

Ontario Ministry of Agriculture, Food and Rural Affairs

Community Economic Development in Small Urban Municipalities

OSUM Conference
May 2, 2024



Today's Presenters



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Agenda

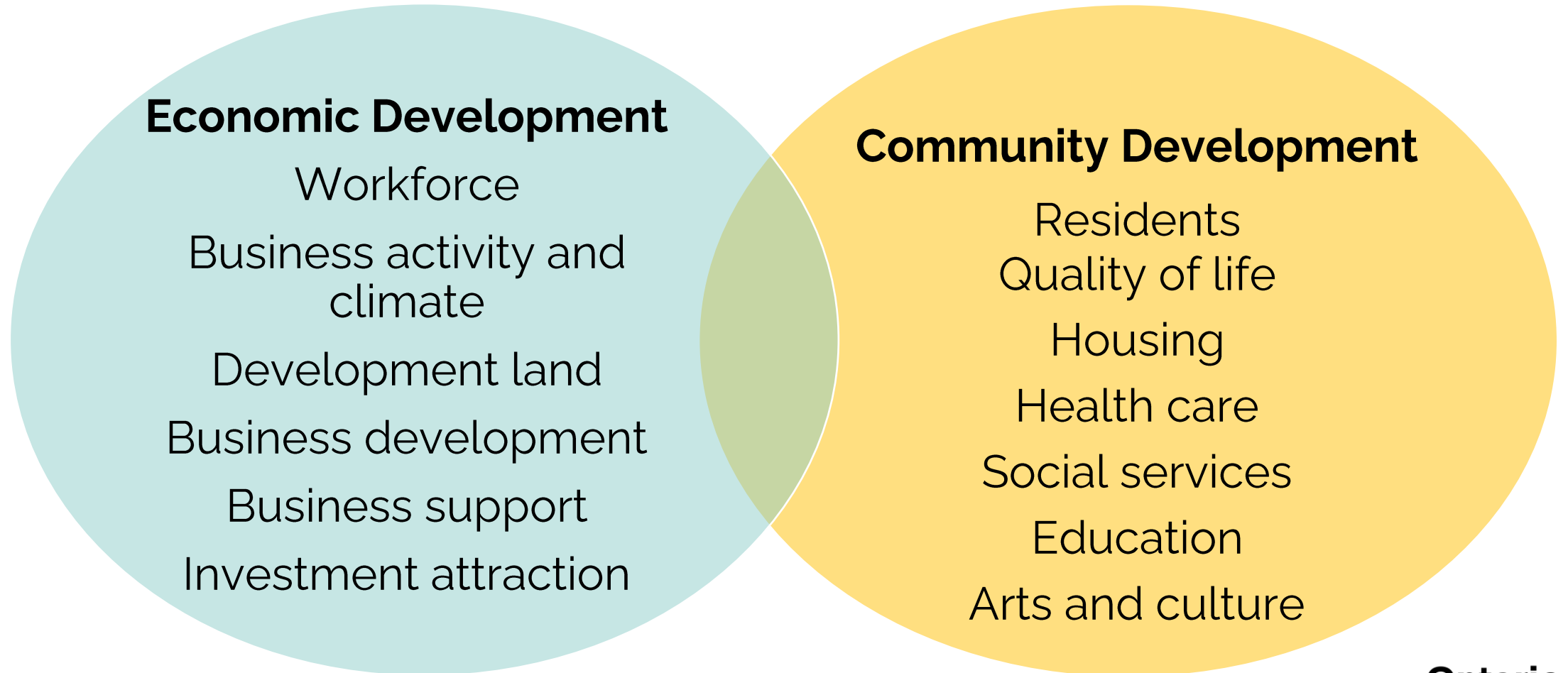
1. Defining community economic development
2. Community economic development activities
3. Taking action
4. OMAFRA Resources available

Definition of Community Economic Development

Community Economic Development is the **process** of undertaking programs, policies and activities that fosters an **environment** *resulting in the creation of* **wealth** and **well-being** *for the benefit of the* **community.**

Community Economic Development

Today's community economic development functions cover both.



Community Economic Development Activities

Community Economic Development Activities

There is a spectrum of different activities in which a community can be engaged.



