

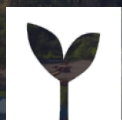
COUNTY OF
Brant Simply Grand



2024-2027

Advancing Brant's
Economic Future:

County of Brant Economic Development Strategy



McSWEENEY

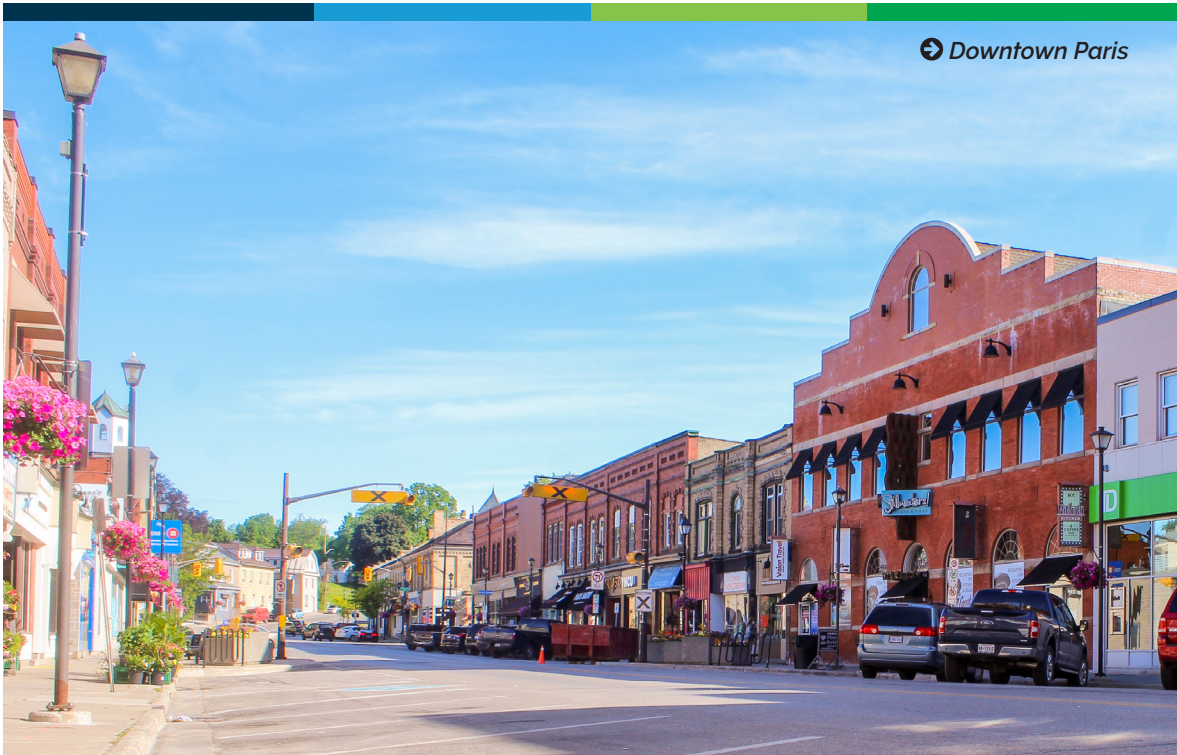
inspiring economic sustainability®

Land Acknowledgment

The County of Brant is located on the lands and territory of the Mississaugas of the Credit First Nation, Six Nations of the Grand River, and the traditional territory of the Attiwanderonk.

We remind ourselves that the County of Brant is situated on lands that are full of rich Indigenous history and home to many First Nations, Inuit, and Métis people today; we recognize the significance of their contributions to the past, present, and future of this land.

As a County, we have a shared responsibility for the stewardship of the land on which we live and work and a commitment to the Truth and Reconciliation calls to action. We commit to continue learning, reflecting on our past, and working in allyship.



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Introduction

Nestled within the heart of the Greater Golden Horseshoe, the County of Brant beckons with a promising economic horizon. Our naturally beautiful landscape is strategically poised between the vibrant metropolis of Toronto and the charm of London, forming a tapestry woven with growth. Surrounded by thriving and diverse communities including the Region of Waterloo, Brantford, Six Nations of the Grand River and the close by Mississauga's of the Credit First Nation, the County is more than a location, it's a hub of endless opportunities.

