



CED 101

Fundamentals of Community Economic Development

Ontario East Municipal Conference
September 10, 2014

Presentation Objectives

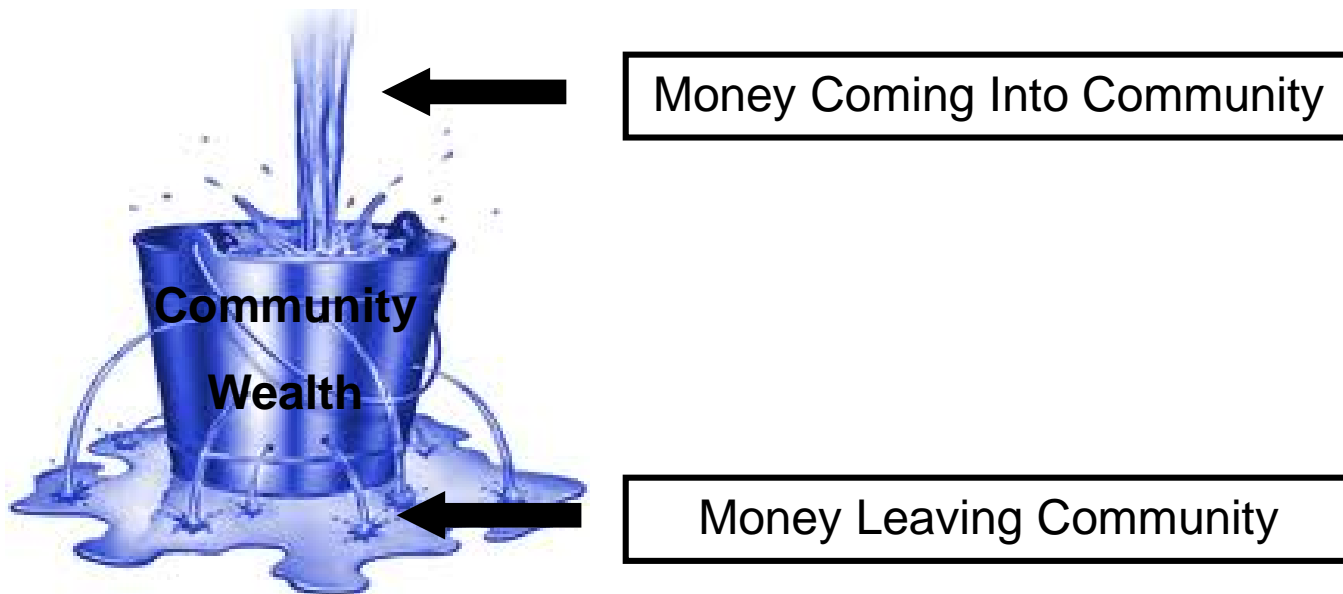
- To help you understand key economic development concepts
- To illustrate the spectrum of possible economic development activities that might go on in your community
 - Economic Development Activities Matrix: methodology to identify what is currently going on in your community in order to identify gaps or opportunities for future economic development strategies
- To tell you about available OMAFRA resources
- To describe CED 101 Workshops coming this winter

What is Economic Development?

Economic development generally refers to the sustained, concerted actions of policy makers and communities that promote the standard of living and economic health of a specific area.

(from Wikipedia)

So, What Does Your Economy Look Like?



