

2016 - Economic Development 2.0

Bruce County

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2015

A Transitional Year



2016

**The transition starts
to come together.**

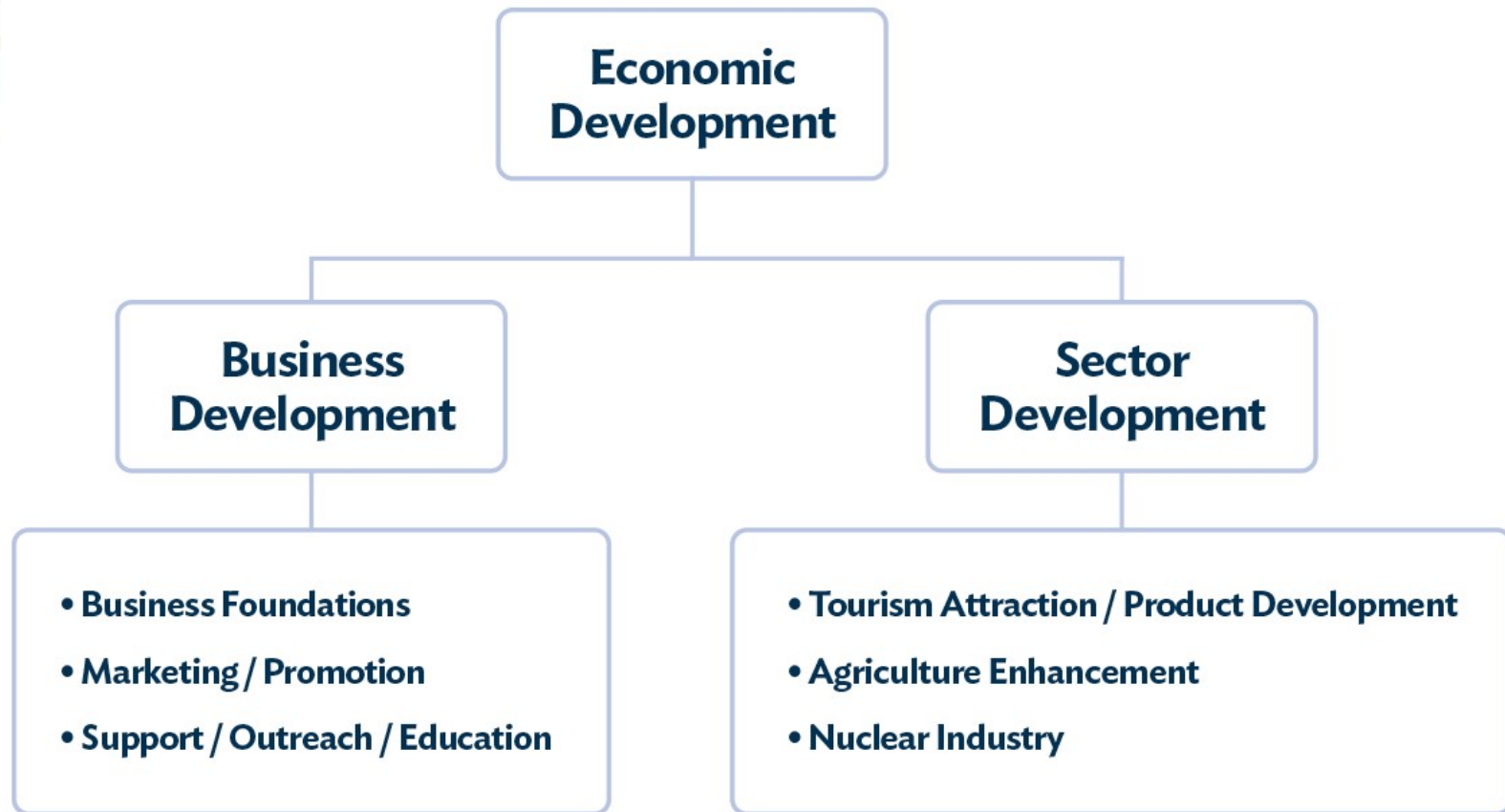
Three Big Things

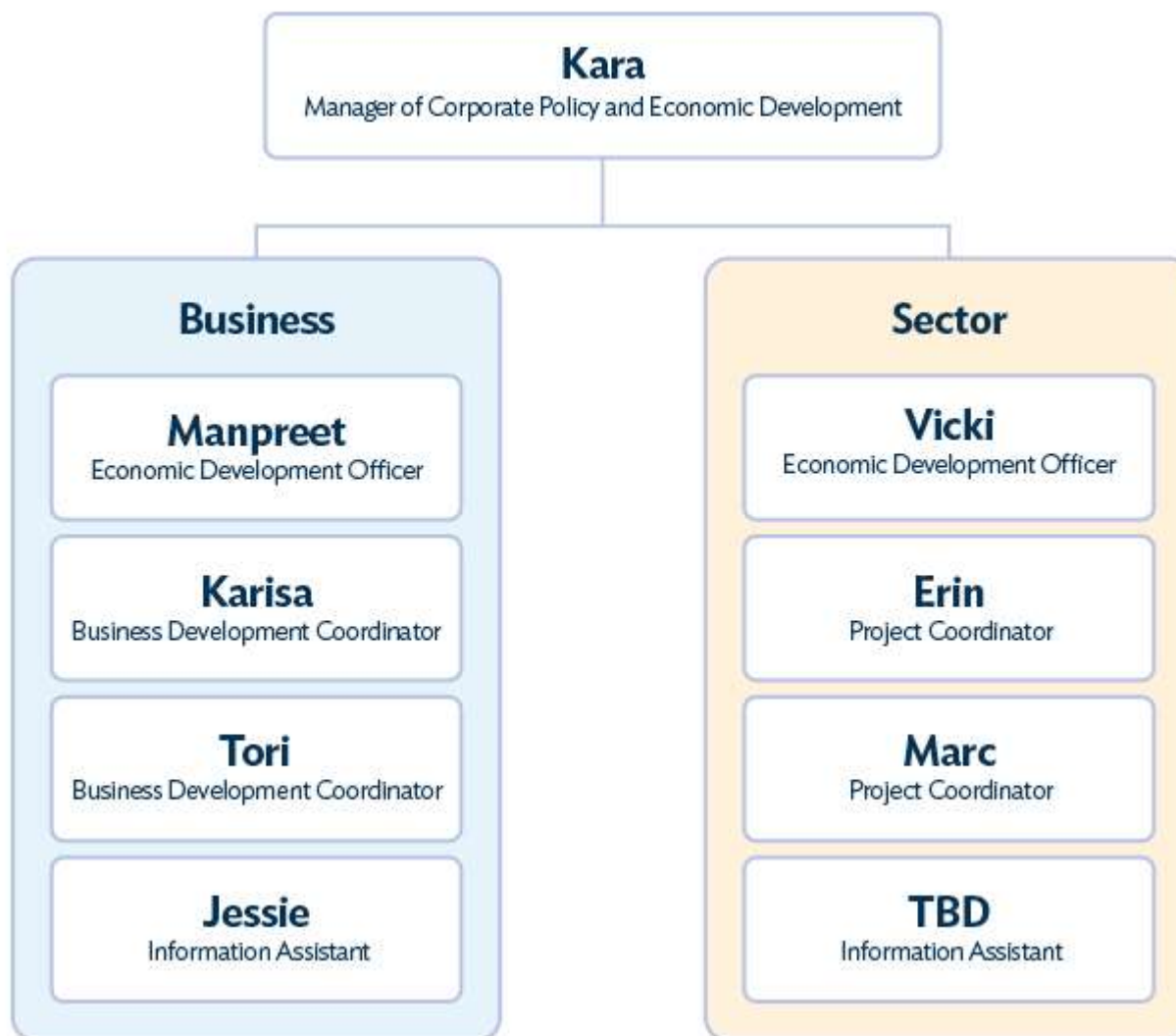
1. Reorganizing the Department
2. Unifying the County Voice
3. Developed our Plan