What sets Brant apart? First, our connectivity is a lifeline to success. With a direct link to Ontario's 400 series transportation corridor on Highway 403, as well as transportation through rail, air, and deep-water ports, we offer seamless access to the Greater Golden Horseshoe and American markets. Secondly, our pro-business practices, dynamic workforce, and opportunity-rich employment lands, make the County of Brant the perfect location for businesses to thrive. Last but most certainly not least, the County of Brant is nestled amidst a backdrop of rich heritage, energetic downtown cores, and the fertile grounds for the agriculture sector, making us not just a destination but a canvas for many success stories.

"This revitalized Economic Strategy not only underscores our dedication to fostering a dynamic and prosperous community but also reflects our forward-thinking approach. With enthusiastic collaboration and strategic focus, we are shaping a future for the County of Brant that embraces innovation, inclusivity, and sustainable growth. Together, we are charting a course towards an economically thriving County where the promise of a vibrant economic future resonates with the spirit of a truly great place to live, work, and play."



- Alison Newton, Chief Administrative Officer

A roadmap to advancing our economic future, **the County of Brant's revitalized Economic Development Strategy is anchored by eight (8) guiding principles** that will enhance energetic and financially feasible downtown cores, ensure investment-ready infrastructure, drive proactive collaboration, build on our unique identity and cultural expression, champion diversity, equity, and inclusion, create sustainable climate action, support a dynamic and adaptable workforce, and focus on innovation and growth to pave the way for a bright future, where innovation meets tradition, and prosperity becomes a shared journey.



Executive Summary

The County of Brant (referred to within the document as County of Brant, the County, or Brant) has completed the term of its original 2019-2023 Economic Development Strategy. During these past five years, the world changed dramatically due to the global pandemic, resulting in an economic disruption and an evolving business climate.

As a result, the County elected to undertake a process to craft a refreshed made-in-Brant strategy, one that:

- Builds on the County's previous economic development strategy and its past successes while acknowledging the shifting local economy due to growth and global disruptions.
- Continues to advance Brant's economic future by strengthening and diversifying the local economy.
- Provides direction and guidance to Brant's economic development and tourism activities for both the short, medium, and long term.

The process for the refreshed Economic Development Strategy began with a quantitative analysis through a document review and data analysis of the County, presenting a thorough introductory understanding of the economic and social situation in Brant. Deliverables associated with this assessment included a Target Industry Analysis and thorough document review. After completing this initial assessment, additional qualitative context was gathered through community consultations, which provided valuable local insight into the strengths, challenges, opportunities, and aspirations that stakeholders in Brant feel exist within their community.

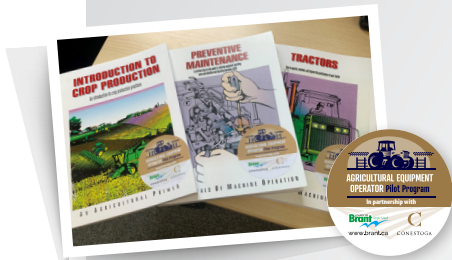
Following this consultation and discovery process, building the plan commenced through the establishment of four (4) key topics that emerged from this initial work. Once those themes were identified, stakeholders were again consulted during a working session to develop actions related to those topics that were realistic, doable. The crux of the strategy are the 47 economic development and tourism actions that will guide the County of Brant's Economic Development staff and their partners over the next four years.

Five-Year Reflection 2019-2023

The County of Brant and its local organizations have accomplished a significant number of actions over the past five years. During the past five years, the County also experienced a multi-year global pandemic that impacted the local economy and community. Even though the County was required to pivot and address immediate and unplanned issues during the COVID-19 pandemic, the County of Brant was able to complete the following key activities.

 **105%**

Industrial building permit value grew 105%



 Agricultural Equipment Operator program textbooks

\$370,000
in Community Improvement Plan grants

\$5.2 million
in total construction value

1. In 2019, the County of Brant implemented the Development Liaison position which resulted in well over 200 Industrial, Commercial, and Institutional developers assisted throughout the development process.
2. From 2019 to 2023, Industrial building permit value grew 105% as supported by investment attraction and business expansion efforts by staff.
3. In partnership with Development Services, Brant developed an expanded Home-Based Business program to expand permissions.
4. In late 2019, the County of Brant has operated the Digital Main Street program supporting businesses to create a strong online presence and has assisted over 90 businesses receiving \$242,500 in total grant value.
5. In 2020 – 2022, Brant secured over \$500,000 in grants and provided various levels of support to businesses through the COVID-19 pandemic.
6. In partnership with Conestoga College, the County welcomed the Agricultural Equipment Operator program pilot project to teach skills needed for the agricultural sector.
7. In 2021, the Community Improvement Plan was expanded into the communities of Burford and St. George and all plans, including Paris', were updated and permissions expanded. This resulted in a total number of grants awarded, totaling over \$370,000 from 2019-2023, leveraging over \$5.2 million in total construction value.