Two Basic Approaches to Grow the Local Economy and Increase Local Wealth



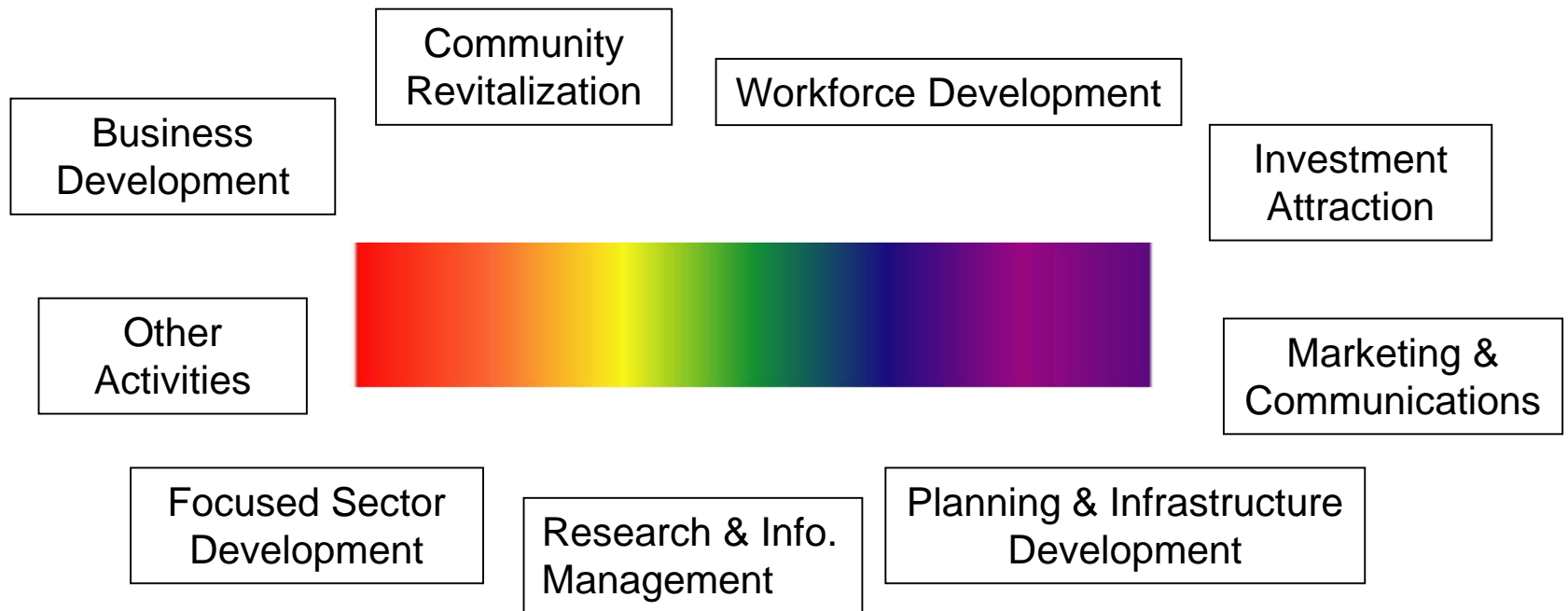
1. Bring in New Money

- Attracting/Starting New Businesses
- Expanding Existing Businesses
- Export Development
- Encouraging visitors to spend money in your community

2. Plug the Leaks

- Retaining Existing Businesses
- Buy Local Initiatives

Spectrum of Economic Development Activities



Research and Information Management

- Performance Measures Plan
 - Performance Measurement Resources
- Inventory Activities
 - Business Profile
 - Business Directory
 - Land and/or Property Inventory

Research and Information Management

- Data Analysis
 - Labour Flow Analysis
 - Competitive Advantage Analysis
 - Analyst
 - Socio-Economic Analysis



Business Development

- Business Retention and Expansion

➤ OMAFRA BR+E

- Business Counselling
- Business Incubator
- Mentorship Programs
- Professional Development Workshops



Business Development (cont.)

- Buy Local Initiatives (including local food)
- Export and Trade Development Services
- Business Networking
- Business Recognition
- Business Resources
- Access to Capital



Community Revitalization

- Downtown Revitalization

- OMAFRA DR

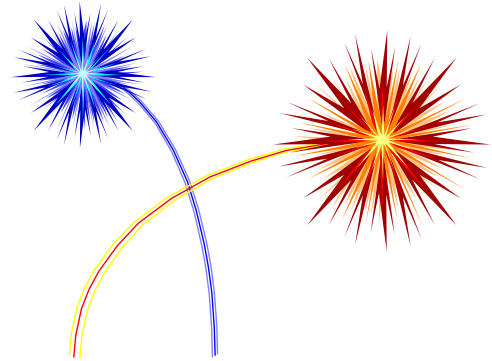
- Economic Development

- Leadership and Management

- Marketing and Promotions

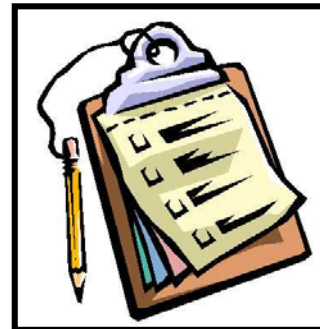
- Physical Improvements

- Culture and Recreation Programs



Community Revitalization (cont.)

