



## **MEDIA RELEASE**

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### **SCOR partners pursuing economic vision**

Simcoe – The South Central Ontario Region (SCOR) is pleased to announce the adoption of a vision for the economic revitalization and diversification of the five county region it represents. The vision was developed by the SCOR Strategic Planning Team and recently approved by the partnership. This vision is:

***In 2020, SCOR has a sustainable, prosperous and diverse economy driven by innovation. Our bountiful land, enterprising people and dynamic communities are the foundation for our success.***

The vision is supported by seven strategic directions and the partnership is currently preparing actions plans for each: agribusiness & food industry; tourism; manufacturing; energy, environment, culture & quality of life; and, public infrastructure.

“Adoption of this vision is an important first step in developing a long term strategy for our region”, says Dennis Travale, SCOR Executive Committee Chair.

“Over the past few months, the Strategic Planning Team has worked diligently to develop a vision for SCOR”, says Strategic Planning Team member, Brenda Lammens, “and we are confident that the vision and strategic priorities, when implemented, will ensure a bright future for the region”.

“It is vital to the success of the plan to involve community and business stakeholders in development and implementation of the Plan. We wish to thank the volunteers who gave us their time and expertise in recent months” adds Travale. “They have truly provided invaluable expertise and advice and we are grateful for their contributions”.

***Thanks to.....***

Kim Black  
Phillip Esseltine  
Bryan Gilvesy  
Brenda Lammens  
Grace McGartland  
Victor Osztrovics

Jerry Davis  
Al Freeman  
George Gilvesy  
Donna Lunn  
Don McKay  
Keith Ovington

Mike Perovick  
Mary Simpson

John Picard  
Peter Twynstra

Work is beginning this month on development of action plans for each of the strategic directions. Again, volunteers, from across the region, will be involved in the planning process. This phase of work will be completed by early April followed by approval of the Strategic Management Plan by the SCOR partnership with implementation underway by mid-year.

#### ABOUT SCOR

SCOR is a partnership of the five Counties of Brant, Elgin, Middlesex, Norfolk and Oxford. The partnership recognizes that a regional approach to economic development is important to improving the vitality and sustainability of our communities. By working together, the partners can harness the region's potential and become a rural economic powerhouse in Ontario and Canada.

While the cities of London, Brantford and St. Thomas are not part of the partnership, it is recognized that the SCOR strategy will require linkages with the plans of the large urban centres in the region. The partners will seek opportunities for economic cooperation and coordination of efforts.

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Attachments: SCOR Vision Statement & Strategic Priorities

Further information can be found at [www.scorregion.com](http://www.scorregion.com).

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As a sustainable region, our social, environmental and economic resources are conserved and enhanced for our long term use and enjoyment.

As a prosperous region, we all enjoy widespread benefits and economic wellbeing balanced with an excellent quality of life.

Our diverse economy builds upon both our rural and urban economies to expand business activity in a wide range of economic sectors.

As an innovative region, we support adaptability, creativity and new value-added ways of thinking that will result in positive change and widespread benefits.



### SCOR VISION STATEMENT

In 2020, SCOR has a sustainable, prosperous and diverse economy driven by innovation.  
Our bountiful land, enterprising people and dynamic communities are the foundation for our success.

- Highest quality agricultural land
- Among mildest climates in Canada
- Beautiful countryside
- Lake Erie shoreline and world class environments
- Carolinian forest
- Wind and other renewable energy potential
- Diverse natural resources

- Strong, collaborative leadership
- Local pride and commitment
- Diversity of our people and cultures
- Enhanced educational and skills attainment
- Creativity and risk-taking
- Youth-driven innovation
- Research & development

- Celebrating our diverse people and cultures and protecting our cultural assets.
- Enhancing our quality of life
- Achieving a positive balance of rural and urban development
- Building on our strengths in agribusiness, food industry, manufacturing and tourism
- Investing in community infrastructure.

Our regional success is made possible by this strong foundation that we have enhanced and improved for the benefit of today's residents and future generations who will share our pride of place and sense of community.

## SCOR STRATEGIC PRIORITIES FOR ACTION

2009-2014



Strategic Priorities	Related Goals
Agribusiness and Food Industry	<ul style="list-style-type: none"> <li>▪ Capture &amp; retain value from field to consumer through innovation, commercialization and value added processing.</li> <li>▪ Expand into new and growing markets related to human health, landscaping and the bio-economy.</li> </ul>
Tourism	<ul style="list-style-type: none"> <li>▪ Leverage and market existing natural assets, authentic small town lifestyle, cultural assets and events and agriculture/food assets to become the tourism destination of choice.</li> </ul>
Manufacturing	<ul style="list-style-type: none"> <li>▪ Attract new businesses and industries, and retain and expand existing businesses and industries.</li> <li>▪ Seek out and support development of businesses and industries offering innovative products and services that are part of the new economy.</li> <li>▪ Achieve a balanced manufacturing sector representing a broad diversity of business sizes and sectors.</li> </ul>
Energy	<ul style="list-style-type: none"> <li>▪ Become a global leader in sustainable energy and in diverse renewable energy production.</li> </ul>
Environment	<ul style="list-style-type: none"> <li>▪ Become a recognized leader in environmental and resource stewardship.</li> <li>▪ Expand business activity in green services, processes and products.</li> <li>▪ Create a Centre of Excellence for research and development in environmental and energy solutions.</li> </ul>
Culture and Quality of Life	<ul style="list-style-type: none"> <li>▪ Increase development of life skills and skills associated with entrepreneurship and employment in new economy businesses and jobs.</li> <li>▪ Increase retention of our youth.</li> <li>▪ Support creative individuals and enterprises, both commercial and nonprofit, that contribute to the regional economy by creating and distributing cultural goods and services.</li> <li>▪ Offer a high quality of life in both our rural and urban communities.</li> <li>▪ Celebrate our local culture and sense of place.</li> </ul>
Public Infrastructure	<ul style="list-style-type: none"> <li>▪ Put in place the infrastructure - water, sewer, public transportation, transportation and broadband communications - needed to support and grow our new economy.</li> <li>▪ Implement a sustainable approach to development of regionally significant infrastructure.</li> </ul>

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