(oh – we moved offices too)

Three Big Things

1. Reorganizing the Department
2. Unifying the County Voice
3. Developing our Plan





Three Big Things

1. Reorganizing the Department
2. Unifying the County Voice
3. Developing our Plan

We are the Explorers.

The dreamers who take roads less travelled. Those who turn alternatives into sustainable choices. Those who see tried and true as an invitation to try something new

**Here's to celebrating business
innovation - and just as important,
to exploring farm life in the
morning, beach life in the
afternoon and bright starry skies
all night long.**

**Here's to the Explorers - here's to
us.**

**Bruce County is where those roads
less travelled become a journey: In
life, in or work, in our
communities, and in how we spend
our days together.**


**Be an Explorer and call Bruce
County home.**



Be an explorer.

- Represents the story.
- Is unique to the attributes of Bruce County.
- Is specific to the diversity of Bruce County.
- Aligns with all sub-brands and existing assets.
- Has a healthy shelf life.
- Invites participation.

**explore
the BRUCE**


SPRUCE_{the} BRUCE

BUSINESS_{to} BRUCE



BRUCE COUNTY
museum & cultural centre



BRUCE COUNTY
public library

If it fits, wear it.

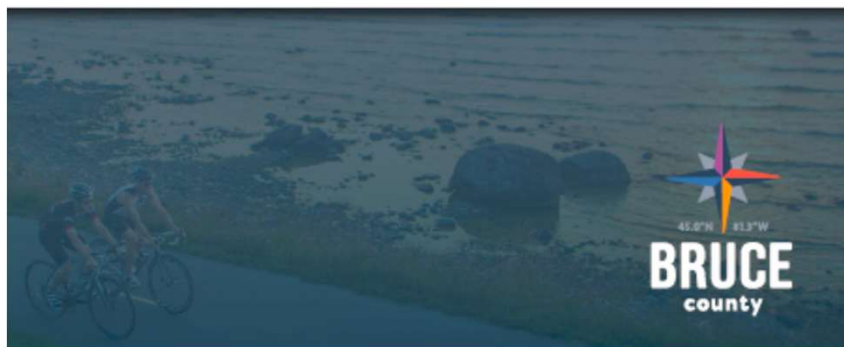


Three Big Things

1. Reorganizing the Department
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“Find Yourself in Bruce County”

Bruce County
Economic
Development
Strategic Plan
2017 - 2021



Setting the stage.

Where we are.

What do we look like now?

In Bruce County, the search for work-life balance ends – it just comes naturally. So easy that you might just find, like we do, that smiles are bigger and a little more frequent around here. Bruce is about an alternative lifestyle: less complex, affordable, and about community. It is active, energetic, social, and rugged.

Working from a Position of Strength

- Bruce County is well known and positively regarded by Ontario residents with 85% having heard of the area and 81% having a positive impression.
- 69% of Ontarians have heard of Bruce County (Prince Edward County 70%)

What We Know

- Bruce County is well-known and well-liked (no negatives!!)
- Tourism and alumni drive awareness
- Our nature is our calling card
- Remoteness and access are challenges
- Simple living has the most appeal closely followed by proximity to natural landscape and finally, country-living
- Bruce appeals to a unique mind-set

Where we are going.

Bruce County Economic Development Strategic Framework

Imagine what life and work could be. With time and space to grow. Where it's less about the race and more about individual drive. Where tinkering leads to invention, art becomes industry, and sweat becomes equity. And where that equity goes 100% further than you ever imagined.

