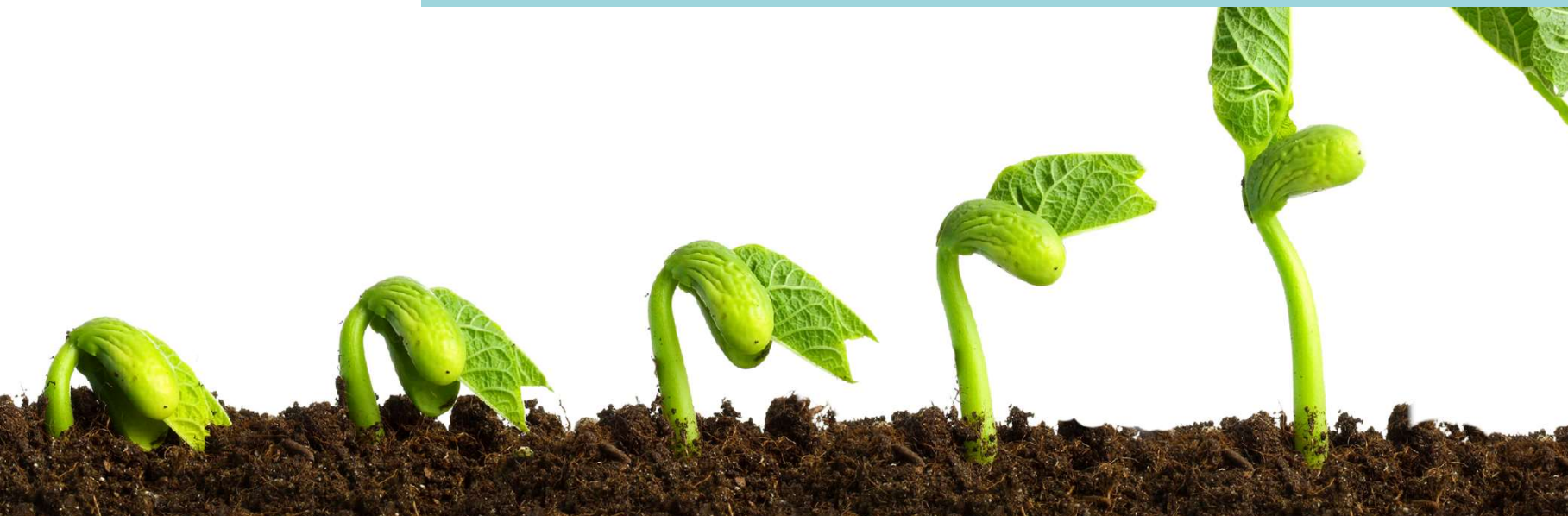


The Grey't Reset

Economic Development, Tourism and Culture Master Plan

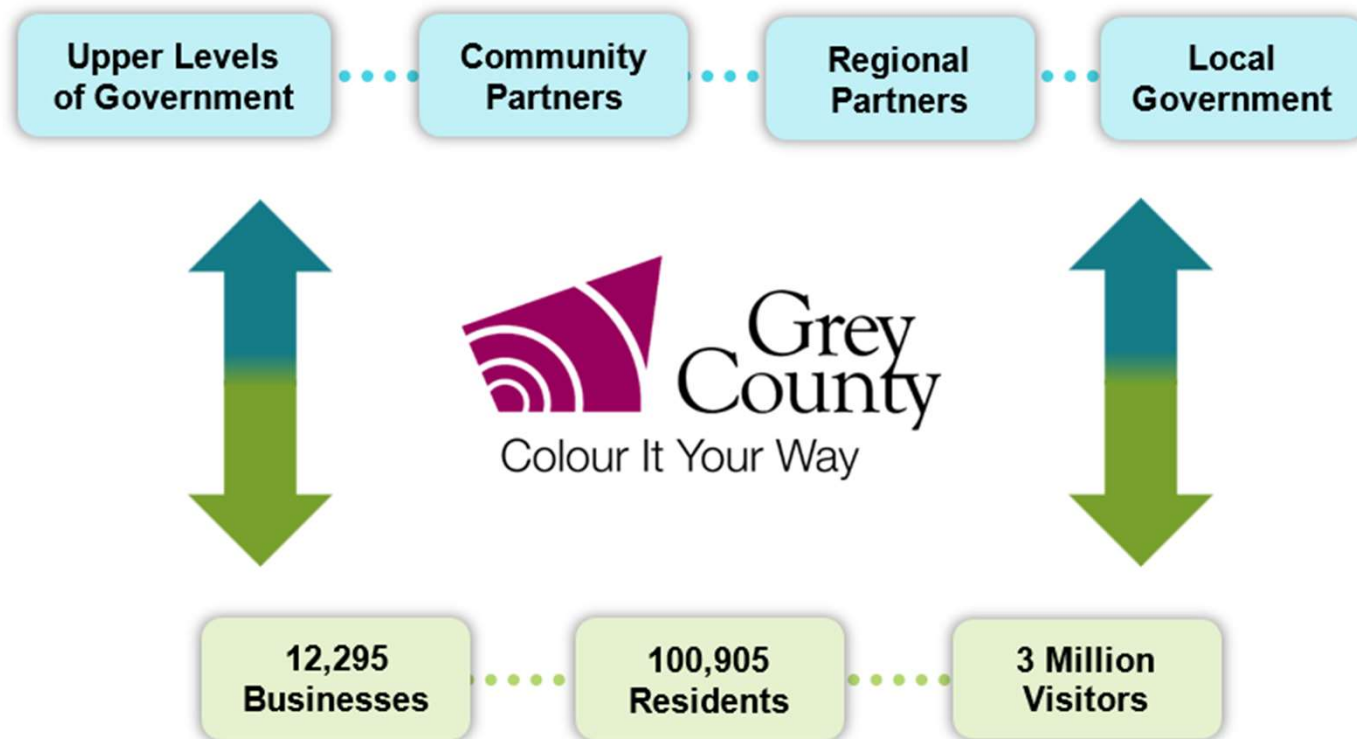
Grey County Council – October 12, 2023



We are the Great Connectors.



Collaboration as a core mandate means we are collectively rising the tide to float all boats.



The Grey't Reset



It's about...

- Building on the County's previous departmental strategies.
- Carrying our best work forward, with a Made in Grey approach.
- Providing direction and guidance to Grey County's economic development, tourism and culture activities for both the short and long term.



Made in Grey Approach



Grey County:

- Is a unique and very special place in the world, with its stunning natural landscape anchored by the Niagara Escarpment and Georgian Bay.
- Has a quality of life that is second to none where residents can enjoy their everyday life, at home, at work and in the community, with joy.
- The economic, social, environmental and cultural fabric has room to grow, be nurtured and protected.



Process Followed



