Sport

There are many organizations “in the sandbox”

- Other municipalities and their economic development staff
- Regional Organizations, ex: Ontario East
- Workforce Planning Boards
- Community Futures Development Corporations (CFDC)
- FedDev Ontario
- OMAFRA Regional Economic Development Staff
- Other Provincial Ministries
- FedNor
- Others...

Importance of a Terms of Reference for CED

- Outlines roles and responsibilities for involved stakeholders
- Clarifies expectations for all parties
- Supports consensus building

Leading CED Activities in your Community

Leading CED Activities in Your Community

CED needs a catalyst to ignite the process!

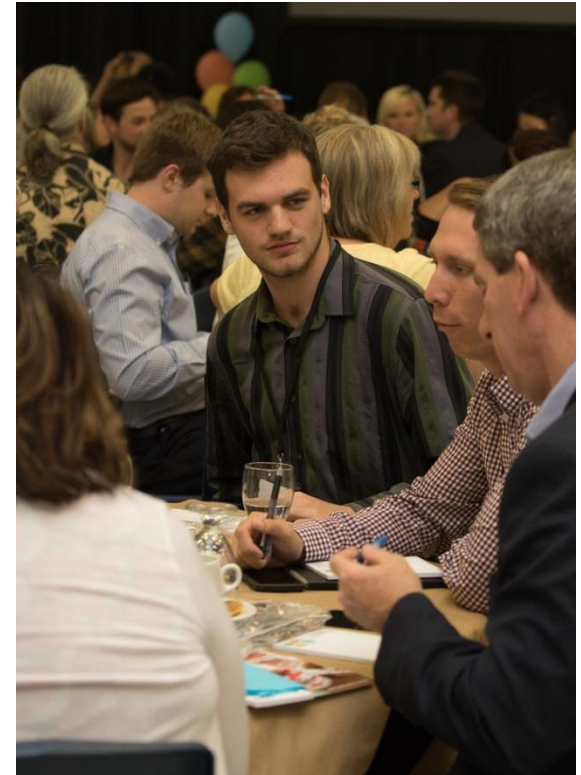


Leading the CED Process in Your Community

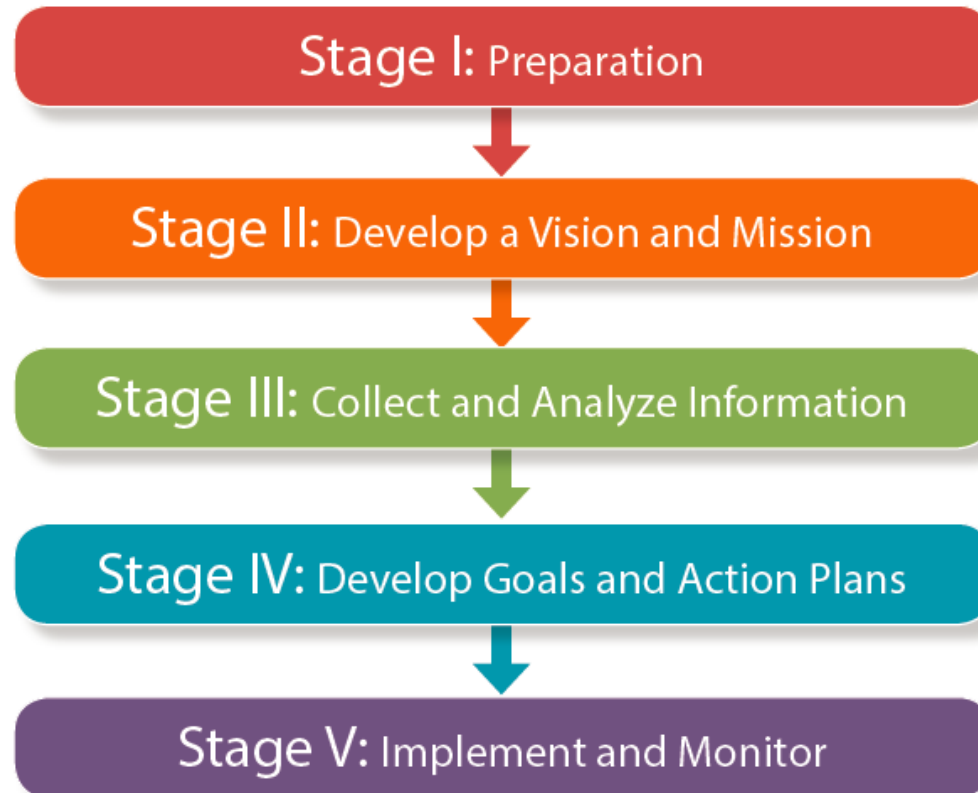
- Catalysts connect and foster teamwork
- Who can be a catalyst?
 - Councillors
 - Community members
 - Local volunteers
 - Business leaders
 - Committees of Council
 - EDOs
 - Neighbouring municipalities

Councillors' Role in CED

- Develop a deep understanding of the local business climate and community
- Promote local strengths and opportunities
- Build political support for local economic development efforts
- Foster regional cooperation
- Emphasize economic development in a strategic plan



The CED Process



Building your CED team

Think about Diversity!

