

Economic Development Strategic Planning



**Ontario East Municipal Conference
September 2015**

Regional Economic Development Branch

Sessions at OEMC:

- **Economic Development Strategic Planning**
Wednesday September 16 | 11:15 a.m. – 12:15 p.m.
- **Business Retention and Expansion (BR+E)**
Thursday September 17 | 10:15 a.m. – 11:15 a.m.
- **Community Development for Tiny Places**
Thursday September 17 | 2:00 p.m. – 3:15 p.m.

Economic Development Strategic Planning

- This session will highlight the new Strategic Planning Resources available through OMAFRA.
- It will also highlight the Economic Development Strategic Planning Training delivered by Ontario East this summer.

Regional Economic Development Branch

Core Purpose:

- Develop and deliver leading edge economic development resources that support thriving rural agriculture and food economies.

Including.....

- Resources that assist in the development of ***Analytically Informed Economic Development Strategic Plans***

Introduction to Strategic Planning



Resource Manual



The Manual is Useful for:

- Rural not-for-profit organizations (e.g. agricultural societies, business improvement areas, chambers of commerce)
- Local or regional economic development committees
- Boards of directors, municipal councillors and community business leaders
- Local or regional economic development organizations (e.g. Community Futures Development Corporations)

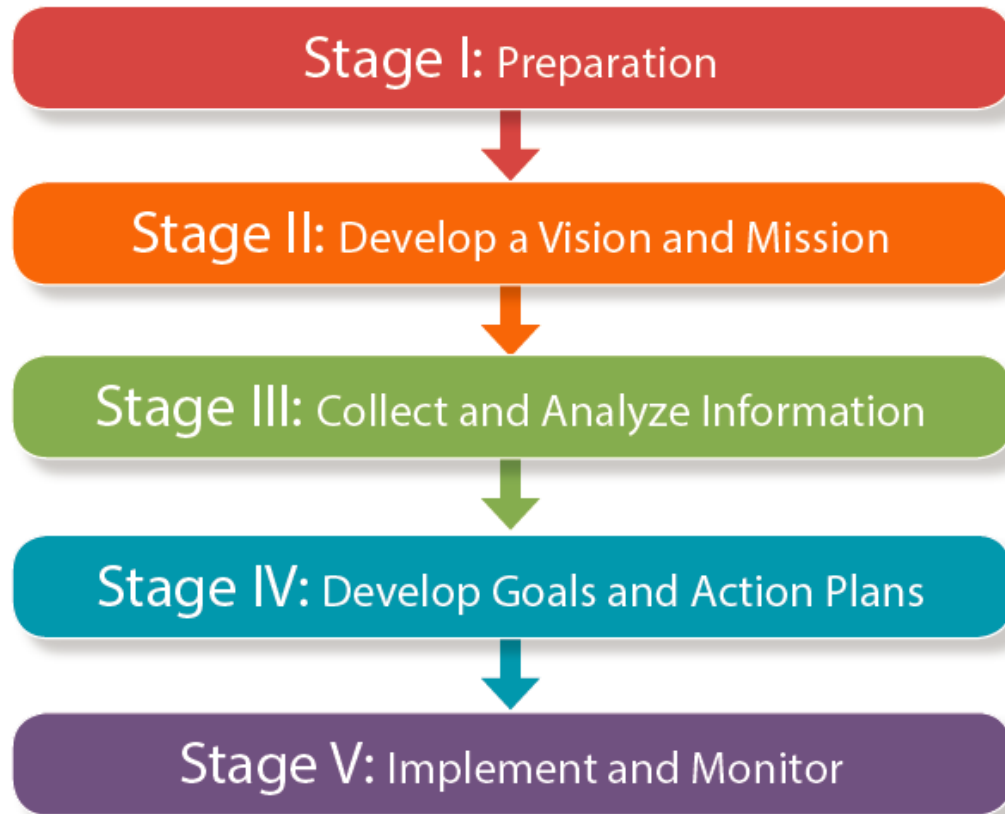
Strategic planning may be for you if:

- Your group is operating smoothly but wonders if it will continue to do so in five years.
- Your group lacks community appeal, or is struggling to maintain viability.
- Your group has an opportunity that it is considering.
- Your group was originally formed to respond to a major issue that has now been addressed.
- Your group lacks a clear purpose.
- Your group wants direction from the community.

