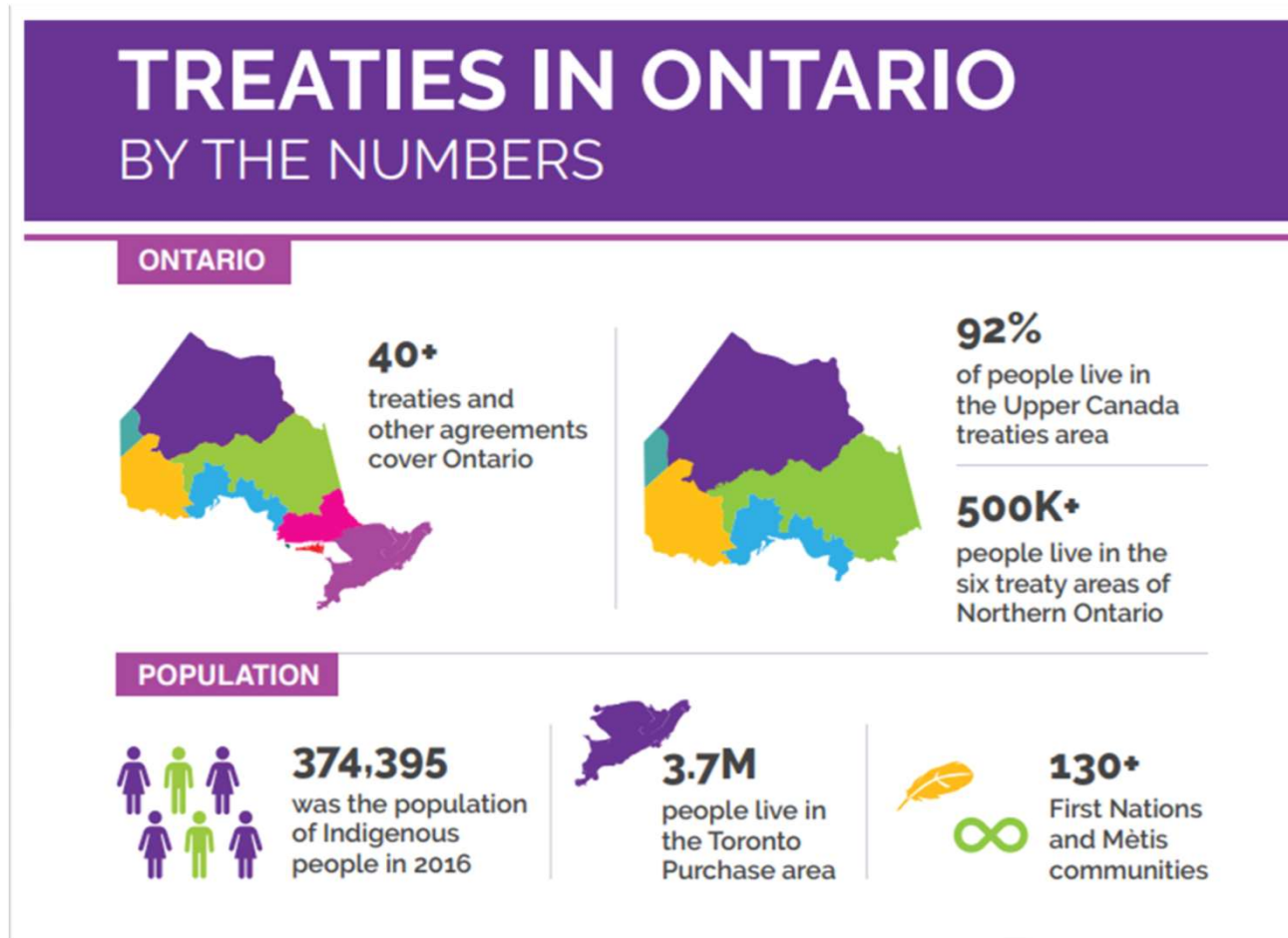


Ontario Ministry of Agriculture, Food and Rural Affairs

Community Economic Development 101

OBIAA Conference

Territorial Acknowledgement



Agenda

- Defining Economic Development
- Community Economic Development Activities.
- Taking Action
- Trends
- Resources Available