Small Business and Entrepreneurship

- Business counselling
- Business incubators
- Mentorship programs
- Professional development and training
- Access to capital



Fall Business
& Leadership Conference

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Opportunity!



Monday, October 17, 2022

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Enterprise Renfrew County
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**FASTER
FORWARD** 
Business Success Program

Business Development

- Business retention and expansion
- Buy local initiatives
- Export/trade development services
- Business networking
- Recognition



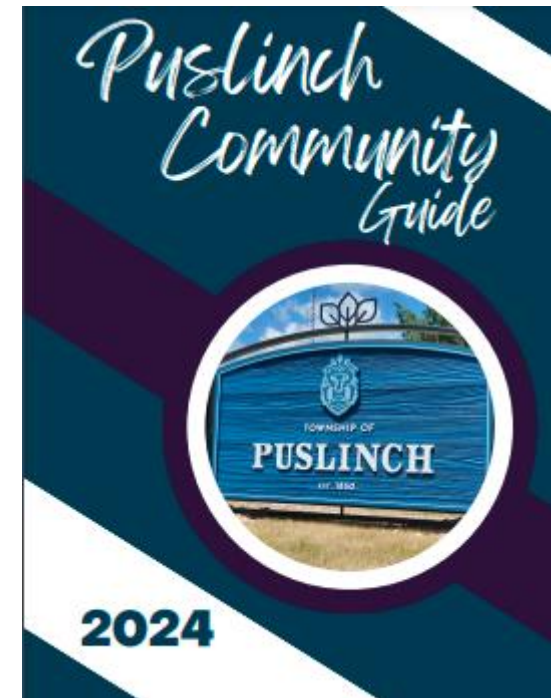
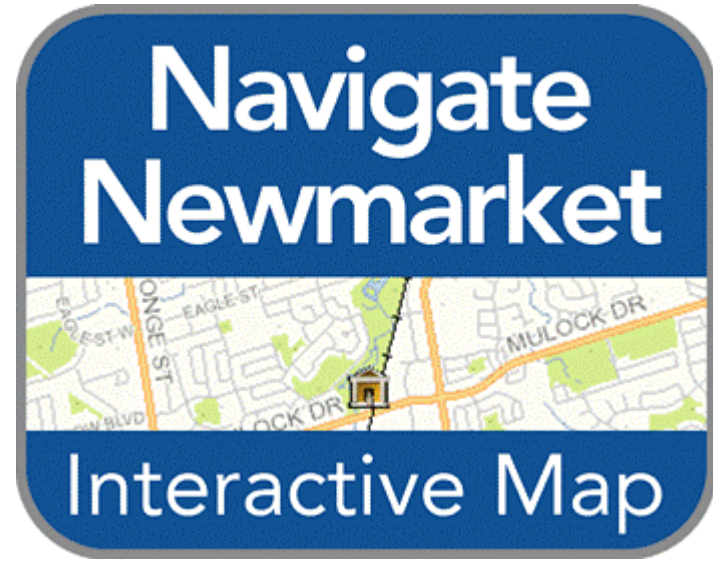
Investment Attraction

- Lead generation
 - Trade shows
 - Familiarization tours
- Develop relationships with real estate community/site selectors
- Site certification / readiness



Research and Marketing

- Business directory
- Land and property inventory
- Community and sector profiles
- Community economic data
- Tracking Progress
- Branding
- Marketing materials



Focused Sector Development

- Regional sector assessment
- Identify sectors for growth and retention
- Focused sector team
- Focused initiatives that support the sector
- Some focused sectors include tourism, local food and beverage, agriculture, manufacturing, etc.



Experience
COBOURG
Your STORY BEGINS HERE!