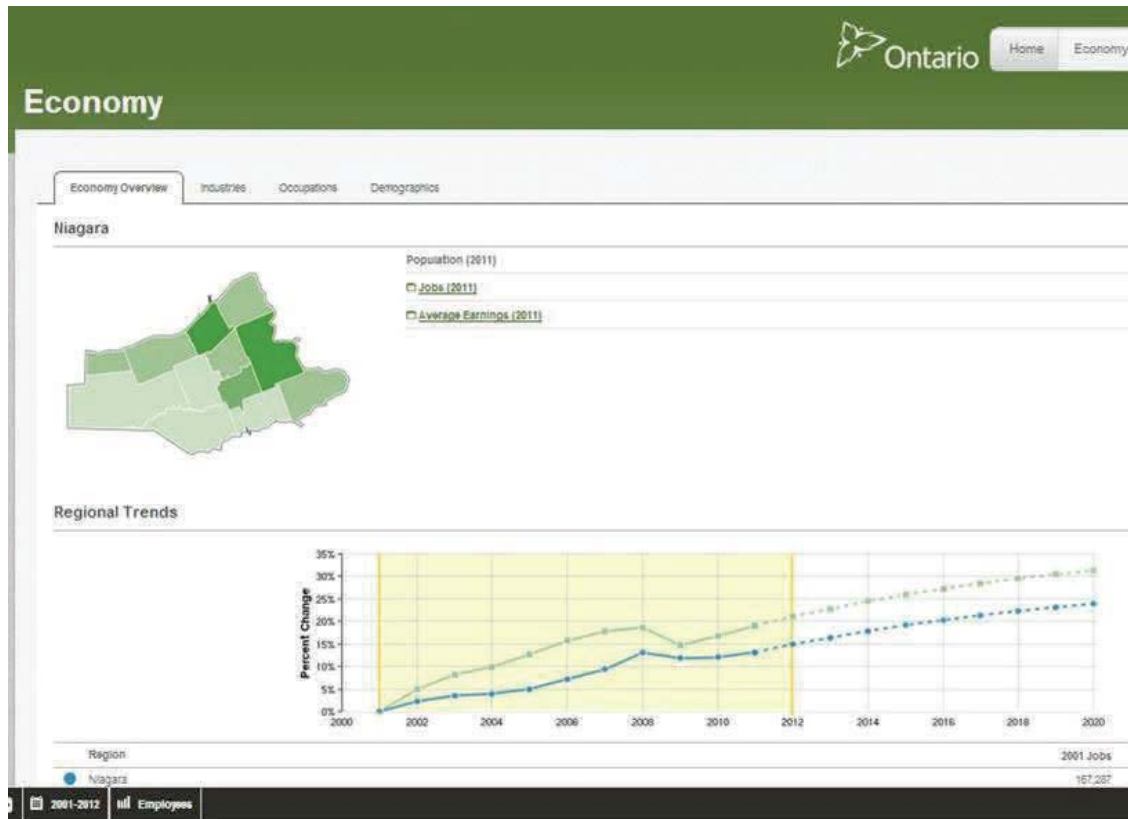
Strategic planning may not be appropriate for you if:

- There is a lack of leadership, training or skills.
- There is a lack of commitment to the process.
- There is the 'old guard belief' that nothing can help and nothing ever changes.
- There is little likelihood of the strategic plan being used.

