

Economic Development Strategy Goals & Key Objectives

Investment Readiness	Pursue Partnerships & Outreach	Effective Marketing & Promotion	Growth in Key Industries	Enhance Capacity of Community Infrastructure
<ul style="list-style-type: none"> • Hire a full time EDO • Develop stronger, more relevant website content • Support a Township of Springwater business retention and expansion program in conjunction with OMAFRA • Promote and advertise the <i>Rural Connections Program</i> • Develop an inventory of available serviced and un-serviced commercial and industrial land as well as commercial and industrial land • Review the current inventory of dry industrial land and assess the opportunity to provide full services to these properties • Provide a business climate that is understandable, predictable, stable, timely, and customer driven • Review the Township’s development charges as they apply to non-residential development to ensure they are in line with surrounding areas and competitive in the attraction of commercial and industrial development 	<ul style="list-style-type: none"> • Assemble an inventory of the economic development organizations, business support programs, and external funding resources that can be brought to bear in support of the economic development programming • Explore the possibility of creating a satellite business development office that provides a local point of contact for businesses wishing to access information and resources available through the Greater Barrie Small Business and Enterprise Centre • Strengthen intra-township business partnerships by providing physical and informational resources to the Springwater Chamber of Commerce • Provide more support to the efforts of voluntary community planning and tourism development initiatives. In particular, provide administrative and promotional support to the plan of the Elmvale BIA • Identify ways to leverage economic development programming and funding at the senior levels of government 	<ul style="list-style-type: none"> • Promote opportunities for regional collaboration on economic development, tourism and marketing initiatives • Consider the importance of highway signage to attract both tourists and inform visitors and business investors of their location in the Township • Continue to Support the efforts of local events and festivals by developing an internet strategy that promotes each of them using social networking tools • Explore the opportunity to market the Township and the Region with the Ontario Tourism Marketing Partnership (OTMP) • Develop tourism website content that is dedicated to the tourism and lifestyle experience of Springwater • Strive to collect local tourism visitation data through business and visitor surveys 	<ul style="list-style-type: none"> • Initiate a business services resource database geared towards providing mentoring, funding, and cost-sharing arrangements for small businesses and entrepreneurs in target sectors • Explore the potential to provide flexible, low-rent space to develop an incubation/tenancy program for local start-ups, entrepreneurs and growing home-based businesses to the Township’s target sectors • Develop a five-year Agriculture and Agribusiness Strategy for the Township • Pursue the development of a local business exchange or buyer network program • Promote the availability of dry industrial lands in the Township that could accommodate industrial and commercial businesses 	<ul style="list-style-type: none"> • Continue to work with EDHS, SCDSB, and the Ontario Ministry of Education to promote a wider range of secondary educational opportunities and pathways in the Township as a foundational element to long-term skill development and economic growth • Provide ongoing support for the Mayor promoted SERVE initiative, focused on the development of a “Community Campus” distributive education model centred on EDHS • Explore all opportunities to leverage existing municipal facilities for the delivery of a range of community services • In consultation with the Ontario Ministry of Tourism and Culture, begin studying and planning process for the designation of a Heritage Conservation District (HCD) for the commercial area of Downtown Elmvale to expand tourism attraction and visitation