

### **Background:**

In April 2019, the Economic Development Strategy and Action Plan was approved by Council. The primary objective of this strategy was to create a real and informed alignment of Council, County of Brant staff and stakeholders for the most effective plan to grow the economy and prosperity of Brant.

### **Strategy:**

In order to successfully implement these actions, the strategy outlines four major areas of focus including:

1. **Growing a more diversified local economy in the County of Brant:** A diversified economy means that there is a growing range of sectors and markets in the community. The County will further diversify the economy to manage volatility and provide a stable path for development and growth.
2. **Drive investment to the County of Brant:** The County will ensure the economic development and community foundations are in place so that investment opportunities (either coming from existing businesses within the County of Brant or coming from outside the County of Brant) can be achieved.
3. **Build on the County of Brant's downtown core areas:** The County's downtown areas are currently in various stages of growth and development. The County of Brant will continue to develop and implement programs and initiatives to help local businesses thrive and keep these downtown areas vibrant.
4. **Improve communications and engagement:** The County of Brant will enhance communication and engagement with the business community. Communication involves creating dialogue between the County of Brant and other levels of government, local business and residents. Engagement builds partnerships to promote the County of Brant so that stakeholders are aware of what the County of Brant does, what economic development work is underway and the investment opportunities that currently exist. Both communication and engagement support the growth of the local economy and helps to unify the business community with a stronger sense of place.

### **Timeline and Implementation:**

The County of Brant Economic Development Strategy and Action Plan consists of 12 key objectives and identifies 44 tactics or actions to achieve those objectives over a five-year period, 2019 to 2023.

Progress on the 12 objectives is reported annually during the divisional 'Year End Review' report.

For more information regarding the Economic Development Strategy and Action Plan and to review the full report, please visit [www.Brant.ca/Plans](http://www.Brant.ca/Plans).