

Background: Economic Development is a series of actions and strategies that over time are meant to produce a competitive environment, increase investment and strong business reputation. The County of Brant has concluded its original 2019-2023 Economic Development Strategy amidst significant global changes induced by the COVID-19 pandemic. The County initiated the development of a refreshed strategy to leverage past successes while accommodating the evolving business environment, focusing on bolstering and broadening the local economy. The strategy intends to provide a roadmap for economic development and tourism initiatives in the County, spanning short, medium, and long-term goals.

Strategy: The refreshed Economic Development Strategy for the County of Brant began with a complete quantitative analysis, including document reviews and data analysis, to understand the County's economic and social landscape. This was followed by community consultations to gather qualitative insights into the community's strengths, challenges, opportunities, and aspirations. The strategy is anchored by eight guiding principles

Energetic and Financially Feasible
Downtown Community Cores
Investment-Ready Infrastructure
Proactive Collaboration
Unique Identity and Culture
Expression

Championing Diversity, Equity,
and Inclusion
Sustainable Climate Action
Dynamic and Adaptable
Workforce
Innovation and Growth

Four key themes emerged from this process, which formed the foundation of the strategy.

The Economic Development Strategy outlines four key themes:

1. Be business friendly and investment ready.
2. Capitalize and build on the existing tourism, arts, and culture assets of the County of Brant.
3. Future-proof the downtown to create vibrant, mixed-use community cores.
4. Develop a diversified business community to ensure a resilient and sustainable economy.

With 47 actionable initiatives in hand, the County of Brant is primed to advance its refreshed Economic Development Strategy. These initiatives, informed by rigorous analysis and community input, promise to invigorate downtown cores, diversify the local economy and champion diversity and sustainability. By prioritizing innovation and collaboration, Brant aims to build a resilient and prosperous future for all. Further information and a comprehensive list of the initiatives can be found in the 2024-2027 Economic Development Strategy.