

Economic Development Strategy 2025-2029

Committee of the Whole - November 5, 2024



Kawartha Lakes Economic Development Strategy



**Economic Development Strategy
2025-2029**

Kawartha Lakes Economic Development

Purpose of the Strategy



- Continuing to build on a **strong economic development foundation**.
- Ensuring that Kawartha Lakes achieves an environment conducive to **attracting new and diverse businesses** alongside supporting the **expansion and retention of its current businesses**.
- To create a thriving economy and cultural vibrancy for Kawartha Lakes and **positively position the municipality towards the 2051 population and employment forecasts**.



INVESTING in Kawartha Lakes



Investing in Kawartha Lakes is about the traditional markers of economics – dollars, jobs, and infrastructure.

It is also about...

- **growing a vibrant community through investing in culture**
- **supporting tourism assets**
- **building the necessary supports for young families and immigrants**
- **helping build a diverse economy that is resilient and sustainable.**



INVESTING in Kawartha Lakes



It is about people
becoming **INVESTED** in
Kawartha Lakes...



When are you successful?



- People are invested in Kawartha Lakes.
- Strong local economy in key clusters:
 - **Agriculture and food;**
 - **Manufacturing;**
 - **Tourism;**
 - **Creative and cultural industries;**
and
 - **Innovation.**



When are you successful?



- Welcoming community that **supports investment and businesses** and will offer tools, supports and hands on resources.
- Will have achieved **positive growth.**



Alignment with Corporate Strategic Plan



Strategic Priorities



A Healthy Environment



An Exceptional Quality of Life



A Vibrant and Growing Economy



Good Government

Economic Development Division



Three distinct functions:



Sector and Community Economic
Development



Culture



Destination Management

How did we get here?



**Economic Development Strategy
2025-2029**

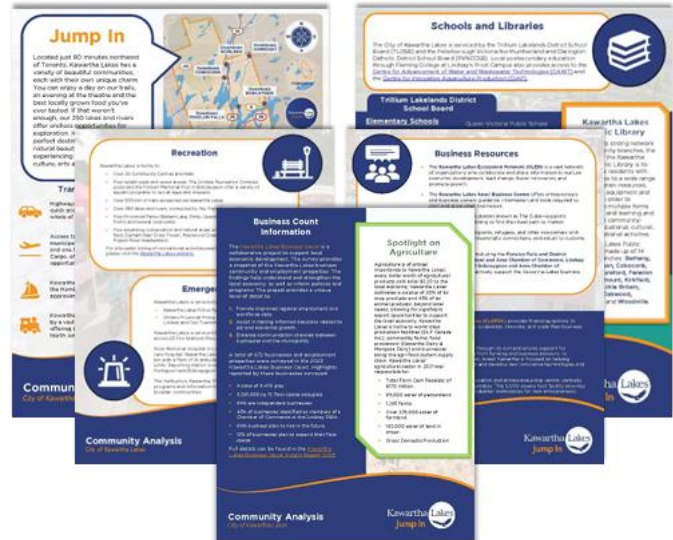
Kawartha Lakes Economic Development

Step 1: Discover



RESEARCH THE COMMUNITY

Reviewed **13 key City documents** and the **economic development website**, undertook an **informal investment readiness assessment** and produced a **Situational and Community Analyses**.



Step 2: Define



CONSULT WITH THE COMMUNITY

149

participants



- ✓ one-on-one interviews
- ✓ focus groups
- ✓ online survey
- ✓ staff priority setting session

Step 3: Develop



BUILD THE PLAN



Working Session to develop the actions

- Being Investment Ready**
Having the reputation of being a "business friendly community" that supports business investment.
- Community Building Through Placemaking**
Creating vibrant downtowns and supportive communities to help to build the economy.
- Being Connected**
Building partnerships and working collaboratively to support economic development initiatives across Kawartha Lakes.
- Diversifying the Economy**
Increasing the number of businesses through the attraction, retention and growth of business investment.