- Community members
 - Age
 - Gender
 - Occupation
- Government
 - Local: Upper & lower tier
 - Provincial
- Organizations
 - Volunteer community groups
 - Not-for-profits



Engaging Local Stakeholders



- Fosters Community Support
- Accesses new networks and resources
- Builds capacity

Building a Vision for CED

- Your team needs a **vision** to work from
- A vision statement provides:
 - A clear and compelling picture of success
 - A desired end state to work toward

Developing the Plan

It's easy to get excited about CED...

- But are you going down the right path?
- Don't just want the flavour of the month
- Building a plan and planning with evidence are important



Planning for CED

Have a well laid out plan before getting started!



Collect and Analyze Information

- The goal of CED is to build on your strengths and improve your weaknesses
- You need an understanding of your local community and business environment first
 - Where are your strengths?
 - Where are your weaknesses?
 - Who are our local businesses?
 - What do they need?

Collect and Analyze Information

Tools and Activities:

- Analyst Data Tool
- Resident Surveys
- First Impressions Community Exchange (FICE)
- Business Retention & Expansion (BR&E)
- Familiarization Tours
- Community workshops and open house
- Strengths Weaknesses Opportunities Threats (SWOT)

Draft Your Strategic Plan

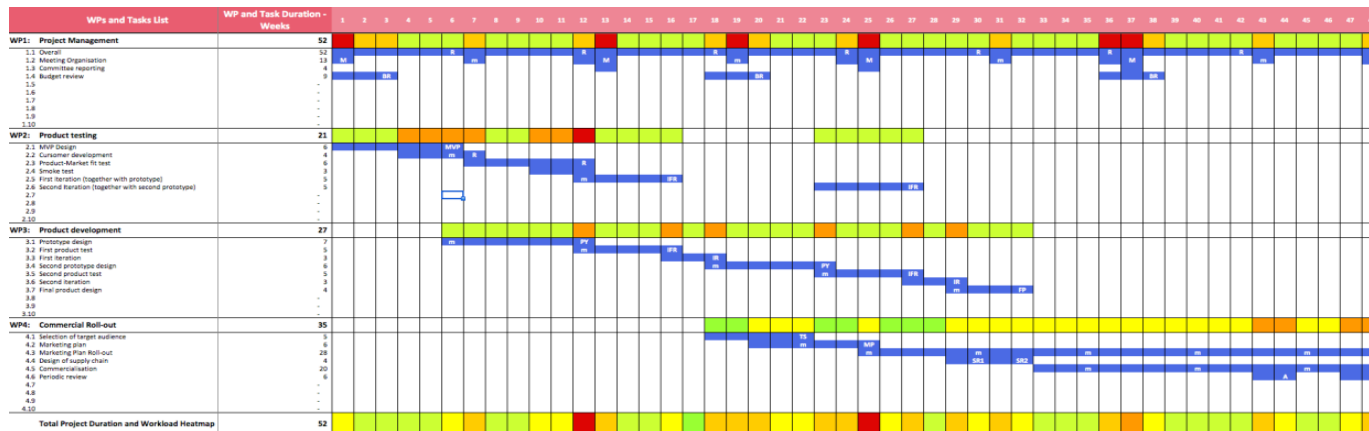
- Develop your goals
- Prepare your action plans
- Develop your implementation plans
- Present to the public

Outcomes from CED 201 Training

- Develop a better understanding on:
 - The principles of CED
 - How to bring together and manage an effective team
 - Gathering the right information to inform a plan
 - Developing a CED strategy, including goal setting and action plans
 - Implementing action plans, and tracking your progress

Taking Action: “Quick Wins” and Long Term Activities

- A strategic plan will lay out:
 - Short and long term goals you want to achieve
 - Action plans for implementation



- Taking action: finding “Quick Wins” is important

In Summary

Community Economic Development Needs:

- A catalyst! Leaders!
- A common understanding of the roles and responsibilities
- A well developed plan
- Arriving at some “Quick Wins”!

