

Town of Orangeville 5-Year Economic Development and Culture Strategy

Council Presentation – November 18, 2024



A Well-Balanced Community.



- Historic downtown serves as a vibrant community centre.
- Established commercial and industrial businesses occupy employment lands.
- Convenient location, diverse housing options, and recreational options create desirable quality of life.
- Strong creative sector is supported by local artists and organizations.
- Largest urban centre for Dufferin County and home to many regional amenities including hospital, police and social services.



Purpose of the Strategy



To position the Town of Orangeville as a fully integrated community of choice for business investment, retention, and growth by building on its existing assets.

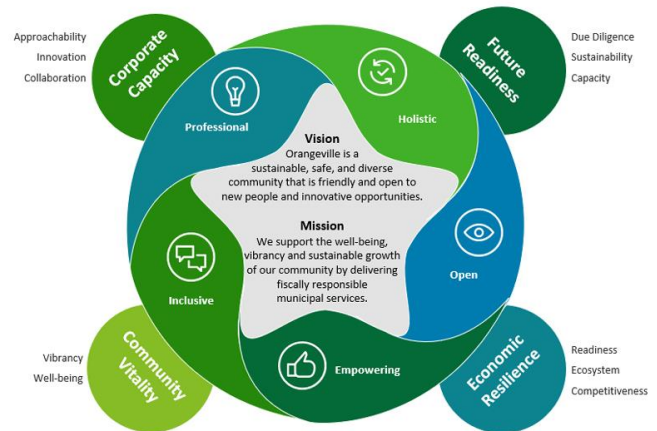


Strategy Alignments



Internal

- Corporate Strategy
- Tourism Strategy and Action Plan



External

- Dufferin County Economic Development Strategy



Process Followed



STEP 1: DISCOVER

Background Review & Analysis.

- » Document Review.
- » Community Analysis.
- » Community Comparator Review.
- » Situational Economic Analysis.
- » Informal Investment Readiness Assessment.

STEP 2: DEFINE

Stakeholder Consultation.

- » One-on-one Interviews.
- » Online Survey.
- » Focus Groups.
- » Staff Priority Setting Session.

STEP 3: DEVELOP

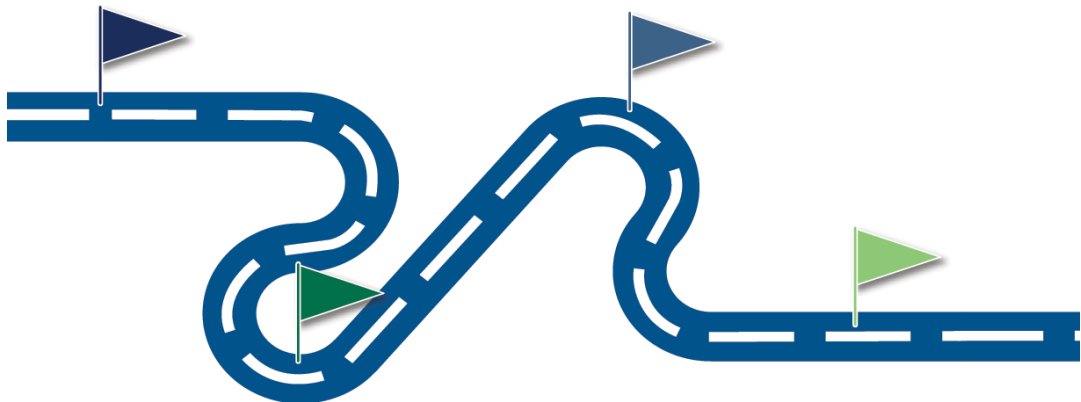
Progress Summary & Draft Strategy

- » SCOAR®.
- » Summary of Findings.
- » Working Session.
- » Strategic Action Planning Session.
- » Draft Strategy.

STEP 4: DELIVER

Final Strategy & Action Plan.

- » Final Strategy.
- » Presentation to Council.
- » Implementation Plan.



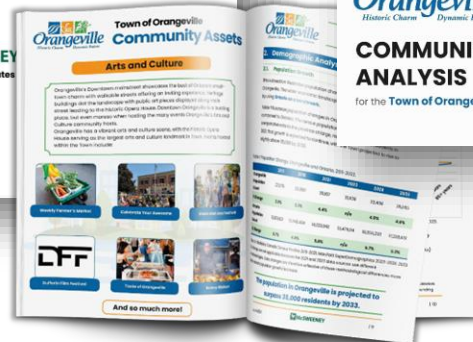
Discover



Background Review and Analysis

Reviewed 20 key Town and Region documents, the economic development website, and undertook an informal investment readiness assessment.

Completed Community Analysis and Comparator Community Analysis.