Workforce Development

- Welcoming communities
- Skills development and training
- Youth engagement and retention




Willkommen स्वागतम् Witamy 환영합니다
 Welcome
 أهلاً و سهلاً أهلاً و سهلاً BENVENUTO HOAN NGHỆNH
 Bienvenidos
 Selamat datang Fáihte
 歡迎 歡迎
 Bienvenue Aloha Добро пожаловать!
 bem-vindos

#All are welcome here

Welcome to Lambton mobile app




Community Revitalization

- Downtown revitalization
- Industrial and institutional redevelopment
- Placemaking



Physical Infrastructure

Utilities

- Electricity
- Water
- Wastewater
- Broadband
- Natural gas

Transportation

- Roads
- Harbours
- Public transit



EORN

EASTERN ONTARIO
REGIONAL NETWORK



Community Infrastructure

Healthcare services

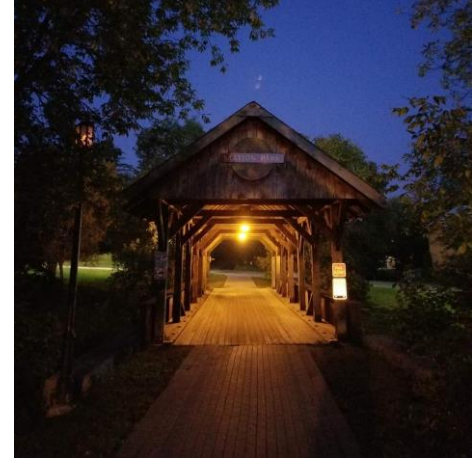
- Recruitment/retention
- Infrastructure

Education services

- High school
- College
- University

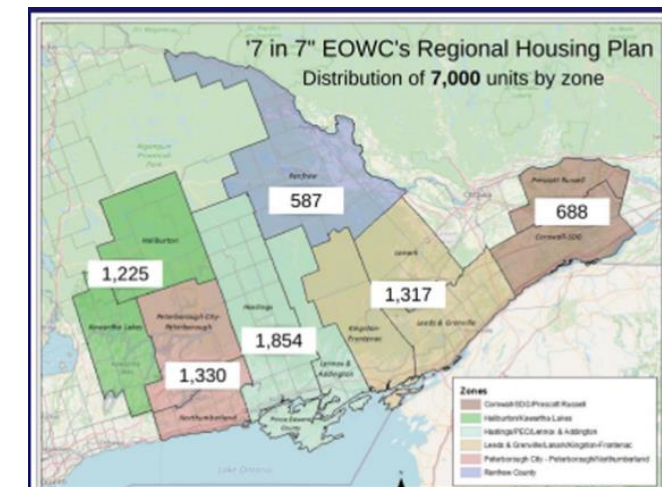
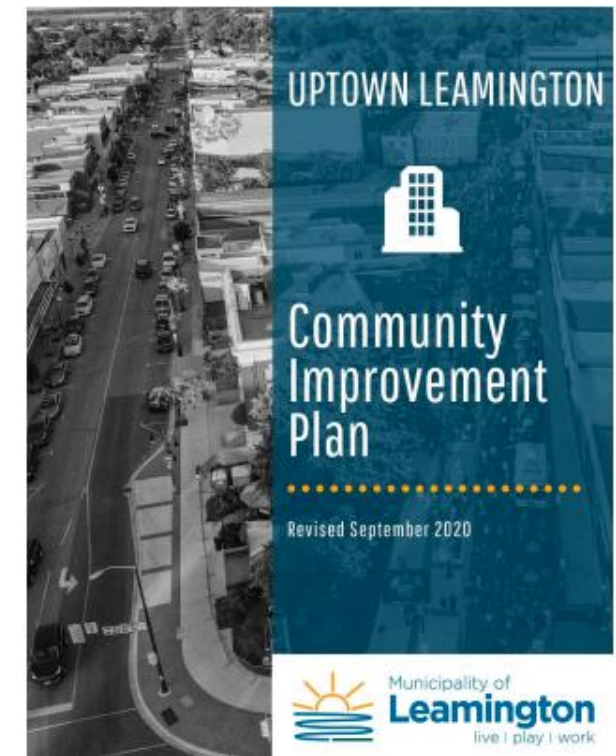
Culture and recreation infrastructure

- Art centre
- Farmers markets
- Swimming pools
- Libraries
- Parks and recreation



Policies and Bylaws

- Land use planning
- Residential development
- Business Park development/ownership
- Community Improvement Plan (CIP)
- Open for business approach
- Local purchasing policies/procurement bylaws
- Housing policies/zoning