8. Tourism Guides were developed, including a Group Tour Guide, to boost tourism activities in the County of Brant. This approach targeted motorcoach tour groups, showcasing various destinations, with an economic impact of almost \$2 million.

9. In 2023, the County of Brant hosted the Ontario Small Urban Municipality conference welcoming over 170 municipal leaders and providing an opportunity for municipal leaders to work together to address the unique challenges facing Ontario's counties, small cities and towns.
10. In 2022, the County hosted the Agri-Food Forum; the two-day event featured a tour of Brant's agriculture operations and the forum had over 100 attendees, either in person or virtually.



📍 In 2022, the County hosted the Agri-Food Forum



11. In 2023, the County co-hosted the Ontario 55+ Summer Games with the City of Brantford and welcomed 1,400 athletes to the region. The Middle Night event, hosted by the County, was an evening of celebration, live music and delicious local food.



📍 The Middle Night Event hosted by the County of Brant at the Paris Fairgrounds was a huge success.

12. The County worked to strengthen the relationships with County of Brant local business associations including Downtown Paris BIA, St. George Business Association, Burford Business Association, Brantford-Brant Chamber of Commerce, and Paris and District Chamber of Commerce.



13. In 2023, the County hosted its inaugural Brant Celebrates Culture Days. Brant provided funding to community organizations to host 33 free cultural events and was chosen as a Top 10 Community in Ontario by Culture Days, ranking 3rd for Top Rural/Small Town.

📍 The County was chosen as a Top 10 Community in Ontario by Culture Days, and ranking 3rd for Top Rural/Small Town.

Strategic Planning Process

The process followed to develop the County of Brant's Economic Development Strategy began with a comprehensive understanding of Brant through quantitative and qualitative research.

See Appendix A – County of Brant Target Industry Analysis for the detailed process.

Step 1: Discover *Research the Community*

Document Review

As an entry point into understanding the data behind what drives the County of Brant, a full document review was completed. Some of the key documents used for research purposes were:

- [Previous Economic Development Strategy](#)
- [2023 Municipal Comprehensive Review/Official Plan](#)
- [Downtown Paris Master Plan](#)
- [Filming and Digital Media Strategy](#)
- [Arts, Culture, and Heritage Strategy](#)

A thorough research process is essential to gain a comprehensive understanding of the County's unique strengths, challenges, and dynamics. By analyzing demographic trends, economic indicators, infrastructure, and cultural aspects, we can develop strategies and practices that leverage existing assets, address specific needs, and foster sustainable growth.

What we learned about the County of Brant and the Local Economic Climate

Population Growth and Age profiles

The County of Brant saw a sizable increase from 36,707 residents in 2016 to 39,474 in 2021. These aggressive growth rates (nearing 10%) are projected to continue through **2033 with the population rising above 50,000 residents.**



2016 = **36,707** residents
2021 = **39,474** residents

≈10% growth

Housing and Affordability

On average, the residents in the County have higher levels of employment and household income compared to Ontario. When considering housing affordability, the County stands out as being more affordable. That is, **average and median monthly costs for owned and rented dwellings are slightly lower than Ontario as a whole, while average and median earnings are higher.**

As the County of Brant continues to expand opportunities for housing options and affordability, it is poised to remain a desirable and affordable place to live over the long term.



Active and Engaged Workforce

Brant has a labour force of 26,233 individuals, with higher participation and employment rates compared to the provincial average. Brant's unemployment rate is nearly half the rate across the rest of Ontario.

Commuting

- Exports approximately 71% of its resident labour with a usual place of work. Top recruitment areas for the County are Brantford, Norfolk County, and Hamilton.
- Imports 64% of its total workforce with a usual place of work.

Businesses

As of December 2022, Brant has a total of 4,148 businesses registered and over 1,500 of these businesses have employees.

