



JOINT COUNCIL PRESENTATION AGENDA
Wednesday, March 30, 2017 at 6:00 p.m.
Amaranth, Town Hall, Lower Recreation Room
374028 6th Line, Amaranth, ON L9W 0M6

1. **Welcome - Warden Darren White**
2. **Presentation – Sonya Pritchard – SWIFT (Southwestern Integrated Fibre Technology)**

Update on the SWIFT initiative.
3. **Presentation – Global Investment Attraction Group – Dufferin County Economic Development Strategic Plan**
 - a) Introduction of the Consultants
 - b) Overview of the Strategic Plan Development Process
 - c) Input from Councillors
 - d) Conclusion

For a copy of the [Strategic Plan Background Report click here.](#)

To access the [Economic Development Survey click here](#)

Dufferin County Economic Development Strategic Plan

All Councils Workshop

March 30, 2017



Introductions & Remarks

- Warden of Dufferin County, Darren White
- Global Investment Attraction Group
 - John Tennant
 - Bill Elliot
 - Kelly O'Brien

Development of the Strategic Plan

- County's First Economic Development Strategic Plan
- Global Investment Attraction Group + County CAO + Dufferin Economic Development Steering Committee
- Background Research and Analysis
- Consultative Phase
- Draft Economic Development Strategic Plan
- Review of Draft Economic Development Strategic Plan
 - Dufferin Economic Development Steering Committee
 - All Councillors Session
- Presentation to County Council

Content of the Strategic Plan

- Vision
- Overview – Economic Trends, Population, Jobs, Infrastructure, Higher Education, Quality of Life
- Economic Development, Investment and Visitor Readiness
- Key Economic Development Roles with Goals, Objectives & Actions
 - Economic Development Related Policies
 - Business Retention & Expansion, including Business Creation, Entrepreneurship & Innovation
 - New Investment Attraction
 - Workforce/Talent Attraction, Retention & Development
 - Marketing the County
 - Sectors of Focus
 - Performance Metrics

Stakeholder Consultations

- All Councils Workshop
- Three Stakeholder Engagement Sessions
- Voluntary Public Survey – Online & Hard Copy
- Open dialogue on opportunities for further investment, threats and obstacles to further development
- Results to be aggregated and used to inform the Economic Development Strategic Plan
- Participants encouraged to have others complete online survey.

Voluntary Public Survey

- 12 Questions/10 Minutes
- Opportunity for Residents and Businesses to Provide Input on Economic Development Issues, Strengths, Challenges, Opportunities & Vision
- Available online and in Hard Copy Version

Today's Session

- Obtain Input from Councillors
- Topics
 - Dufferin County's Strengths, Weaknesses, Opportunities, Threats, and Issues
 - Dufferin County's Economic Development Vision
 - Principal Opportunities for Agriculture, Business & Sector Expansion and Growth

Question # 1

What are the Economic
Development Related
Competitive Strengths You
Associate with Dufferin
County?

Question # 2

What are Dufferin County's
**Greatest Weaknesses &
Challenges** related to
Economic Development?

Question # 3

What are the **Greatest External Threats** to Future Economic Growth in Dufferin County?

Question # 4

What **Future Opportunities** Do You See for Dufferin County in Growing Its Economic Base, Businesses & and Agriculture?

What **Sectors & Sub-Sectors** Do You Think Will Drive Future Economic Growth and Why?

Question # 5

Is Dufferin County's **Workforce and Talent** Aligned with Future Requirements of Agriculture & Business?

If Not, What Improvements are Needed?

Question # 6

How Do You Perceive
Dufferin County as a
Location for **New**
Investment in Business &
Agriculture?

Question # 7

What is Your **Vision** for
Dufferin County's Economic
Development?

Additional Information/Comments

Contact

John Tennant, Principal

Global Investment Attraction Group

jtennant@globalinvestattraction.ca

519-957-9701

