



# **Economic Development, Tourism & Culture**

Pre-Budget Workshop  
November 9, 2023  
Open Session

# EDTC Department

- ▶ The EDTC Department works to:
  - create an enabling environment for people and businesses to invest.
  - create a sense of pride and belonging in our communities
- ▶ EDTC positioned at the upper tier provides a regional lens, allows for prioritization of investment to ensure the greatest return.
- ▶ County staff play a county-wide coordination role that no one else is in a position to do.
- ▶ County has the scope to successfully secure provincial and federal grants that benefit the entire region.

# Regional Lens & Benefit

- ▶ Municipal and community partners are localized, drawing insight and direction from the ground up.
- ▶ County staff are constantly scanning the regional environment, listening, and facilitating connections to find innovative and meaningful solutions.
- ▶ **While we share the same geography, we offer a different view. The meeting of perspectives is where innovation happens and solutions are created and actioned.**
- ▶ Municipal staff look to the County to play a coordinating role, to provide tools and resources, develop policy and broadly market – because the resources do not exist locally.

# Economic Development

- ▶ Economic development department is an essential part of promoting economic well-being in a region.
- ▶ Job creation
  - Skills development with Georgian College (ie. PSWs, Skilled Trades)
- ▶ Facilitating Business Investment and growing the assessment base
  - Foreign Direct Investment, Community Improvement Plan (CIP), relationship building, extending the reach of business to grow markets, single point of contact for provincial and federal opportunities, regional liaison (WOWC, Four Counties).
- ▶ Business Retention
  - providing direct supports, hosting networking and regional events (ie. access to labour, Job Fair, Young Professionals Network)
- ▶ Innovation and Entrepreneurship
  - assumed the BEC from Owen Sound, developed Catapult to fill regional gap, lead Intelligent Communities – build awareness and pride.

# Tourism & Culture

- ▶ Tourism department is an essential part of promoting economic well-being, people attraction and retention in a region.
- ▶ Most new residents, start as tourists; 'life' happens through tourism
- ▶ Significant sector – ¼ of workforce, nearly ½ of businesses directly involved
- ▶ Facilitating County-wide approach to destination development
  - management protocols, messaging, etc. (OMG group) – 1 of 9 municipalities has a tourism role. Grey County is the regional lead.
- ▶ Marketing & Communications
  - control messaging where possible, only ones to reach audiences of scale, marketing and promotion of smaller, unique opportunities.
- ▶ Coordination of infrastructure investment/attraction
- ▶ Quality of Life - access to employment that pays a living wage, access to education, access to cultural activities/things to do