Where we are going

- In order to be successful, we need a hand crafted approach that is unique and holistic
- It needs to build capacity and increase collaboration between all partners

Macro Approach

Coordination, Collaboration and
Capacity Building from a position of
Leadership



Values

Inspire

To create a culture of innovation and opportunities.

Attract

To connect to a broad range of people who are potential prospects.

Support

To collaborate and encourage success for all.

Long Term Goals

1. Growth of the Population Base

To increase the tax base by promoting Bruce County as a place to live and attracting entrepreneurs to the area.

2. Growth of the Tax Base / Tax Assessment

To increase the population base by attracting visitors to become residents and entrepreneurs to the area by providing business opportunities.

3. Diversify The Economic Base

To foster, position and promote entrepreneurial opportunities in Bruce County through cluster development around Bruce County's key sectors; tourism, nuclear and agriculture.

4. Business Retention and Expansion

To support and foster local opportunities, efforts and advancement by attracting new entrepreneurs and supporting business expansions.

Audience

Business Development Target Audience

1. Regional / Provincial Boomers 55+
2. Free Spirits (younger, entrepreneurial, seeking change)
3. Tourists
4. Seasonal Residents
5. Regional Specific – Bruce Power Families

Sector Development Target Audience (Tourism)

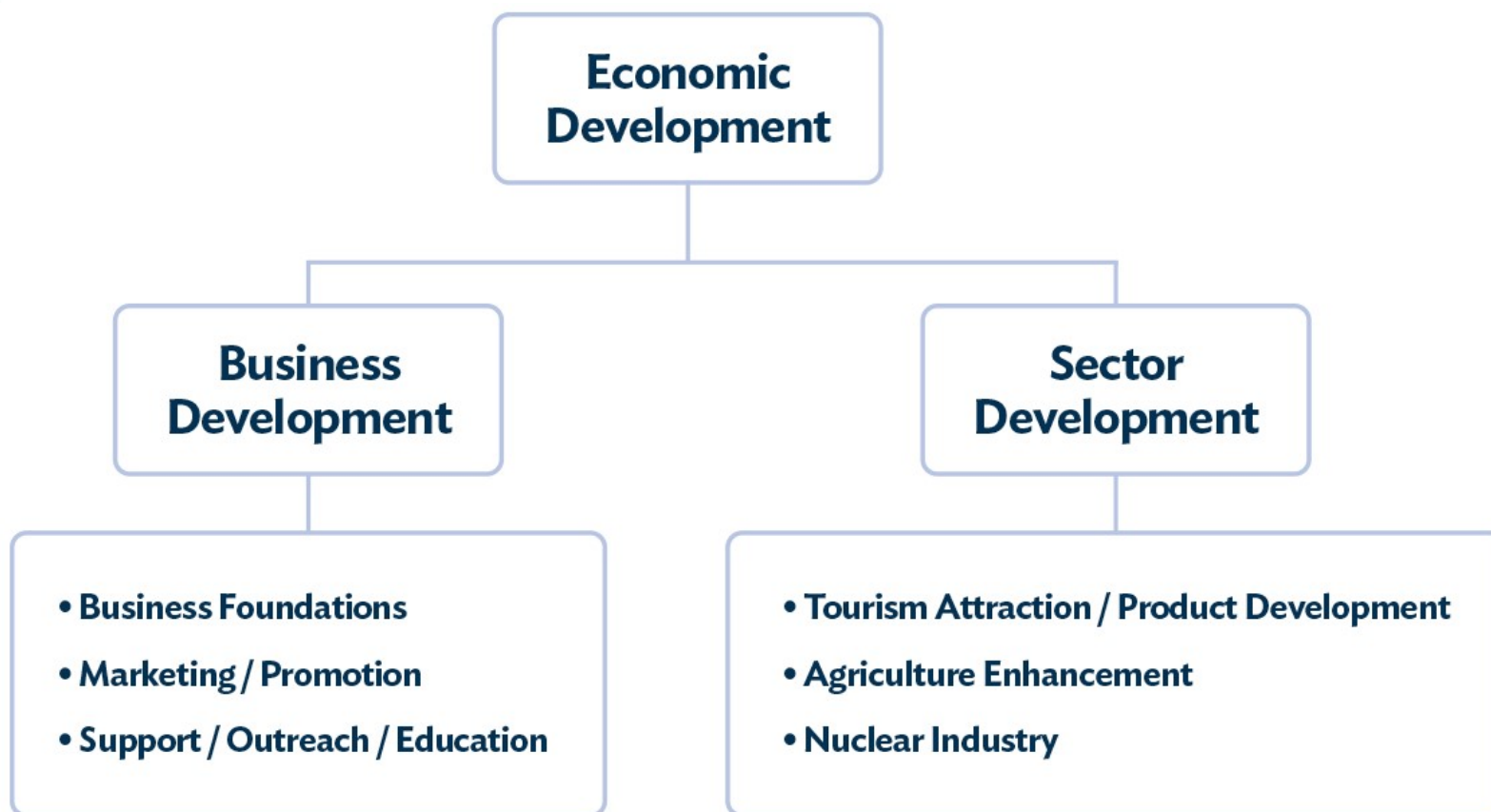
1. Nature Lovers
2. Memory Makers
3. Knowledge Seekers
4. Mellow Vacationers
5. New Canadians