Step 1: Discover

Research the community.

- Document review.
- Situational Analysis and Comparative Analysis.

Step 2: Define

Consult with the community.

- One-on-one interviews.
- Online survey.
- Focus groups.

Step 3: Develop

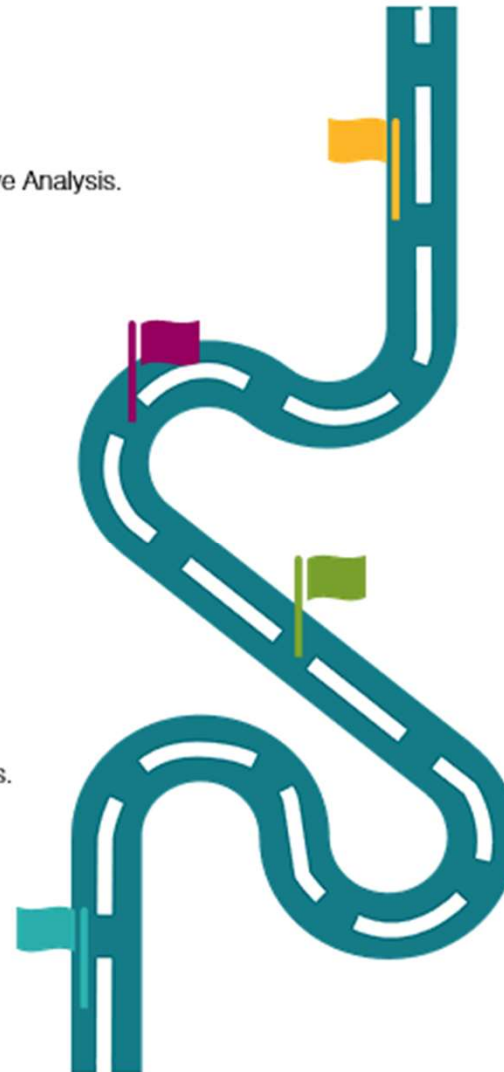
Build the plan.

- SCOAR@.
- Working Session.
- Staff Consultations.
- Committee Consultations.
- Develop the Actions.
- Draft Master Plan.
- Final Staff and Partner Consultations.
- Final Master Plan.

Step 4: Deliver

Present the results.

- Presentation to Council.
- Implementation Plan.
- Evaluation Plan.



Situational Analysis



- Foundational quantitative analysis helps highlight what makes Grey County strong.
- The Situational Analysis sets the stage for the qualitative work throughout the project, helping to understand underlying trends in the County and set a baseline for future measurement. This includes that:
 - 7.54% population growth (2016-2021) – highest in history.
 - Grey County’s female and male populations have similar levels of economic engagement, a rarity within the province.