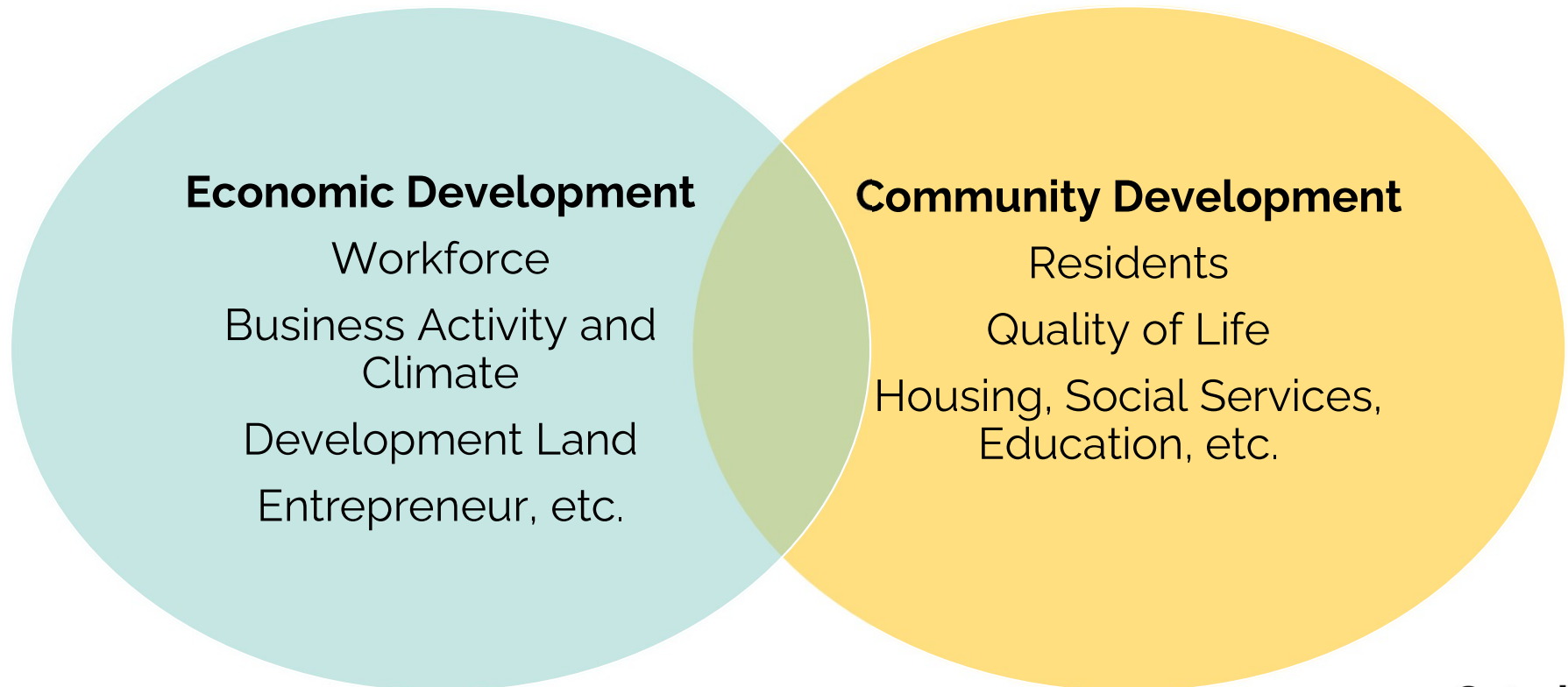
**What one word describes
Community Economic
Development?**

Definition of Community Economic Development

Community Economic Development is the **process** of undertaking programs, policies or activities that foster an **environment** resulting in the **creation** of **wealth** and **well-being** for the benefit of the **community**.

Community Economic Development

Today's community economic development functions cover both.



Community Economic Development is Important

Community Economic Development aims to:

- Improve quality of life
- Maintain and increase tax base
- Promote your community's assets
- Increase productive use of property
- Train or attract more skilled workers
- Bring new businesses in and promote the community
- Keep businesses by helping them solve problems
- Create or retain jobs and support more job variety
- Help entrepreneurs and new firms succeed

Community Economic Development



Community Economic Development

What were your key takeaways from the video?