29

participants

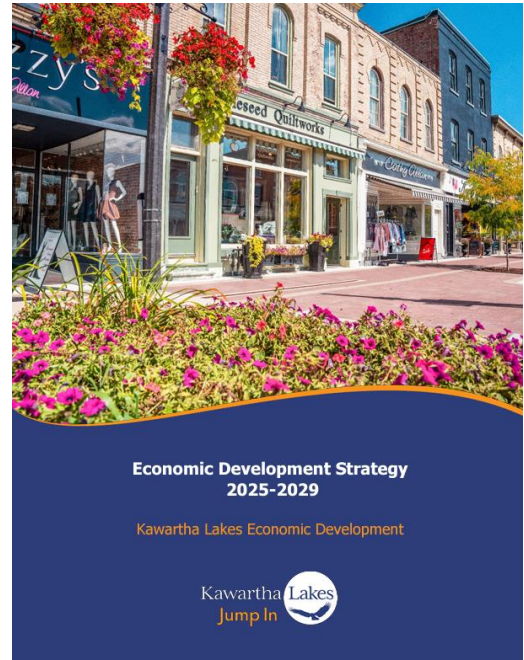


Step 4: Deliver



THE RESULTS

Built through true
collaboration and
leadership by the
**Economic
Development
Division.**



The Important Parts



Comprehensive yet Realistic



**Economic Development Strategy
2025-2029**

Kawartha Lakes Economic Development

- 5 Strategic Priority Areas of Focus
- Focused on Driving Investment into and throughout the community

Strategic Priority 1: Stimulate Investment in Business, Visitors and Cultural Sectors.



Why is this important?

- the municipality plays a vital role in creating the conditions to stimulate investment.
- Being 'investment ready' means understanding community vision and knowing what businesses need to succeed.
- Being 'business friendly' means fostering a culture of excellent customer service, by both municipal staff and elected officials, while providing an easy experience for an investor to expand, start or relocate a business.



Strategic Priority 2: Invest to Support Vibrant Emerging and Established Businesses and Cultural Organizations.



Why is this important?

- Supporting businesses throughout their life cycle—from startup to innovation, growth, and resilience—helps sustain a thriving local economy.
- A diversified economy means resiliency through economic downturns focusing on the five key clusters.
- With the projected population growth and available land (even if not serviced), Kawartha Lakes has the opportunity to grow and attract businesses, enhance the tourism experience and expand on its cultural assets.



Strategic Priority 3: Invest to Foster a Skilled Sustainable Workforce.



Why is this important?

- The current and future workforce in Kawartha Lakes will, in large part, define the success of the local business and cultural sector.
- Having a skilled workforce means that the businesses in the community can successfully operate with local workers.
- Building community is essential with infrastructure in place (i.e., public transit, housing)



Strategic Priority 4: Invest in Places of Economic and Cultural Activity.



Why is this important?

- Businesses seek to locate in communities where a strong quality of life will allow their employees to enjoy their life outside of work.
- As the municipality grows and becomes more diverse, it will be essential to support residents while successfully integrating newcomers into Kawartha Lakes, ensuring that everyone is respected and contributes to the local economy.



Strategic Priority 5: Invest in Resources to Support an Exceptional Economic Development Program.



Why is this important?

- The Economic Development Division needs support to execute this strategy and run with it, with a solid backing from all other Departments within the Municipality.
- It is about collaboration and moving forward in a coordinated fashion where staff and elected officials are all 'singing from the same song sheet'.

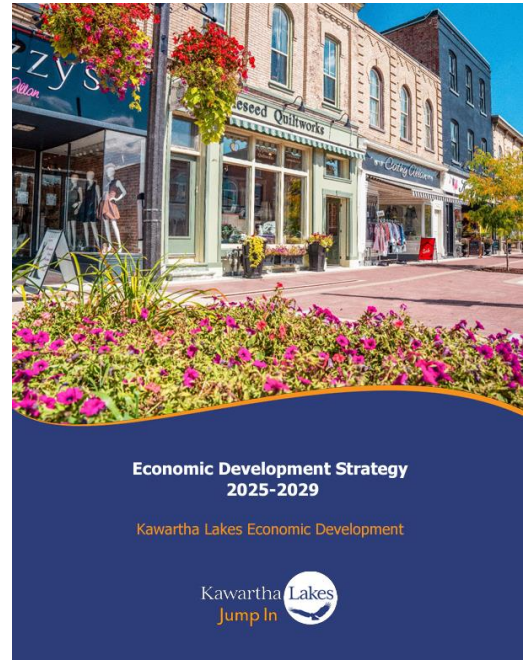


Final Strategy and Action Plan



This is YOUR strategy...

- community based
- vetted by economic development division staff, economic development stakeholders
- Developed realistic and doable actions





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THANK YOU!