Top 5 Sectors by Industry**



Health Care &
Social Assistance
(7,155)



Manufacturing
(6,409)



Retail Trade
(6,306)



Construction
(4,986)



Agriculture, Forestry,
Fishing & Hunting
(3,549)

A Made in Grey Approach!



McSweeney & Associates engaged:

- 45 participants through one-on-one phone interviews.
- 60 participants across eight focus groups.
- 198 respondents through an online survey.
- 45 participants during April's working session.

Participants were able to discuss Grey County honestly, without staff in the room, to ensure that they were able to speak their mind freely without worrying about harming relationships.

As such, the core analysis at the heart of this Strategy represents the genuine vision and reality of Grey County residents, businesses, and other members of the community.



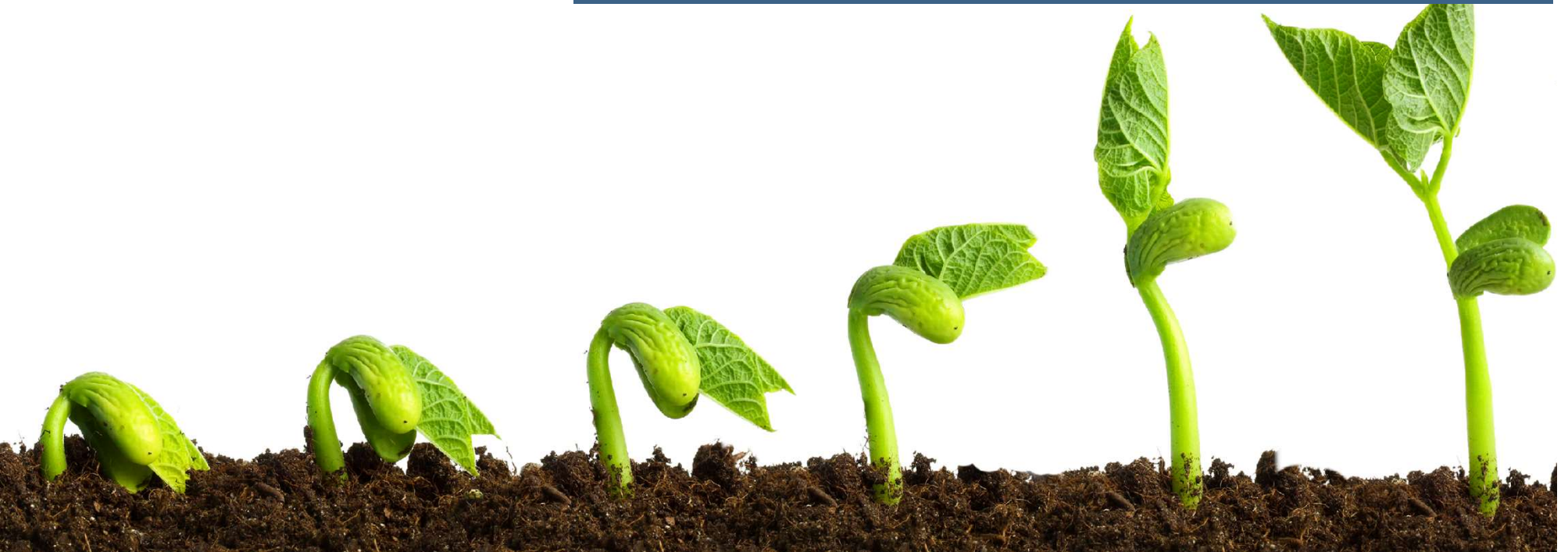
Development of Themes and Actions



- Upon completion of the external consultation process, internal deliberation began between Grey County's EDTC leadership team, and McSweeney & Associates.
- Through seven sessions, staff worked to take the consultation findings and home in on key messages, findings, and recommended actions.
- This collaborative process led to co-developed strategic actions that Grey County can stand behind as realistic, achievable, and of high-value to the community.
- Once completed, three final reviews were undertaken with EDTC staff and PEDAC, inclusive of all nine member municipalities, to support the recommendation of the plan to County Council.



Economic Development, Tourism, and Culture Priority Areas



Priority Areas



The Grey't Reset Priority Areas

Economic Development and Tourism

Priority 1: Leadership and Collaboration

Priority 2: Investment Ready

Priority 3: Business, Retention and Expansion

Priority 4: Entrepreneurship and Innovation

Priority 5: Destination Development

Grey Roots

Priority 1: Leadership and Collaboration

Priority 2: Inclusive Storytelling

Priority 3: Interactive Experiences

Priority 4: Destination Development

Priority 5: Innovative Practices



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THANK YOU!