Community Economic Development is all about making the place you live awesome!



Community Economic Development is a Process



CED Takes careful planning and time



There is no “silver bullet”



CED requires resources



Be ready



Celebrate and communicate your success

Community Economic Development Activities

Community Economic Development Activities



There is a spectrum of different activities in which a community can be engaged.

Small Business & Entrepreneurship

MAIN STREET S.



Small Business and Entrepreneurship

- Business counselling
- Business incubators
- Mentorship programs
- Professional development and training
- Access to capital





Business Development

Business Development

- Business retention and expansion
- Buy local initiatives
- Export/trade development services
- Business networking
- Recognition

\$50

**Downtown Dollars
Gift Card**

COUNTY OF BRANT
SALUTE 2022 TO BRANT

Salute to Brant is back and in-person!



Investment Attraction

Investment Attraction

Investment attraction is a means of promoting the community as a viable location for economic activity

- Lead generation
 - Trade Shows
 - Familiarization Tours
- Develop relationships with Real Estate community
- Site certification / readiness

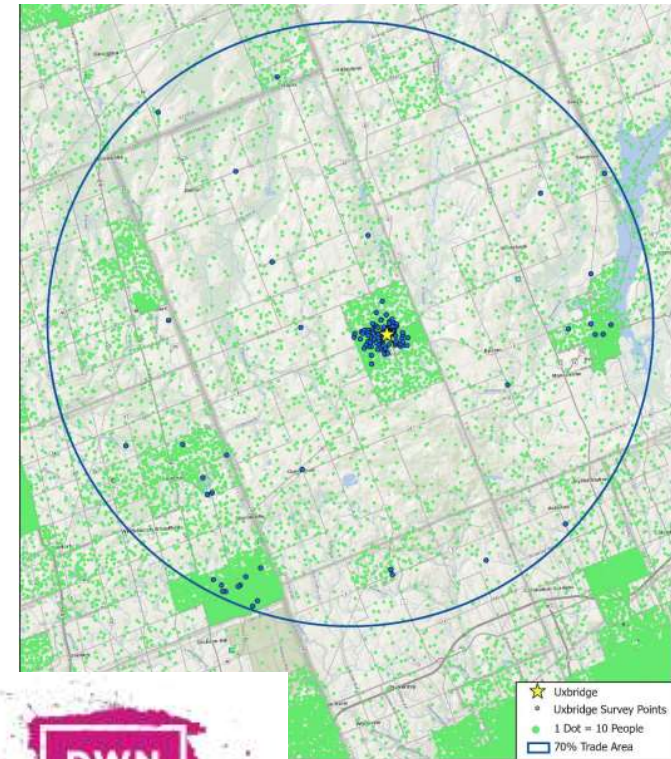




Research and Marketing

Research & Marketing

- Business directory
- Land and property inventory
- Community and sector profiles
- Community economic data
- Tracking Progress
- Branding
- Marketing materials





**Focused
Sector
Development**

Focused Sector Development

- Regional sector assessment to identify sectors for growth and retention
- Focused initiatives that support the sector organizations
- Some examples include tourism, local food and beverage, agriculture, manufacturing, etc.

Workforce Development

Workforce Development

- Welcoming Communities
- Skills Development and Training
- Youth Engagement and Retention



Community Revitalization

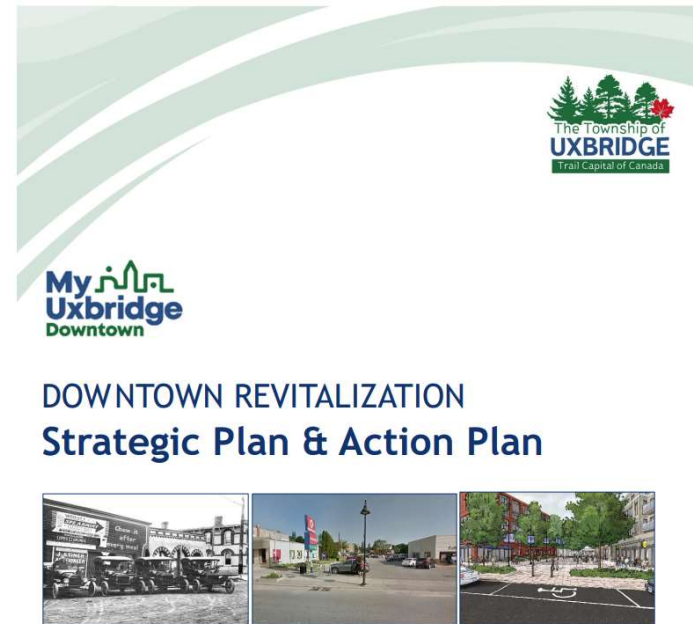
**“Downtowns are the
heart of our
community”**