How we are going to get there.

Bruce County Economic Development Action Plan and Reporting

For any good strategy to move forward, it requires an Action Plan and a method to evaluate success. With two Strategic Priority areas (Business and Sector), the plan now breaks each of these areas into Objectives and Action Items designed to accomplish the broader Long Term Goals.

**Where do we go
from here?**





Bruce County's Pathway

**explore
the BRUCE**



SPRUCE the BRUCE

**NUCLEAR INVESTMENT
STRATEGY**

BUSINESS to BRUCE

**What does 2017
look like?**

Four Next Steps

1. Re-Organize / Coordinate
2. Revamp and Expand Grants
3. Develop a Working Group
4. Streamline Communications

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What is Spruce the Bruce?

Organization

The most important pillar as it is the Leaders in the community who can accomplish the goals and objectives set out by the program. It brings partners together and gets everyone working towards the same goal.



Is Organizational capacity established?

If **YES**, move onto the 3 pillars

If **NO**, complete Organizational capacity before continuing

Economic Development

Economic Restructuring strengthens a community's existing economic assets while expanding and diversifying its economic base.

Marketing & Promotion

You need to know who you are before you can know where you're going. Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your downtown.

Physical Design

Community Design is about how the physical design of buildings, roads, parks and neighborhoods fit together.



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 we've been
spruced





What's for dinner?

Port Elgin Dining Guide

we've been
spruced

Rosina

Perfect for a special occasion, Rosina's contemporary atmosphere and fine Italian cuisine is the perfect back-drop for a romantic evening. With a menu focusing on the finest local ingredients, Executive Chef, Randy Felker, creates both traditional and modern Italian dishes of the highest quality.

698 Goderich Street, Downtown Port Elgin
(519) 389.5977

<http://www.visitportelgin.ca/profile/ristorante-rosina/1116>



oven dried tomato &
white bean ragu,
on. Fresh Ontario
Angus Fine Meats &



Pan-Seared Scallops
Caramelized green onion & bacon
marmalade, served with carrot chips. \$15



Rosina's Executive Chef, Randy Felker, has fresh local products and skillfully crafts authentic Italian dishes.



we've been
spruced



BUSINESS  BRUCE



SPRUCE  BRUCE

**explore
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**Communication
Collaboration
Education
Regional Projects**

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1. Marketing Plan
2. Online Assets (web / social media)
3. Adventure Passport
4. Continue to streamline collateral

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Bruce County

Thank you

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