Employment Profile

The primary employment sectors in the County of Brant (each representing over 1,500 jobs) are:

- Manufacturing
- Construction
- Retail trade
- Health care and social assistance

Between 2017 and 2022, the local economy grew by approximately 3,812 jobs (22%) to a total of 21,111 jobs.

Job growth in the County significantly outpaced that of the Province of Ontario.

Economic Output

Three industries each account for over \$400 million in total sales within Brant:

- Manufacturing
- Public Administration
- Construction

Total sales for Brant businesses totaled over \$4 billion.

Export Sales

In 2020, the most recent data available, total export sales amounted to approximately \$2.8 billion in Brant with manufacturing, construction, and farming play a large role in driving economic output in Brant.

Industry Supply Chain Analysis

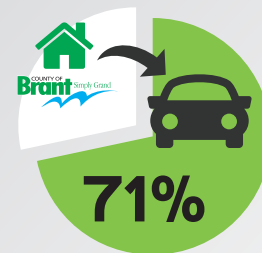
The largest industry in terms of purchasing goods is farms, which purchased over \$87 million dollars' worth of goods in 2020, the vast majority of which (86.84%) came from within the County.

26,233

individual
workers

=

low
unemployment
rates



of Brant's labour
force works outside
of the County.



4,148
businesses

1,500 with employees
2,648 without employees

The local
economy grew
by approximately
3,812 jobs (22%)
to a total of
21,111 jobs.



Sector Trends

Agriculture and Value-Added Agricultural

This sector focuses specifically on farming and other natural resource industries, while the value-added agricultural sector focuses on upstream (i.e., farming equipment) and downstream (i.e., enhancing goods produced by farms) production or manufacturing processes, and other wholesale businesses that interact with the core agricultural sector.

- From 2017 to 2022, the sector experienced slight growth, rising from 1,376 jobs to 1,424. While the growth is relatively small, a comparable economy would have been expected to lose 102 jobs. Direct farming job totals declined by 5% from 2017 to 2022, but this was offset by increases along the agricultural supply chain, specifically with respect to manufacturing value-add sectors (e.g., meat product manufacturing or grain and oilseed milling). The average wages in the sector are \$42,000 (including part time and seasonal wages).
- Total sales amounted to \$400 million and \$238.6 million of those sales are exported out of the community.

669 Farms

148,590 acres



91 farms sell directly to consumers



15 farms sell value-added products directly to consumers



16 farms have organic production

Total Area of Farms 2021 – 148,590
Number of Farms 2021 – 669

**2021 data from Canadian Census of Agriculture.
Next census data is available in 2027.*

Transportation and Logistics

- From 2017 to 2022, Brant saw slight growth from 1,141 jobs to 1,294 jobs. While the sector has grown, it simply hasn't grown as quickly as other local sectors. Average wages are strong (above \$50,000).
- Total sales amounted to over \$218 million and \$139 million is exported.
- Although the sector at times faces scrutiny in terms of the value of jobs, it is notable in that the wages are considered strong and any growth within this sector would contribute to a strong quality of life locally.





Sector Trends

Tourism

- From 2017 to 2022, Brant saw consistent job growth from 1231 to 1477, rising by 20% (245 additional jobs). Average wages in the sector are \$22,987 (including part time and seasonal wages). This growth is much higher as compared to neighbouring municipalities and this sector was expected to lose jobs over the last five years.
- Total sales amounted to \$79.3 million and over \$30.9 million of those sales are exported out of the community.

Manufacturing

- From 2017 to 2022, Brant has seen consistent job growth, rising by 532 jobs, approaching 3,500 total jobs. Average wages are strong (\$54,779). Percentage growth within the County outpaced neighbouring municipalities (19.7% locally, compared to 6.9% in the labour recruiting area).
- Total sales amounted to a staggering \$1.8 billion, the majority of which (\$1.3 billion) are exported out of the community, bringing valuable dollars into Brant.

Knowledge and Professional Services

This sector provides specific, technical services for other businesses and the general public. The occupations within this sector typically require a high degree of education, expertise, and post-education training. This sector is transitioning to a more flexible work arrangement.

- From 2017 to 2022, total jobs within the sector almost doubled, growing from 885 jobs to 1,501. Average wages are strong at \$64,796.
- Total sales amounted to over \$200 million, with nearly \$100 million in exports.