Ontario 

Community Revitalization

- Downtown revitalization
- Industrial and institutional redevelopment
- Placemaking



Building on Yesterday - Planning for Tomorrow

A photograph of construction workers in white hard hats and high-visibility safety vests, viewed from behind, looking towards a construction site. The image has a teal color overlay.

Infrastructure

Physical and Community Infrastructure

Utilities

- Electricity
- Water
- Wastewater
- Broadband
- Natural gas

Transportation

- Roads
- Harbours
- Public transit

Healthcare Services

Education Services

- Highschool
- College
- University

Culture & Recreation Infrastructure/Programs

- Art centre
- Farmers markets
- Swimming Pools



Policies and Bylaws

Policies and Bylaws

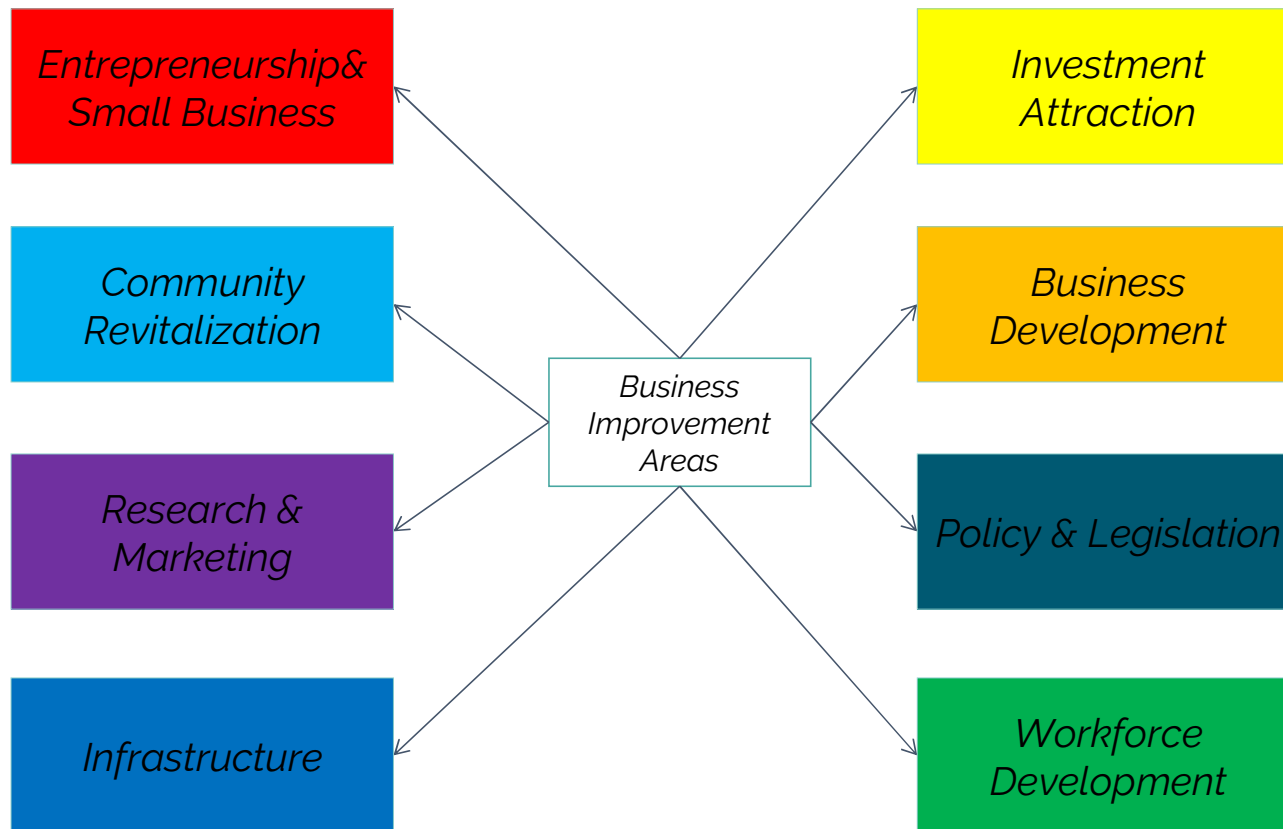
- Land use planning
- Residential development
- Business park development/ownership
- Community Improvement Plan (CIP)
- Open for business approach



