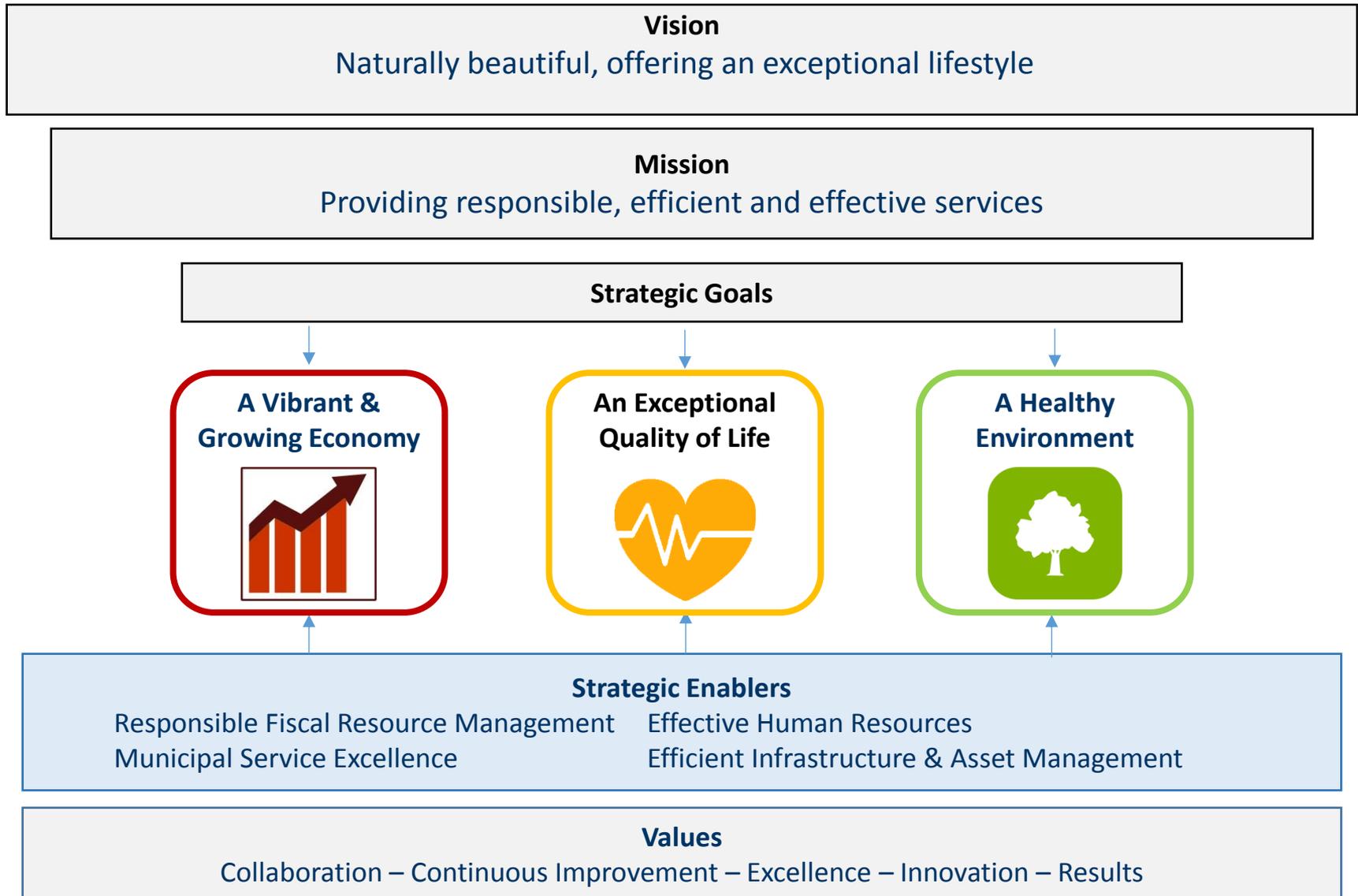


# Economic Development Strategy Direction

Council Presentation  
July 11, 2017



# City of Kawartha Lakes Corporate Strategic Plan Framework





## **Objective:**

A stronger and more diversified economy

## **Top 10 Strategic Action:**

Develop and execute a comprehensive Economic Development Strategy

Review City's Economic Development Program

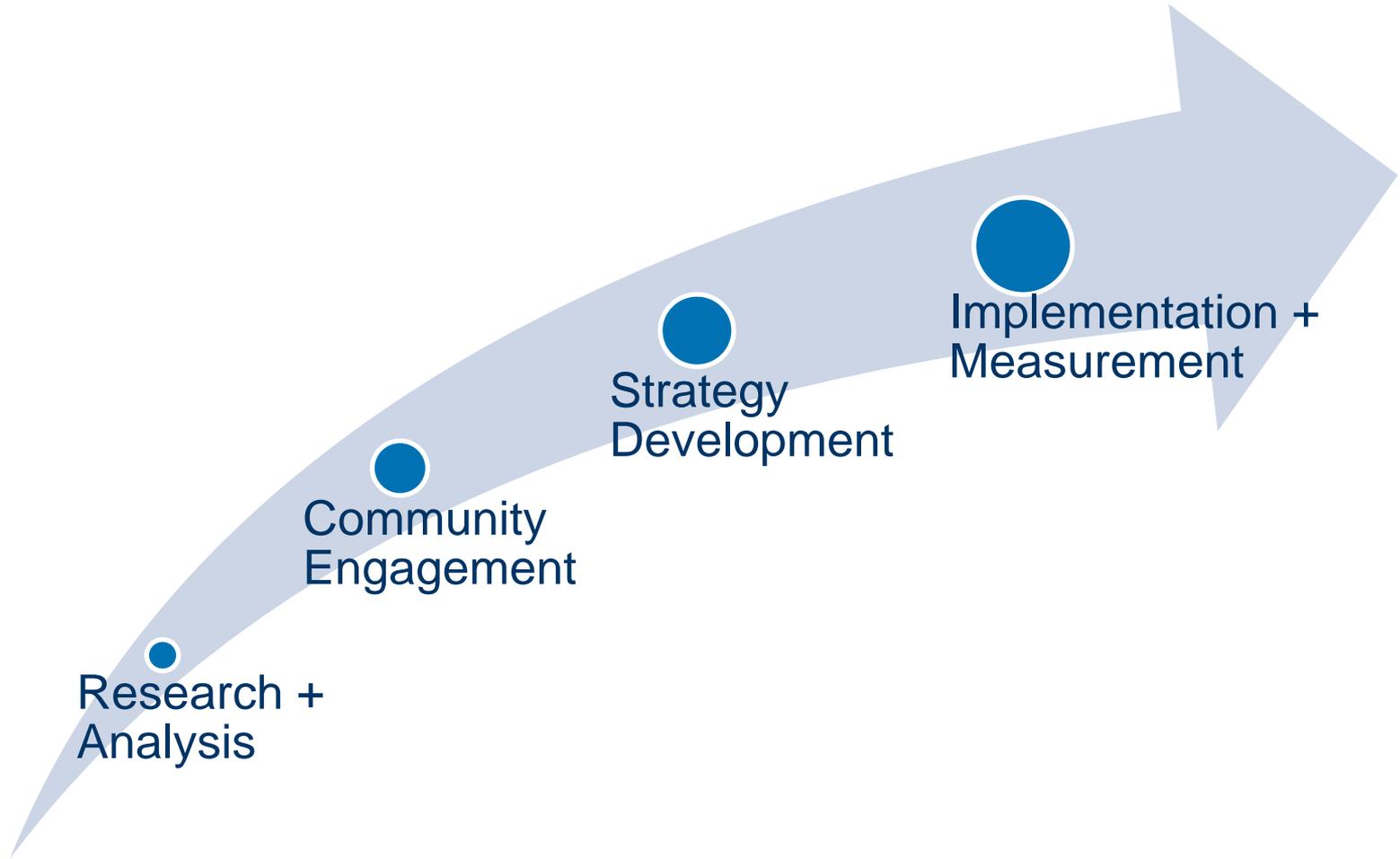
# Economic Development

“Local Economic Development is a ***process*** by which public, business and non-governmental sector partners work collectively to create better conditions for economic growth and employment generation. LED is thus about ***communities continually improving their investment climate and business enabling environment to enhance their competitiveness, retain jobs and improve incomes.***” (World Bank & FCM)



[city.kawarthalakes.on.ca](http://city.kawarthalakes.on.ca)

# Project Phases



# Purpose

Today is to present Council with the Economic Development direction:

- Provide background information on how it was formed
- Provide an opportunity for Council input

# What we know

## Strength

- Proximity
- Tourism
