



Economic Development and Prosperity

What is Economic Development and Prosperity?

The County of Brant is anticipated to experience steady employment growth over the next two decades. The County of Brant's employment base is forecast to reach 22,000 by 2031 and 26,000 by 2041. This represents an **increase of approximately 10,000 jobs**, relative to the County's 2016 employment base as reported by the Statistics Canada Census.



The County of Brant will experience an increase of approximately **10,000 jobs** by 2041.

To ensure the County of Brant's new Official Plan involves the growth of Economic Development and Prosperity, the County must consider the following objectives:

- Plan for economic growth with evolving technology, e-commerce and anticipating future needs
- Capitalize on existing economic base including how to promote the downtown core areas, focusing on tourism and promoting the County's agricultural industry
- Recognize economic strengths
- Address future economic opportunities by attracting talent to the County of Brant
- Promote investment
- Plan for employment lands
- Plan for a diversified economy



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What do I need to know?

The County of Brant's existing employment base is concentrated in retail, small to medium-scale manufacturing, the Goods Movement sector (wholesale trade, transportation), business services, government services, health care, education, accommodation and food services and agriculture.

The County of Brant offers a competitive cost environment for business, access to Highway 403 and close proximity to several large North American economic regions that make this area a competitive location for the warehousing and distribution sector.

Due to evolving technology, the County of Brant needs to strategize how to accommodate a work force that will be geared towards an increasingly skilled labour force and plan for emerging ecommerce opportunities.

To accommodate the County of Brant's steadily growing economic base, the County's land-use planning policies must anticipate the evolving nature of the local and regional economies and reflect the diverse needs of industry and businesses of all sizes over the long term.

The County of Brant will be reviewing all designated Employment Areas to ensure that the lands meet the objectives of supporting local economic growth opportunities under the provincial policy framework.

COMPETITIVE COSTS



GREAT LOCATION



How can I get involved?

Engage with us! Tell us what you think.

- What are the most important elements of the identity of the County of Brant that must remain strong as we plan for our future?
- How can the County of Brant work to make its important rivers and water resources available for benefits like recreation and education opportunities, while protecting these resources from harmful impacts?
- How can the County of Brant protect its environmental biodiversity? How can we protect and improve the tree canopy in urban areas? What about protecting greenspace?
- What ideas do you have to make aggregate operations more compatible with surrounding uses? How do we best encourage sustainable extraction to protect our resources and benefit from the products produced?
- How can the County limit consumption of agricultural lands while supporting a financially viable agricultural sector?
- Where are the County's most significant cultural heritage buildings? Should we allow these building to be removed and replaced, or encourage adaptive reuse and revitalization of historic structures?

Visit www.brant.ca/NewOfficialPlan for details on the New Official Plan process.

Sign up for Official Plan update e-mails, attend virtual town hall sessions and submit your questions and feedback anytime to officialplan@brant.ca