Step 2: Define *Consult with the Community*

Engagement

Engaging stakeholders, businesses, and residents for the revitalization of the County's Economic Development Strategy ensures a more inclusive and representative strategy that assists in addressing the specific needs and aspirations of the community. By involving the people directly impacted, the revised strategy becomes more resilient, responsive, and capable of promoting sustainable economic growth that reflects our collective vision for the future.

Interviews

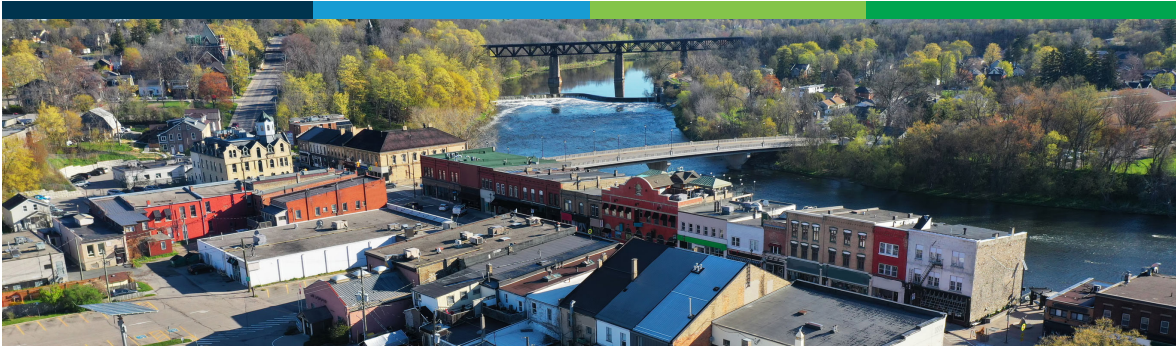
Eighteen, one-on-one interviews provided a personalized avenue for gathering in-depth insights from County staff, representatives from local post-secondary institutions, business community members, business organizations, arts and culture organizations, regional developers, and residents. The information learned through these interviews shaped the topics discussed at the working session.

Online Survey

Surveys were used during our consultation process to gather quantitative data from a wide cross-section of the community. The data collected from the 42 survey responses received contributed to decision-making.

Working Session

Approximately 25 key stakeholders participated in the Strategic Working Session. Through this session, using the topics discovered during the SCOAR® process, participants developed a set of draft strategic actions that formed the base of the County of Brant's Economic Development Strategy.



Step 3: Develop *Build the Plan*

The Plan

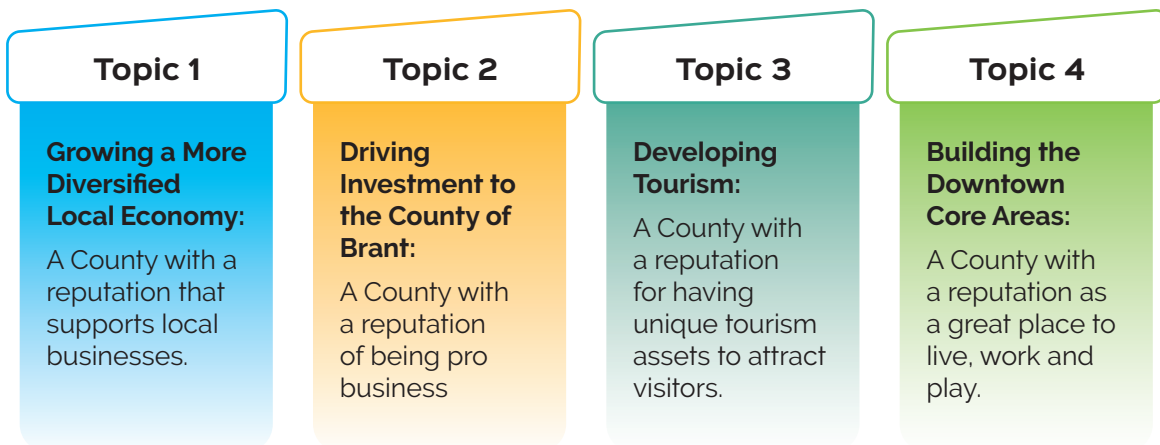
Crafting a refreshed economic development strategy involved a thoughtful integration of key elements to guide the community towards sustained growth and vitality.

The combination of data-driven insights and community input helped form the strategy's foundation, positioning the County of Brant for resilient and prosperous growth.

