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Centre Wellington Economic Development Strategic Action Plan

Committee of the Whole - February 19, 2019




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Today's Agenda

On the
Agenda 

1. Why are we here today?
2. Why a Strategic Action Plan?
3. Process Followed
4. Six Strategic Themes
5. Next Steps



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Why are we here today?

Main Objective:

- To outline the directions and actions in the **Centre Wellington Economic Development Strategic Action Plan.**





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Why a strategic action plan?

It's about continuing to build on a strong foundation.

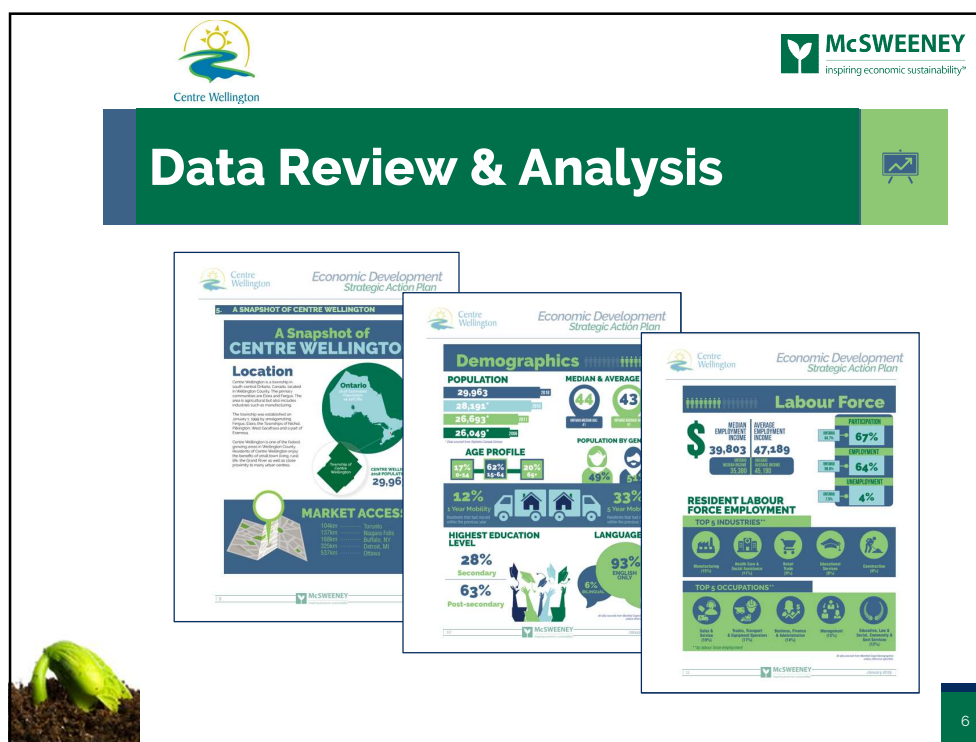
It allows the Township to be strategic with its resources.

It creates positive community change through a stronger, diversified and resilient economy.





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Strategic Action Plan



The **Economic Development Strategic Action Plan** is based on a comprehensive understanding of the Township, its economy, businesses and stakeholders, as well as their collective aspirations.



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6 Strategic Themes



 BR+E Creating a Competitive Climate for Business Retention and Expansion	 Becoming More Investment Ready
 Continue Planning for Sustainable, Distinct Downtowns	 Conveying a Clear Message Through Strategic Communications and Creating Partnerships
 Building Tourism and Arts, History and Culture as a Main Economic Driver	 Continue Growing Innovative Agriculture and Agri-Business





Creating a Competitive Climate for Business Retention and Expansion



The **majority of investment and business development opportunities** that occur in any community will come from existing businesses already operating in the community.

Creating a competitive climate is a **process of forming a secure and cost-effective environment for existing businesses and entrepreneurs to remain in or expand their business in Centre Wellington.**

5 very specific actions






Becoming More Investment Ready



Investment readiness is about a community's **ability and preparedness to attract and secure investment**. It is a process of creating an environment for any investor to expand, start or relocate a business in or to Centre Wellington

**10 specific actions related to
Becoming More Investment Ready**



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Continue Planning for Sustainable Distinct Downtowns



Main Streets are often the centres of the community acting as public meeting spaces and commercial centres of activity. Economically vibrant main streets that are the heart and soul of the community, often providing an identity for the area and demonstrating pride in the community.

8 specific actions



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Strategic Communications, Connecting Partners & Conveying a Clear Message



Communications involves creating dialogue between the Township and other levels of government, local business and residents.

To continue growing the Township's economy, it is important that **business and residential communities be unified** and **provide a stronger message** about how great Centre Wellington is as a community to live and do business.



4 specific actions

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Building Tourism and Arts, History and Culture as Main Economic Drivers



Arts, history and cultural assets help shape the community into what it is today. Tourism is about attracting people to enjoy Centre Wellington.

This is also about **enticing local residents to spend their leisure time** enjoying what Centre Wellington has to offer.



9 specific actions

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Continue Growing Innovative Agriculture and Agri-Business



Centre Wellington has **a strong agricultural sector.**

With several modern high-tech dairy farms and a strong Mennonite community, the **Township has a vibrant, healthy, yet broad agriculture base.**

10 specific actions



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Not Really a Strategic Theme but... Organizational Roles Clarity



Role clarity and resourcing within economic development, tourism and planning & development - **#1 Priority for implementation**

- **Constant Council Engagement**
- **Collaborate** with the **County**
- Working closely with the **Wellington County Municipal Economic Development Group**



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THANK YOU!

Any questions?