OMAFRA Programs, Resources and Tools To Help

From OMAFRA:

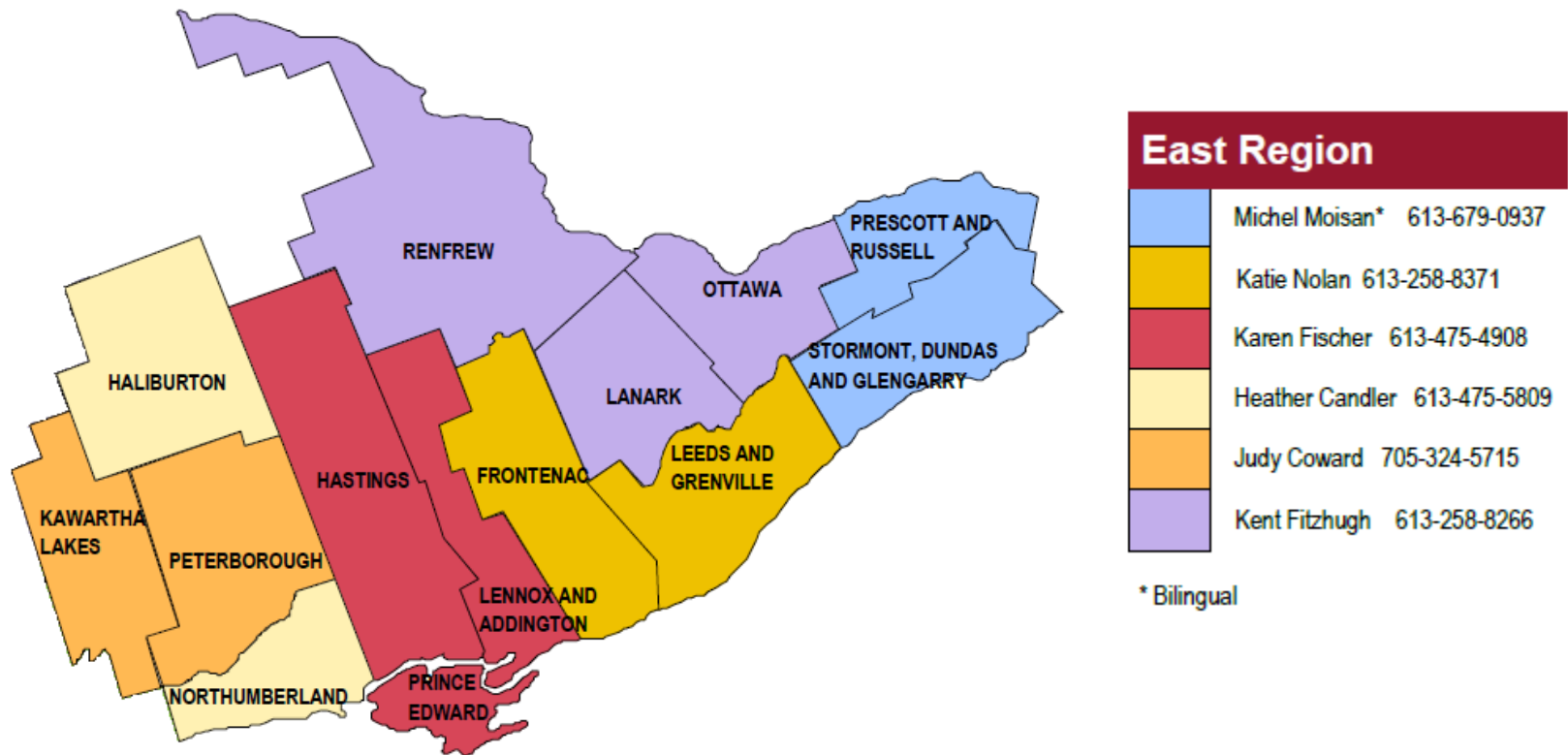
- First Impressions Community Exchange (FICE)
- Business Retention and Expansion Program (BR+E)
- Analyst Tool for Economic Analysis
- Community Immigration Retention in Rural Ontario (CIRRO)
- Newcomer and Youth Community Indicators
- Performance Measures Resource (PMR)

OMAFRA Programs, Resources and Tools To Help

From OMAFRA:

- Downtown Revitalization (DR)
- CED 101 Workshops & Matrix Tool
- Premier's Award for Agri-Food Innovation Excellence
- Economic Development Strategic Planning Facilitation
- Funding Programs

Regional Economic Development Branch Advisors – Eastern Ontario



Evaluation Forms

We appreciate and value your feedback
on this presentation.

Please complete the evaluation form

Thank You!

Upcoming Presentation

Please join Karen Fischer & Katie Nolan for:

“The Power of Teeny Tiny Places”

Thursday, September 15, 2016

12:45 pm – 1:45 pm