SCOAR®

The SCOAR® Analysis is a detailed analysis of the current situation. The detailed results of the County of Brant SCOAR® analysis can be found in Appendix B.

A SCOAR® was used to process a summation of the findings from the initial consultations and data analysis. This formed the fundamental basis used to determine the four topics below.



Developing the Actions

The actions provided in the final strategy are the result of the research and consultation process which was undertaken over a period of three and a half months. These actions are the focal point of the strategy that will move the County of Brant forward.

Step 4: Deliver

From Concept to Action

The Next Four Years

The Economic Development and Tourism division plays a key role in the development of the economy, supporting local business, building the tourism sector, and having an eye to the challenges industry faces. **Over the next four years and beyond, through the work of the Economic Development and Tourism division, the County of Brant will focus on the following guiding principles and aspirations.**

Principles	Aspirations
1. Energetic and Financially Feasible Downtown and Community Cores	 <p>Characterized by dynamic atmospheres, a mix of uses and amenities, and sound financial sustainability, we will strive to enhance energetic downtown cores that radiate vitality and economic viability.</p>
2. Investment-Ready Infrastructure	 <p>We will work hard to ensure that our infrastructure is well-planned, well prepared, and possesses the necessary conditions to encourage and support many forms of financial investments for development, improvement, or expansion.</p>
3. Proactive Collaboration	 <p>We will forge strategic alliances where combined expertise, resources, and efforts will work to achieve common goals, fostering a powerful synergy that drives collective success.</p>
4. Unique identity and Cultural Expression	 <p>Highlighting the unique qualities, charming characteristics, and traditions found within the many communities that make up the County of Brant, our heritage, community values, and cultural expressions work in beautiful harmony to set us apart.</p>
5. Championing Diversity, Equity, and Inclusion	 <p>We will work to develop and foster diversity, equity, and inclusion through policies and practices that address systemic barriers, promote a diverse workforce and business ownership, and ensure equal access to education and training. Integrating Diversity, Equity, and Inclusion principles into economic development practices contributes to social cohesion, economic prosperity, and overall community well-being.</p>
6. Sustainable Climate Action	 <p>We will strive to foster a resilient and environmentally responsible local economy by embracing practices that not only combat climate change but also create economic opportunities.</p>
7. Dynamic and Adaptable Workforce	 <p>By strengthening strategic partnerships and fostering collaboration, we will aim to attract and support a workforce that possesses essential skills, a forward-thinking mindset, and technological proficiency. This concerted effort will contribute to overall resilience and competitiveness of our local economy.</p>
8. Innovation and Growth	 <p>We will actively promote creative initiatives and forward-thinking strategies to drive local economic expansion, support our rich agricultural sector, and further enhance our diverse economy.</p>

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.



Actions for Advancing Brant's Economic Future

The following actions are the results of the research and consultation process which was undertaken over a period of three months. **The actions are the focal point of the strategy**, the most important piece of the document that will move the County of Brant forward.









Theme 1: Be business friendly and investment ready.




Goal 1: Establish policies and programs to direct highest use of the County’s employment areas.

Action 1	Reimagine Cainsville employment lands as a centre of excellence for advanced manufacturing by utilizing relevant planning tools and showcase investment opportunities, both locally and internationally.	 
Action 2	Based on identified key growth sectors create a compelling value proposition that clearly communicates each employment area’s advantages.	 




Goal 2: Enhance collaboration with relevant internal departments to improve the County of Brant’s experience for Industrial Commercial Institutional (ICI) investors.

Action 1	Work with appropriate internal departments (for example, Development Services and Operations), to establish a formalized Customer Service Program that provides resources and proactive support from all internal departments to benefit Small Medium Enterprises (SME) that are not fluent in the development process.	 
Action 2	Establish a streamlined multi-departmental permitting and review process for Industrial, Commercial and Institutional developments that provides a competitive advantage for the County of Brant.	 
Action 3	Continue to connect investors to the County’s Development Liaison staff to ensure that investors are receiving the best customer service and a seamless process to complete their development project in a timely fashion.	 

Goal 3: Understand the business community by building connectivity and communication, internally and externally.