Define



Stakeholder Consultation

125
participants

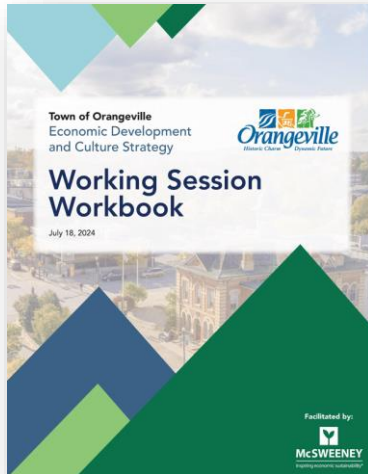
- ✓ One-on-one interviews
- ✓ Focus groups
- ✓ Online survey
- ✓ Staff priority setting session



Develop



Progress Summary and Draft Strategy



Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
<p>Being Business Friendly:</p> <p>What it means to be business friendly and ready for investment.</p>	<p>Keeping Downtown Orangeville Vibrant:</p> <p>Continuing to support and grow Downtown Orangeville as a viable and vibrant community centre as it transitions through change.</p>	<p>Growing the Creative Sector:</p> <p>Empowering the creative sector while communicating its intrinsic value to the community.</p>	<p>Diversifying the Economy:</p> <p>Attracting, retaining and growing a diversity of businesses to ensure a resilient economy.</p>	<p>Interactive and Inclusive:</p> <p>Supporting local entrepreneurs and helping them to develop their innovative ideas.</p>



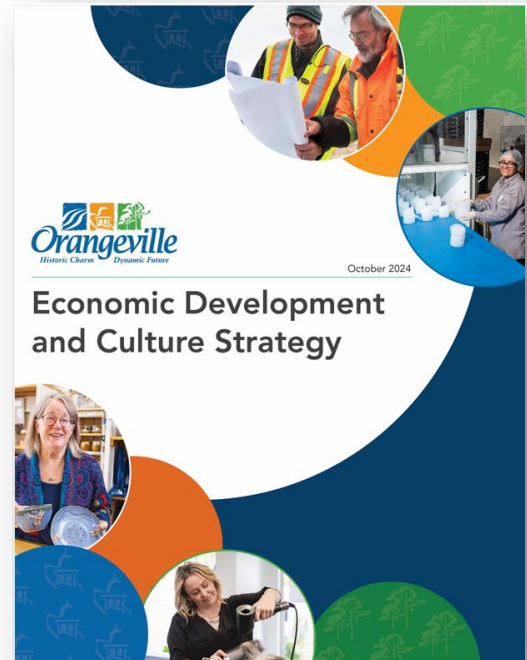
Deliver



Final Strategy and Action Plan

This is **YOUR** strategy...

- Community-based
- Realistic and doable actions



Priority Areas of Focus and Themes



Priority Areas of Focus



Developing a Resilient Business Community



Supporting Small Business



Fostering Tourism and Culture



Themes: Connect, Enhance, Build



CONNECT with Orangeville

- Addresses the need to better understand and serve the business community.

ENHANCE Orangeville

- Focuses on improving upon the well-established community that already exists.

BUILD Orangeville

- Identifies the actions that are required for Orangeville's future success.



THEME 1: CONNECT with Orangeville



Why is this important?

By building a solid network with existing businesses, the Town of Orangeville **will have a better understanding of what businesses require for success and what new businesses may be looking for in our community.**

Ongoing and effective connections, both internal and external, will demonstrate that Orangeville recognizes the importance of the business community and its contributions to the Town's resiliency.



THEME 2: ENHANCE Orangeville



Why is this important?

Orangeville is a vibrant community that is proud of its exceptional lifestyle, amenities, and culture. It is a great place to live and offers a variety of ways to do business. As times and conditions change, **it is important to enhance and diversify our services and assets to continue to effectively support Orangeville's existing and potential businesses.** Orangeville's growth and development is currently dependent on intensification - requiring the community to grow up, not out - and must utilize existing properties to their greatest potential.



THEME 3: BUILD Orangeville



Why is this important?

For the Town of Orangeville to continue to be successful, it **needs to consider ways to enhance and grow its assets, services, and opportunities for future economic prosperity.**



Themes, Priority Areas of Focus and Actions



CONNECT: 17 actions
ENHANCE: 16 actions
BUILD: 5 actions

Total:
38 actions

CONNECT		
Strategic Actions	Rationale	Alignment
Developing a Resilient Business Community		






1. Establish the EDC office as the Town's primary resource for all business-related inquiries and processes.

To effectively guide interactions between the Town and businesses and ensure businesses receive support and resources.



Implementation plan

Immediate actions:

Strategic Actions	Rationale	Alignment
<p>1. Establish the EDC office as the Town's primary resource for all business-related inquiries and processes.</p>	<p>To effectively guide interactions between the Town and businesses and ensure businesses receive support and resources.</p>	
<p>2. Lead the Town's recognition and promotion of local business achievements.</p>	<p>To acknowledge local business success and build connections between businesses, Council, and Staff.</p>	
<p>3. Develop a "buy local" campaign, building upon the success of the Love, Orangeville brand.</p>	<p>To encourage residents and businesses to support local business first.</p>	
<p>4. Build capacity to support succession planning for local business owners.</p>	<p>To ensure the future viability of the local business community.</p>	
<p>5. Enhance and promote the existing tourism directory to be more user friendly and digitally based.</p>	<p>To ensure the tourism directory is current and relevant for all users.</p>	

Nancy Johnston
nancy@mcsweeney.ca

Kevin McPhillips
kevin@mcsweeney.ca

Ian Duff
ian@mcsweeney.ca

Erikka Rombough
erikka@mcsweeney.ca

THANK YOU!