Strategic Planning Framework



Analyst Tool



How Analyst Can Help a Community and/or Region

- **Understand Regional Strengths:** define the strengths of a region, identify the right target industries, and know what sets a region apart and makes it competitive
- **Workforce Analysis:** Shed light on staffing patterns to see who is getting hired by the local industries
- **Cluster Analysis:** Discover the clusters in a region and see how well they are doing
- **Business Attraction:** With Analyst's industry, occupation data, economic development organizations are better equipped to quickly and professionally respond to site selectors
- **Regional Comparison / Competition Analysis:** This is important to economic development organizations that often compete for business against other regions and are also frequently called on to compare themselves to those regions

Foundations For Regional Economic Analysis (FREA)

Purpose - To update and improve your understanding of:

- The advantages of using data and analysis to support economic development
- Key data resources
- Tools and techniques for understanding and describing local and regional economies for regional planning purposes

Ontario East Sessions



Economic Development Strategic Planning – Your Trainers

Jay Amer, Ec.D.

- President, Amer & Associates Economic Development Inc.
- Professional Economic Development Consultancy
- Strategic Planning, Government Relations & Funding, Investment Attraction, Communications

Alysha Dominico, B.A., B.Ed.

- Senior Consultant & Operations Manager, Tangible Words Ltd.
- Member, Ontario College of Teachers
- Strategic Communications Planning & Marketing, Content Strategy & Development, Online Marketing



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 Tangible Words |

AMER
& ASSOCIATES
ECONOMIC DEVELOPMENT

Metrics – EDO Function

New Businesses Opened

Inquiries Received

New Business Investment
Attracted

Funding Applied for and
Granted

Number of Jobs Created

Number of Jobs Maintained

Number of Open Files

Business Satisfaction

Tourism Visitor Traffic

Building Permits
(Commercial)

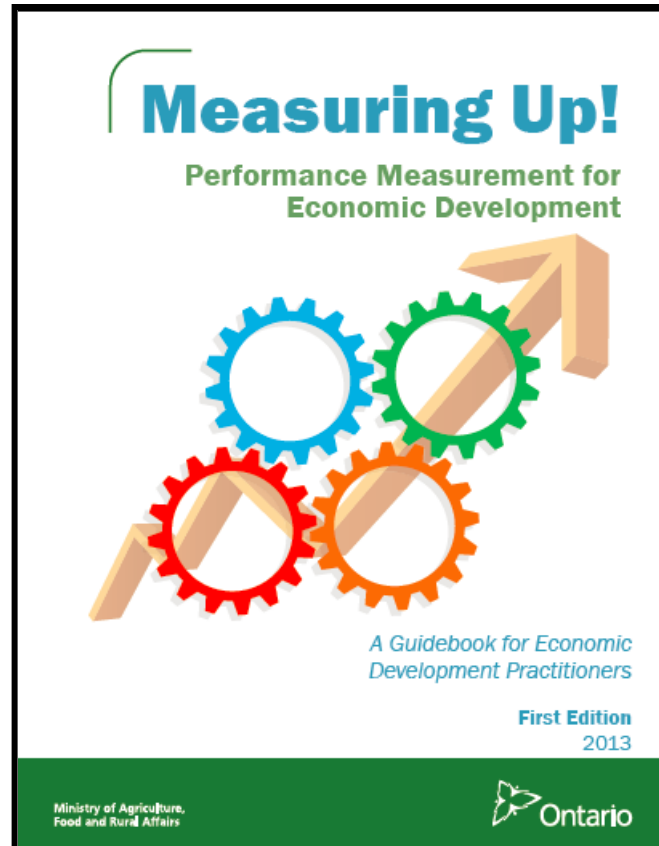
Local (Outcomes)

- New Business Attracted/Opened/Jobs Created
- External Funding Applied/Secured
- Tourism Visitor Traffic

Regional (Activities)

- Number of Investment Attraction Activities (Tradeshows, Events)
- Leads Generated/Prospect Meetings
- Sector Research Completed

Performance Measurement Resources



To Access Resources:

<http://www.omafra.gov.on.ca/english/rural/edr/index.html>

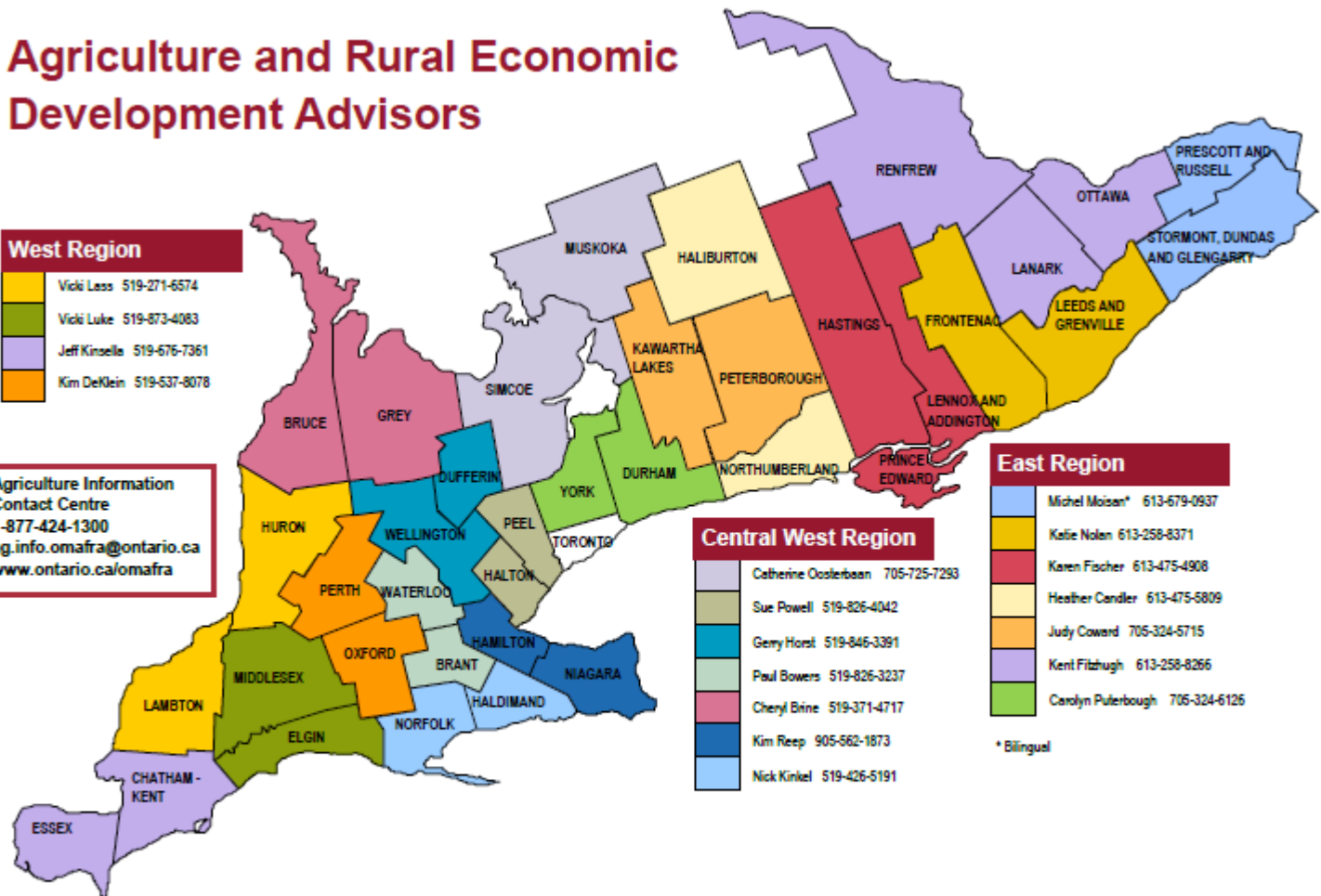
- Introduction to Strategic Planning Resource Manual
- Performance Measurement Resources
- Economic Development Analysis Resources
- Analyst
- Foundations for Regional Economic Analysis Training

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Strategic Doing





Questions?

Thank You!