Community Improvement Plan



Range of Economic Development Activities



Taking Action

Community Economic Development Inventory Exercise



Community Economic Development Activities Underway in Your Community

It is beneficial to take a regular *inventory* of CED activities that are happening in your own community.

Activities	Organization(s)	Role: L / S	Comment / Nature of Activity
1. Infrastructure			
Community Infrastructure			
Transportation Infrastructure			
Utility Infrastructure			
2. Workforce Development			
Youth Engagement / Retention			
Recruitment Events			
Newcomer Attraction / Retention			
Training / Education Programs			

Inventory Activity Debrief

Building a Community Economic Development Team



Benefits of Building a Community-Based Team

- Fosters community support
- Accesses new networks and resources
- Builds capacity and resiliency
- Leads to successful implementation

Together
Everyone
Achieves
More

Building a Community Economic Development Team

Your Team should be diverse, and represent the make-up and needs of the community:

- Community members
- Government
- Businesses
- Advisory Committee
- Organizations

Attributes of a Community Champion

Champions - **CED needs a spark to ignite the process!**

- Visionary
- Rolls up their sleeves
- Inspiring
- Shares credit
- Networker
- Consensus builder

Emerging Trends and Opportunities

Question:

What are some emerging trends and opportunities in rural community economic development?



Trends

Workforce

Changing Rural Demographic

Diversity Equity and Inclusion

Housing

Climate Change

Resiliency

Creating a Plan

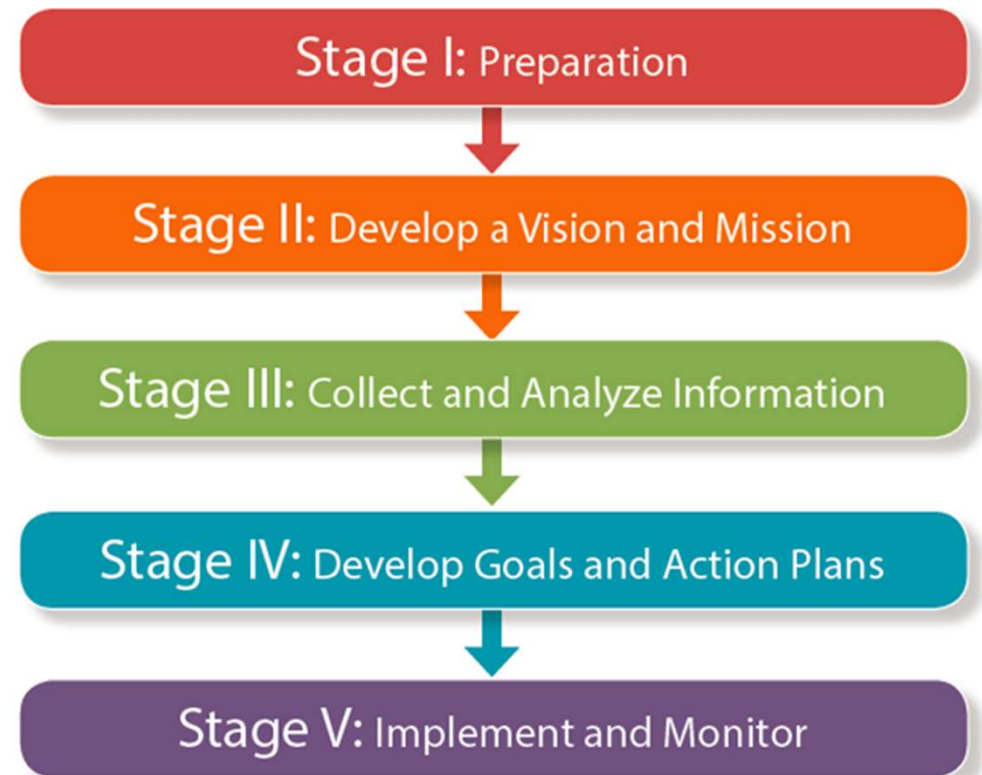


Do you have an Up-to-date Economic Development Strategic Plan?



Benefits of a Plan

- Provides focus
- Gives clear direction
- Guides decision making
- Boosts productivity
- Measures progress
- Provides rationale for funders



Downtown Revitalization: A Balanced Approach

Economic Development

Leadership + Management

Marketing + Promotions

Physical Improvements

The Four Points:

1. Economic Development

- Strengthening community's existing assets and diversifying the economic base
- Development of tools and resources to stimulate development
- Monitoring of progress towards economic sustainability



The Four Points:

2. Leadership + Management

- Building solid, long-term working partnerships with stakeholders
- Ensuring that engagement with partners represents broad cross section of community



The Four Points:

3. Marketing + Promotions

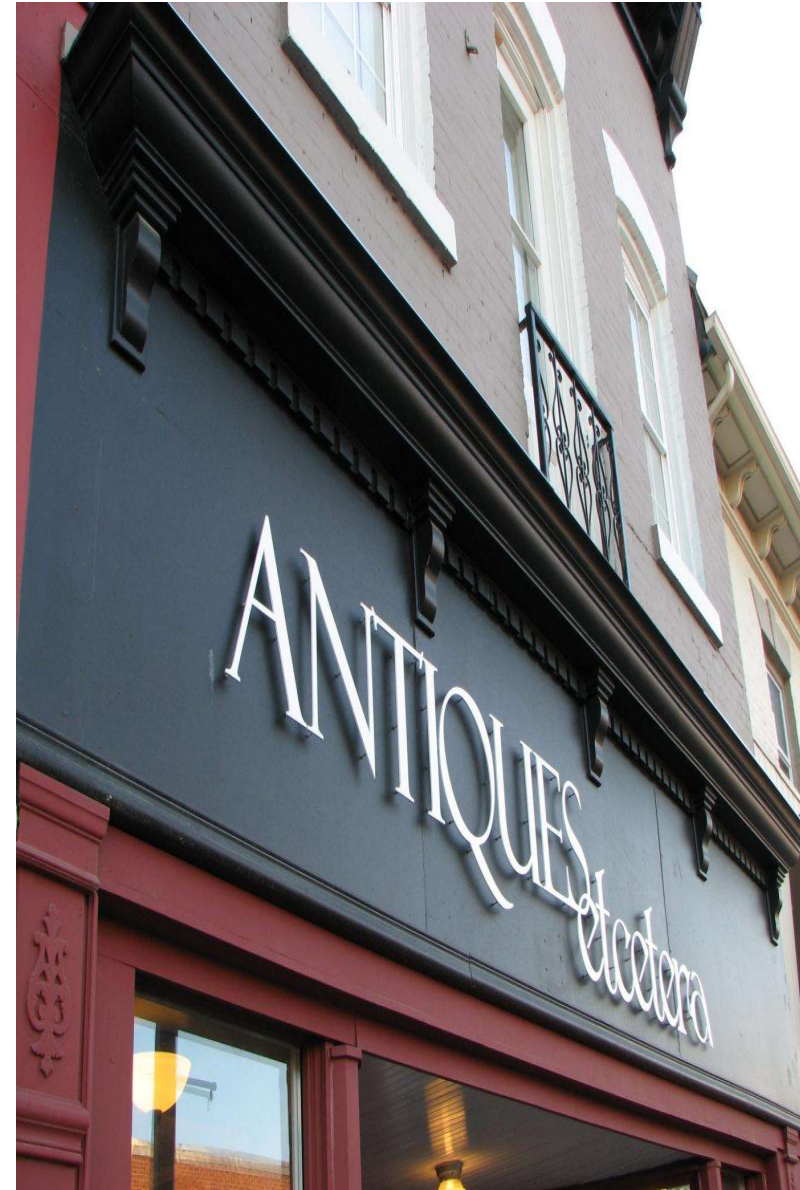
- Communicating the identity and positive image of the downtown
- Improve or reinforce community pride and consumer/investor confidence
- Advertising, promotions, special events