- Environmental and greening activity
- Community to community comparison
 - First Impressions Community Exchange (FICE)



Workforce Development

- Workforce Development Strategies
 - Newcomer/Resident Attraction and Retention
 - Community Immigrant Retention in Rural Ontario (CIRRO)
 - Newcomer and Youth Community Indicators (NYCI)
 - Youth Engagement and Retention
 - Health Care Recruitment and Retention

Investment Attraction

- Lead Generation Activities:
 - Cold Calls
 - Trade Shows
 - Connecting with Business Development Staff
- Responding to Site Selector Inquiries
- Hosting Familiarization Tours
- Site Certification



Marketing & Communications

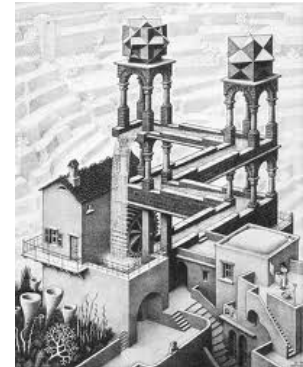
- Community Image and/or Brand Development and Management
- Marketing Material Development
- Website and Social Media
- Media Relations

Planning & Infrastructure Development

- Economic Development Strategy or Plan
- Official Plan
 - Land Use Planning/Zoning
 - Brownfield Redevelopment
 - Community Improvement Plans (CIPs)
 - Municipal Cultural Planning
 - Residential Development
 - Business/Industrial Park Development

Planning & Infrastructure Development

- Open for Business Approach (cut “red tape”)
- Infrastructure Development



Focused Sector Development

- Planning, inventory, analysis
- E.g. Tourism
 - Product Development
 - Marketing
 - Visitor Services
 - Festivals and Events



Other Activities

- Fundraising and Grant Programs
- Issues Management and Advocacy
- Participating in Regional Economic Development Activities
- Economic Development Training and Certification

Other Activities

- Leadership and Organizational Development
- Connections with Key Stakeholders

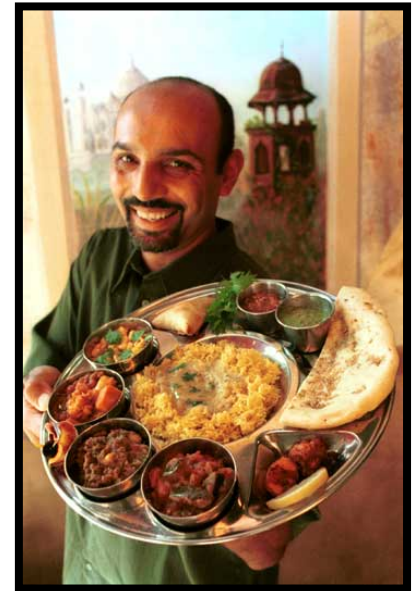


So, what's next?

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



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



Key Question to Consider

What economic development activities are currently underway or have been completed in the past in your community?

Let's look at the Economic Development Activity Matrix as a way to take inventory of current and past activities:

- Who is the lead organization?
- Who are the supporting organizations or partners?
- What is the nature of the activity or other details for the Notes section.

Economic Development Activity Matrix

Completed For: _____

Date: _____

1. Business Development

Activity	Lead Organization	Supporting Organizations	Notes
a) Business Retention and Expansion (BR+E)			
b) Business Counselling			
c) Business Incubator			
d) Mentorship Programs			
e) Professional Development Workshops			
f) Access to Capital			

Next Steps

1. Identify which activities and initiatives were successful and should be continued
2. Identify which activities are likely to succeed if undertaken
3. Identify who else should be involved with the initiative
4. Prioritize all ideas based on likelihood of success as well as resources available

Keys to Success

1. Consider the full spectrum
2. Select activities that are appropriate for your community
3. Set strategic goals and priorities
4. Develop realistic, community-based action plans
5. Allocate resources for the activities
6. Monitor progress
7. Adjust as necessary

Ministry of Agriculture, Food and Rural Affairs (OMAFRA)

- First Impressions Community Exchange (FICE)
- Business Retention and Expansion Program (BR+E)
- Analyst
- Community Immigration Retention in Rural Ontario (CIRRO)
- Newcomer and Youth Community Indicators (NYCI)
- Performance Measurement Resources (PMR)
- Downtown Revitalization (DR)

Ministry of Agriculture, Food and Rural Affairs (OMAFRA) (cont.)

- Exploring Value Added Opportunities Workshops
- Premier's Award for Agri-Food Innovation Excellence
- Rural Summer Job Service (RSJS)
- Economic Development Strategic Planning Facilitation
- Funding Programs – RED, Growing Forward 2

CED 101 Workshops 2015

- Interactive, half-day workshop
- Covers fundamentals of economic development
- Objectives:
 - Understand basic economic activity in your community
 - Understand potential scope of economic development activity
 - Identify potential roles for your municipality in economic development
- Watch OMAFRA website or connect with your local advisor

**Thank you
for participating
in this workshop!**

Questions?

Bruce Moore, Team Lead

**Katie Nolan, Agriculture and Rural Economic
Development Advisor**