Action 1	Develop an enhanced Business Retention and Expansion Program by establishing a formalized Business Visitation Program to deepen relationships between the County of Brant and the business community. Ensure the process is strategic, measurable, and geared towards resolving issues and leveraging trends and opportunities.	
Action 2	Support the education of the business community during this period of rapid growth by developing regular and timely communications to provide a clear understanding of relevant topics.	
Action 3	Enhance collaboration with workforce development partners to address the current regional labour shortage by supporting the Workforce Planning Board and leveraging the existing partnership with Conestoga College.	
Action 4	Work with SCOR, WOWC, the City of Brantford, and other neighbouring municipalities and explore further collaboration opportunities with the Six Nations of the Grand River and Mississaugas of the Credit First Nation for regional economic development opportunities.	
Action 5	Review and evaluate existing working relationships/partnerships with community organizations, to determine their relevancy to support the County's economic development priorities.	

Goal 4: Influence the need for public transportation to support the business community.



Action 1	Research, assess and demonstrate the underserved needs of the business community for public transportation for their employees.	
Action 2	Explore partnership opportunities with neighbouring municipalities for shared public transportation.	
Action 3	Establish a partnership with local businesses to operate a project to show the need for employer specific transit to employment areas.	

Goal 5: Establish the best and most effective service delivery model for entrepreneurs and small business support services in the County of Brant.

Action 1	Collaborate with the Brantford-Brant Business Resource Centre to deliver business start-up support and tools, with programming offered within the County.	
Action 2	Educate entrepreneurs located in the County of Brant on the resources available including Laurier Launchpad, Brantford-Brant Business Resource Centre, and Enterprise Brant.	

Theme 2: Capitalize and build on the existing tourism, arts, and culture assets of the County of Brant.





Goal 1: Provide a foundation from which to understand the value of tourism for the economy.

Action 1	<p>Undertake the development of a Tourism Strategy and explore sustainable tourism and destination management opportunities.</p> <p>a. When completed, develop a Tourism Marketing Strategy.</p> <p>b. Communicate activities, products, and assets to residents and visitors in the County of Brant.</p>	 
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Goal 2: Enhance capacity and partnerships with local tourism businesses and regional tourism organizations.

Action 1	<p>Leverage partnerships with regional tourism organizations to better promote County of Brant tourism activities, products, and assets.</p>	 
Action 2	<p>Develop relationships with County of Brant tourism-related entrepreneurs and provide relevant training programs, support grants, and promote their programs.</p>	 
Action 3	<p>Create linkages between tourism assets to enhance visitors' experiences and to encourage exploration of the County throughout the four seasons.</p>	 
Action 4	<p>Build relationships with tourism businesses to understand what they have to offer and to help to develop coordinated tourism packages to keep visitors in the County for multiple days.</p>	 

Goal 3: Improve infrastructure needed to support tourism.

Action 1	<p>Determine the types of infrastructure required and the best locations for the infrastructure to support tourism activities (for example, parking, trails, accessible river access areas, EV charging stations, bike racks, public transportation) and work with the relevant departments in the County of Brant to ensure that the infrastructure is in place.</p>	
Action 2	<p>Explore opportunities with the Province of Ontario's Tourism Oriented Directional Signage (TODS) program and encourage the participation of local tourism operators to participate in the directional signage program.</p>	
Action 3	<p>Support growth opportunities for investment for niche accommodations (for example, upscale camping, retreats, and/or farm stays).</p>	 

Goal 4: Develop the agri-tourism market to support rural economic development.

Action 1	Create destinations through the development of local food trails by integrating local food festivals and events as part of the trail system.	
Action 2	Celebrate Brant agriculture by linking local agriculture products to culinary assets and encouraging the use of local foods and farm-to-table.	

Goal 5: Elevate the Arts, Culture and Heritage tourism sector.

Implement the new Arts, Culture and Heritage Strategic Plan:		
Action 1	<ul style="list-style-type: none"> ▪ Support Truth and Reconciliation through arts, culture and heritage initiatives, in connection with broader municipal Reconciliation programs. ▪ Provide an infrastructure of support for individuals, institutions, businesses and organizations undertaking cultural initiatives. ▪ Facilitate a spoke-and-wheel model to support and promote the diverse, vibrant cultural activities occurring both within a central cultural hub and County-wide throughout Brant. ▪ Foster a broadly inclusive cultural sector that supports residents and reflects their diverse experiences, perspectives and cultural traditions. ▪ Conserve and celebrate Brant's unique buildings, landscapes and stories as cultural heritage assets. ▪ Standardize municipal heritage planning practice with the Ontario Heritage Act and with municipal best practices across Ontario. 	