- Business base
- Natural environment
- Support (municipal)

## Weakness

- Population age, skill and income
- Amalgamation legacy
- Culture (City and business)

## Opportunity

- Culture renewal
- Promotion + differentiation
- Build on assets
- GTA migration

## Threat

- Succession
- Bedroom community
- Global economy

# Strategy Direction



City of Kawartha Lakes approach



Nurture clusters



Energize a positive community business culture



Align and inspire City resources



Retain, repatriate, attract talent

# City of Kawartha Lakes approach



*The City of Kawartha Lakes is a unique collection of villages and neighbourhoods connected by lakes, waterways and farms*

- City brand and marketing
- City wide resources with local implementation
- Village placemaking

# Nurture Clusters



**BUSINESS**

1. Agriculture and food production
2. Tourism
3. Arts and culture
4. Specialized manufacturing
5. Engineered products and services

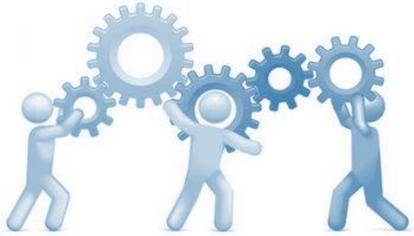
# Energize a positive business culture

- Grow cluster networks focusing on entrants, growers and mentors
- Support local community economic development in partnership with community business groups