The Four Points:

4. Physical Improvements

- Creating an inviting and safe atmosphere for everyone
- Address all aspects of built environment
- Stress importance of design quality



BIAs have evolved since 1970...

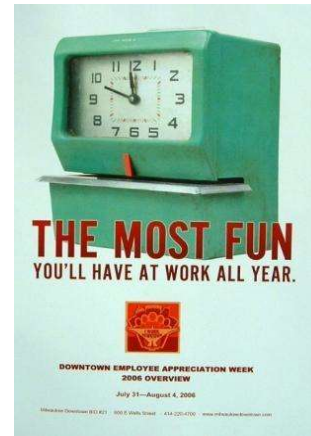
**Physical
Improvements**



**Economic
Development**

**Marketing and
Promotions**

**Leadership and
Management**



OMAFRA Community Economic Development Programs, Tools & Resources



Slide 51

MS(0 maybe we shorten this section and just focus on a few tools
Morris, Stephen (OMAFRA), 2023-03-30T15:36:02.863

MS(0 0 or make one slide with all our main programs and just talk to them
Morris, Stephen (OMAFRA), 2023-03-30T15:43:57.097

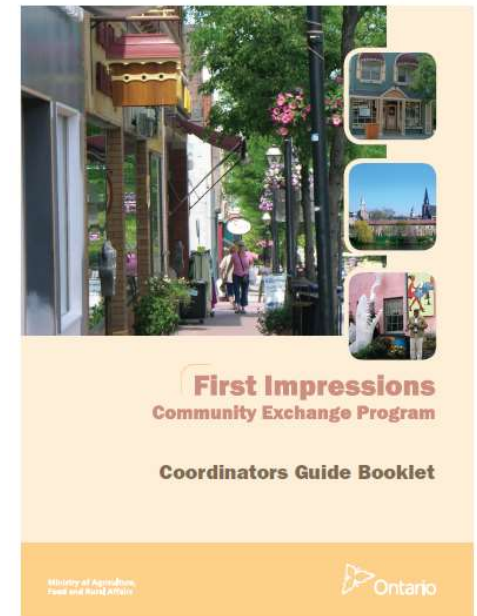
First Impressions Community Exchange (FICE)

A structured and cost-effective process that reveals the first impression a community conveys to potential visitors, investors and new residents

A partnership with another community where each visits the other and provides constructive feedback of the strengths and challenges in each community during an exchange visit.

Sector-specific or Full Picture

- Local Food
- Downtown
- Tourism



Downtown Revitalization (DR)

- The Downtown Revitalization program provides training & support to implement comprehensive revitalization initiatives
- DR focuses on the community's buildings/structures as well as many other factors including:
 - Demographics of the area
 - Overall attractiveness to investors
 - The impression the community gives to visitors
- The “four-point approach” to DR includes:
 - Economic Development
 - Leadership & Management
 - Marketing & Promotion
 - Physical Improvements



Closing



Community Economic Development is a Process



CED Takes careful planning and time



There is no “silver bullet”



CED requires resources



Be ready



Celebrate and communicate your success

Thank you!

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carolyn.puterbough@ontario.ca



Resources and Services

- [Rural Economic Development Program](#)
- [Performance Measurement Resources](#)
- [Strategic Planning Resources](#)
- [Economic Analysis Tools](#)
- [Business Retention and Expansion](#)

Resources and Services

- [Teeny Tiny Summits](#)
- [Selling Food to Ontario](#)
- [Agriculture Economic Development](#)
- [Community Economic Development 101](#)
- [Guide to Food and Beverage Manufacturing](#)
- [Labour Trade & Economic Development Branch
Advisory Services](#)