Goal 6: Support the Filming and Digital Media sector.

Implement the Filming and Digital Media Strategy:		
Action 1	<ul style="list-style-type: none"> ▪ Improve efficient operations including policies, procedures and a permit system development ▪ Develop a system to define the value filming brings to the community ▪ Develop strong relationships with industry stakeholders to improve customer experience and service ▪ Support the Industry to provide opportunities for economic development, growth and diversity. ▪ Enhance internal and external communication tactics to create a positive experience for the community. 	



Theme 3: Future proof the downtowns to create vibrant, mixed use community cores.

Goal 1: Create vibrant downtown cores.

Action 1	Work with the downtown business associations, business organizations and local businesses to develop programs that support a cohesive 'shop local' program.	
Action 2	Support street activation by finding/developing new programs that encourage pedestrian activity in the downtown cores.	
Action 3	Support the implementation of the Downtown Paris Master Plan that will enhance the attractiveness and functionality of downtown area by investing in infrastructure improvements and public spaces. This will involve upgrading sidewalks, lighting, and landscaping and pedestrian-friendly streetscapes. Well-designed public spaces encourage community interaction and make downtown areas more enjoyable and accessible for residents and visitors alike.	
Action 4	Explore technology and digital connectivity to enhance the downtown experience and improve efficiency. Implement smart city initiatives such as free public Wi-Fi, digital wayfinding systems, and mobile apps for accessing information about local businesses, events, and services. Digital infrastructure not only enhances the visitor experience but also supports local businesses by expanding their reach and attracting tech-savvy customers.	

Goal 2: Establish and update policies to help future proof the downtown core areas in a time of rapid growth and development.

Action 1	Continue to support, update, and fund the Community Improvement Plan in Paris, Burford, and St. George and explore opportunities to expand the Community Improvement Plan areas (for example, Uptown Paris, Cainsville).	
Action 2	Collaborate with the Paris BIA and other interested stakeholders to create a robust Business Mitigation and Communication Strategy aimed at alleviating the challenges faced by businesses during the construction phases of the Downtown Paris Master Plan. Assess the effectiveness of the Strategy for potential application in future construction phases and for use within other communities.	  
Action 3	Encourage mixed-use in downtown areas that combine residential, commercial, and recreational spaces. This creates a more vibrant downtown by increasing foot traffic throughout the day and evening. Policies and implementation tools should be flexible to allow for adaptive reuse of existing buildings and encourage new construction that complements the historic character of the area.	 
Action 4	Ensure alignment between internal departments on policies that future proof downtown cores.	 






Theme 4: Develop a diversified business community to ensure a resilient and sustainable economy.

Goal 1: Support County of Brant's agriculture sector.

Action 1	Undertake the development of a Rural Community Improvement Plan.		
Action 2	Assist Development Services with promotion of on-farm diversified use policies.		
Action 3	Encourage the adoption of innovation and technology for precision agriculture.		

Goal 2: Help businesses prepare for the future by promoting sustainable economic development.

Action 1	Coordinate training sessions for businesses on how to prepare for unexpected interruptions (for example, cyber security, natural disasters, pandemics, etc.).			
Action 2	Promote the advantages of investment in sustainable technologies to the business community and explore partnership opportunities with organizations such as Brant Municipal Enterprise.			
Action 3	Explore opportunities to partner with public and private sector investment for climate change mitigation (for example, active transportation, Electric Vehicle chargers, recycling and waste reduction initiatives).			

Action 4	Explore the opportunities of developing a Community Improvement Plan that supports climate change mitigation (net zero building and energy efficiency) and brownfield remediation.	 
Action 5	Share success stories of local businesses leading the way on sustainability initiatives.	
Action 6	Begin to address the circular economy by removing barriers (for example, zoning) that will encourage green technology and innovation (for example, repurposing of products like shredding tires to make matting for playgrounds) in employment lands.	 


Goal 3: Create a safe, inclusive, and accessible business community.

Action 1	Apply the actions of the future Diversity, Equity, and Inclusion Strategy to the business community.	
Action 2	Collaborate with organizations who support newcomers to integrate into the local workforce and support displaced workers to transition to new employment.	 
Action 3	Collaborate with internal divisions and local businesses to enhance accessibility.	



Connect with us!

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