# Align and inspire City resources

- Team-based approach to business attraction and development
- Consider municipal policies and procedures
- Critical infrastructure projects to accommodate growth and investment in a competitive and efficient manner



# Retain, repatriate, attract

“We used to create strategies to attract businesses that create the jobs that attract or keep people. In today’s digital age, jobs are now increasingly likely to follow people as opposed to the other way around” (McKinsey Consulting 2016)



- Diversify the talent and age of our community
- Repatriate Kawartha Lakes alumni

# Strategy Direction



City of Kawartha Lakes approach



Nurture clusters



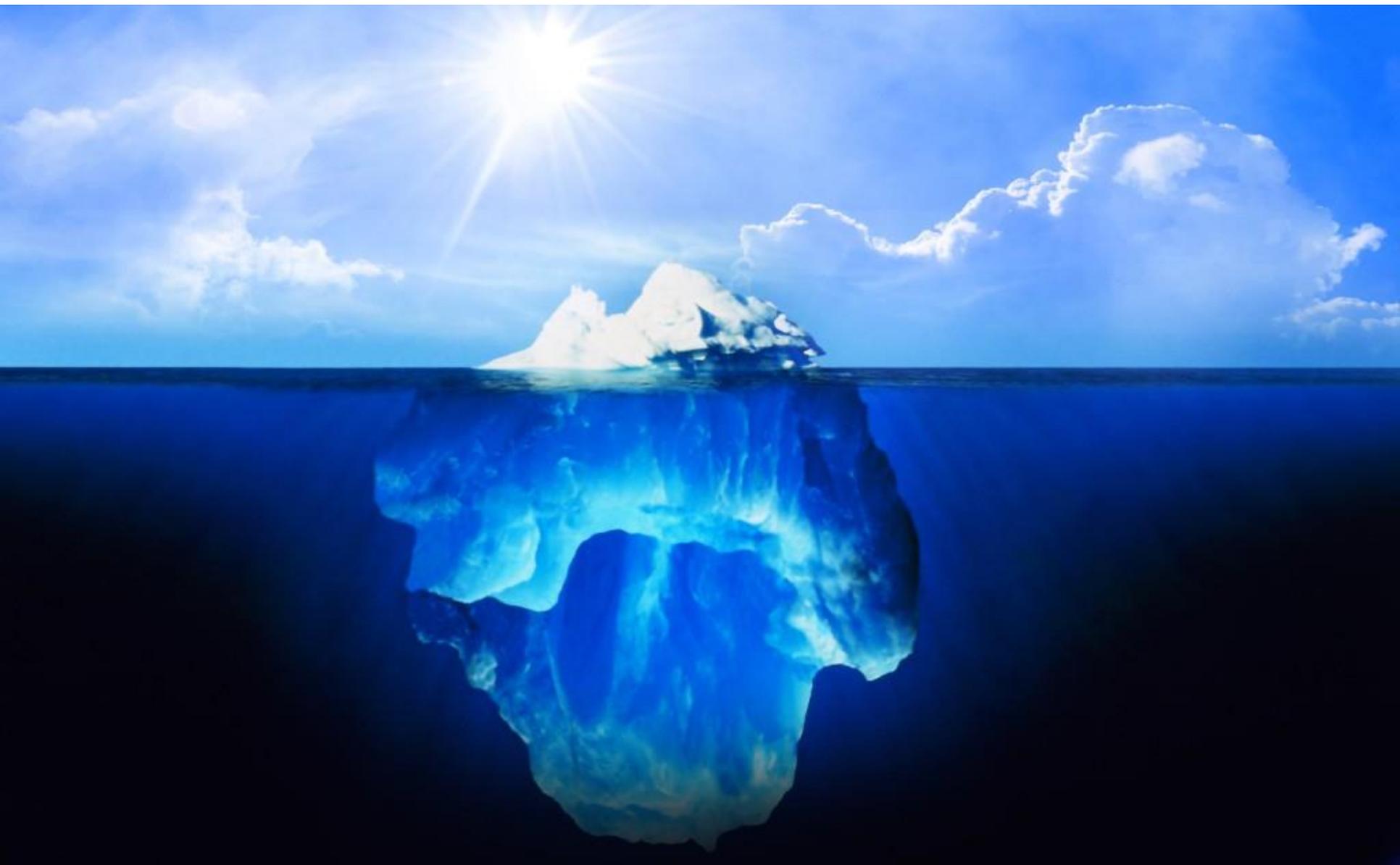
Energize a positive community business culture



Align and inspire City resources



Retain, repatriate, attract



# Next steps

- Incorporating Council input into the Strategy direction
- Align Economic Development programs and budgets to the Strategy
- Implementation and continual engagement with City Departments, business and stakeholders
- Monitoring (regular updates to Council)

# Discussion