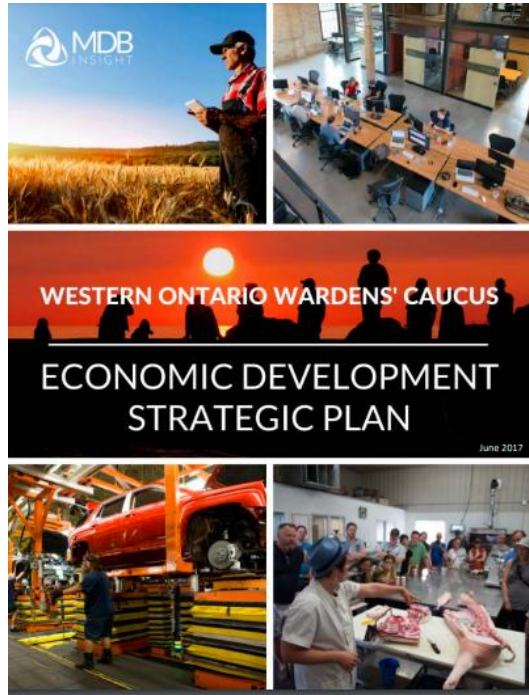
Community Economic Development Activities

It is beneficial to take a regular *inventory* of CED activities that are happening in your own community.

Activities	Organization(s)	Role: L / S	Comment / Nature of Activity
1. Infrastructure			
Community Infrastructure			
Transportation Infrastructure			
Utility Infrastructure			
2. Workforce Development			
Youth Engagement / Retention			
Recruitment Events			
Newcomer Attraction / Retention			
Training / Education Programs			

Consider Working Regionally

- Common challenges or opportunities
- Pooling resources is an option
- Opportunities to share knowledge



Taking Action

- Assess community readiness
- Inventory community assets
- Build a community economic development team
- Create a plan
- Discussion of OMAFRA programs, tools and resources that support your CED efforts



How YOU can Support Community Economic Development

1. Develop a deep understanding of the local business climate and community
2. Emphasize economic development in your strategic planning
3. Build support for local economic development efforts
4. Promote local education and workforce development
4. Ensure the community has quality infrastructure in place
5. Foster regional cooperation
7. Support entrepreneurship
8. Be business-friendly



Free OMAFRA Resources to Support Community Economic Development in your Small Urban Community

- Agriculture Economic Development Resources
- Business Retention and Expansion Program
- Community Economic Development 101 Training & Inventory Tool
- Downtown Revitalization Program
- Economic Analysis Data Tool
- First Impressions Community Exchange Program
- Performance Measurement Resources
- Rural Economic Development Program
- Selling Food to Ontario
- Strategic Planning Training & Resource Guide
- Teeny Tiny Summits

Programs and Resources can be found ontario.ca/page/rural-and-north **Ontario** 

Community Economic Development is a Process



CED Takes careful planning and time



There is no “silver bullet”



CED requires resources



Be ready



Celebrate and communicate your success

Teeny Tiny Summits

Economic Development that works for small places

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Teeny Tiny Summit
May 28 - Holstein, ON



ROMA Rural Ontario Municipal Association
Southgate
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Ontario

REGISTER NOW
Teeny Tiny Summit
June 5 - Tweed, ON



ROMA Rural Ontario Municipal Association
County of Tweed
Ontario

REGISTER NOW
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June 6 - Minden, ON



ROMA Rural Ontario Municipal Association
Haliburton COUNTY OF ONTARIO CANADA
Ontario

Link Registration Information: [Teeny Tiny Summits 2024](#)



Business Retention and Expansion Program

Business Retention and Expansion Training

This 3-part interactive virtual training series will take place in late May and June 2024:

Session 1 - Wed May 29th, 2024

Session 2 - Wed June 12th, 2024

Session 3 - Wed June 26th, 2024

10 am - 12 pm

Virtual

To learn more:

<https://onregionalecdev.com>

Municipal Agriculture Economic Development and Planning Forum 2024

Growing Together:
Nurturing Agriculture for
Rural Community Prosperity

October 22-24, 2024
Pembroke, ON



County of
Renfrew
Ontario . Canada

October 22-24, 2024



Thank you!

For more information:

[Ontario.ca/rural](https://ontario.ca/rural)

Blog: <https://onregionalecdev.com/>

Connect with your Regional Advisor:

[Economic and Business Advisors – New – ON Regional Economic Development \(onregionalecdev.com\)](#)

