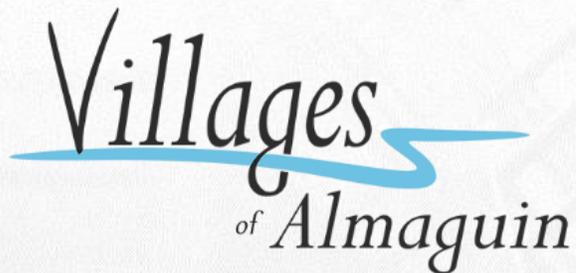


# Economic Development Officers: Creating Sustainability and Building Capacity

Dave Gray  
Community Economic Development Officer



Burk's Falls & Area Community Economic Development



# Introduction to Economic Development

- What is Economic Development?

“Economic development is the **sustained**, concerted **actions of policy makers and communities** that promote the standard of living and economic health of a specific area.”



# Introduction to EDO Functions

Economic Development Officers can have a variety of functions. For the purposes of this introductory presentation, we will focus on the following five:

- Economic Development Planning
- Ensuring Investment Readiness
- Direct Business Support
- Creating Partnerships/Accessing Support
- Promoting and Supporting Tourism, Recreation and Quality of Life



# EDOs and Economic Development Planning – Your feet on the ground

## Creating

- Meeting with stakeholders and decision makers.
  - Answer the questions of “Who are we? What are we known for? Where do we want to see growth?”
- Completing a situational scan and compiling a list of Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis).
- Creating tactics to reach goals and fill any gaps that have been identified.
- Putting it all together in an accessible document.

## Executing

- Overseeing the management and completion of projects and tactics.
- Working with municipal councils, staff and stakeholders to create economic growth.
- Monitoring and reviewing performance.

## Updating

- Identifying new or outstanding opportunities.
  - Finding new funding opportunities and partners
- Updating supportive information.



# Ensuring Investment Readiness – Your front line for development

## Analyzing:

- Labour force and demographic trends.
- Asset Inventory - Desirable local assets and features and assets that exist in the immediate area.
- Proximity to major amenities, services and educational institutions.
- Municipal zoning, by-laws and development fees / restrictions.

## Identifying:

- Potential markets that could be attracted improved or expanded.
- Gaps that stand in the way of development.
- Opportunities to grow infrastructure, make policy changes etc.

## Promoting:

- Creating / updating a Community profile.
- Creating and managing online presence (Website, Social Media).
- Marketing the area through trade shows, events and direct business contact.



# Direct Business Support

When was the last time you met with your employers?  
Consultation is Key!

## Retention

- Determining what factors are keeping your businesses in your area.
- Identifying areas to provide support if needed.
- Hosting Funders' Forums and Training Events.

## Expansion

- Identifying plans for growth or potential for growth.
  - Matching support/assistance programs where possible.
- Partnering to provide support or overcome challenges.

## Start up Support

- Assisting with creating a support network.
- Taking a part of the business planning phase.
- Identifying any applicable funding/financing programs.



# Promoting Tourism, Recreation and Quality of Life

- Creating and Assisting with local special events
- Executing social media strategies to create awareness of local events and initiatives
- Promotion at events such as the Cottage Life Show or Tourism Week in Ontario
- Assisting with the enhancement and promotion of local attractions, features and points of interest.



# Creating Partnerships/Accessing Support

## Regional

- Attending local round tables and information sharing sessions.
- Partnering with community or supportive organizations with shared interests.
- Identifying alignment opportunities with neighboring municipalities or Economic Development Organizations. Turning opportunities in to collaborative actions that leverage limited human and capital resources.

## Provincial and Federal

- Finding opportunities within the growth plans and priorities to access available assistance programs.
- Creating and maintaining relationships with provincial and federal representatives and keeping them up to date on current plans and initiatives.

Villages  
of Almaguin



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# Some Other Considerations...



## **Costs – How to absorb them with limited funds**

- Consider hiring an Intern – The NOHFC and FedNor offer internship programs that can help get you started.
- Consider municipal partnerships to create a shared service.

## **Planning for sustainability**

- Don't re-invent the wheel – There are great examples of economic development practices all around us. Reach out to neighboring economic development committees and boards for best practices and keys to success.
- Creating economic sustainability is about progressive planning and action.
- Plan to build economic development in to your existing staff structure.
  - Unless you have specific projects that are going to be the focus.

# Questions?

