

# **NIAGARA REGION ECONOMIC DEVELOPMENT**

## **ECONOMIC DEVELOPMENT STRATEGY 2019-2024**

# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

September 2017

- RFP for Long Term Master Plan (20 years) issued, proposals evaluated, interviews
- Brock University and Niagara College partner with Niagara Region and RFP cancelled and revised

February 2018

- Revised Long Term Master Plan (20 years) RFP issued, financial contributions from Brock University and Niagara College

May 2018

- Contract awarded following evaluation and interview process to Global Investment Attraction Group

September 2018

- Research, stakeholder consultations and visioning session completed

October 2018

- Consultants contract cancelled and draft reports completed
- Building on previous work, four year strategy development continued internally

January 2019

- Strategy timeline changed to five years and work continues on strategy development
- Consultants given second contract to provide peer review

March 2019

- Five year Economic Development Strategy presented to PEDC

# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

## ECONOMIC ANALYSIS AND FORECASTING

- Economic Research and Analysis
- Context Review of Niagara Region Municipal Economic Development
- Aggregated Report on Stakeholder Interviews
- A Vision of Niagara Region in 2041

## STAKEHOLDER CONSULTATIONS

- **168** responses to the online survey, July – October 2018, from businesses and organizations
- **64** individual Interviews, from businesses across sectors, government and education
- **10** Sector Focused Round Tables, manufacturing (2), agribusiness (2), tourism (2), health sciences, real estate, construction, technology sectors, over 50 businesses and industry associations
- **1** facilitated visioning session
- **Over 100** stakeholders reviewed the draft strategic action plan

# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

## STAKEHOLDER CONSULTATIONS

- Senior management from Brock University, Niagara College and Niagara Region
- Municipal EDOs and CAOs
- Private sector businesses in manufacturing, agriculture, tourism, health services, real estate and construction
- Chambers of Commerce
- Niagara Industrial Association
- Niagara Workforce Planning Board
- Niagara Connects
- Economic Development Working Group
- Innovate Niagara, Spark Niagara, VRIC, Biolinc
- Venture Niagara, Niagara Angel Network
- St. Catharines and Niagara Falls Enterprise Centres
- Niagara Health System
- OMAFRA, Ontario MEDJCT
- Niagara District Airport, St. Lawrence Seaway Management Company, Hamilton Port Authority
- The Ontario Greenhouse Alliance, Flowers Canada, Federations of Agriculture, Ontario Federation of Agriculture, Golden Horseshoe Food and Farming Alliance, Wine Council of Ontario, Winery & Grower Alliance of Ontario, Ontario Tender Fruit Growers, Grape Growers of Ontario

# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

## STRATEGIC ACTION PLAN

### TIMELINE

- Ongoing
- Short: One to two years
- Medium: Three to four years
- Long: Five plus years

### ACTIVITY DESCRIPTION

**LEAD:** Identified organization(s), departments or community stakeholders who will be responsible for the success of the activity

**PARTNER(S):** Identified organization(s), departments or community stakeholder

**PERFORMANCE MEASURES:** Activity completed in support of goal

# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

## STRATEGIC ACTION PLAN THEMES

### Economic Development: Supporting Business Growth and Diversification Across Niagara

- Economic Development support to local municipalities e.g. NFTZ, Business Research and Analysis.
- Support export diversification by Niagara companies through NFTZ programs.
- Engage the private sector through the Economic Development Working Group.
- Review of Development Charges, Waivers and other incentive programs.
- Define NED's role in tourism.
- Advance opportunities in agriculture and manufacturing, including supply chain opportunities.
- Succession Planning solutions.
- Joint Aftercare Program for new company investments.
- Strengthen the technology sector.

# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

## STRATEGIC ACTION PLAN THEMES

### Employment Land Strategy: Identifying and Creating Regionally Significant Employment Lands

- Identify opportunities with the St. Lawrence Seaway to promote Transport Canada lands for employment and to attract investment.
- Support the Regional Employment Lands Study.
- Provide economic development input to the Municipal Comprehensive Review (Official Plan).

# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

## STRATEGIC ACTION PLAN THEMES

Marketing Niagara Region: Raising the Profile of Niagara as a Place to Live and Do Business

- Investment missions to targeted markets with qualified lead generation initiatives in sectors where Niagara has a competitive advantage.
- Promote Niagara as a location for business investment.
- Develop a communications and public relations campaign to promote Niagara's business and investment successes.
- Develop and implement a Niagara Ambassadors program with local business leaders.



# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

## STRATEGIC ACTION PLAN THEMES

### Streamline the Planning Processes: Expediting the Approvals Process

- Ensure timely approvals process through working with Regional and local area planning staff.
- Host a workshop to identify and address barriers to industrial and commercial development.

# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

## STRATEGIC ACTION PLAN THEMES

Increasing Niagara's Competitiveness: Addressing Unnecessary Regulatory Burdens on Business

- Economic Trade Corridor designation and National Trade Corridors Fund application.
- Support agricultural stakeholders on irrigation issues.
- Advance land use planning policies that support agriculture and business development opportunities.

# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

## STRATEGIC ACTION PLAN THEMES

Workforce: Meeting Current and Future Talent, Professional, Skilled Trades and Labour Needs

- Partner with Local Immigration Partnership to promote Niagara as a destination for skilled immigrants.
- Develop an educational program to promote skilled trades occupations to parents and students.
- Develop stakeholder partnerships to meet the current and future talent, professional, skilled trades and labour needs in collaboration with Brock University and Niagara College.
- Increase competitiveness in Niagara businesses through the adoption of new technologies, professional development and training opportunities in collaboration with post-secondary educational institutions.

# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

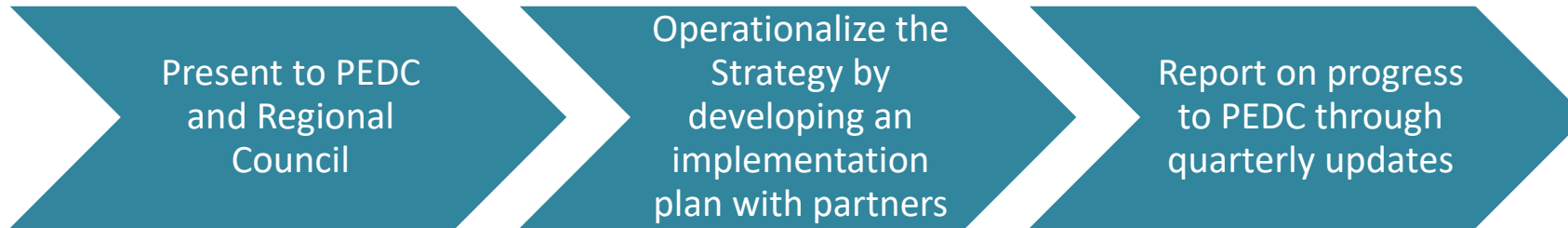
## STRATEGIC ACTION PLAN THEMES

Advocacy: Improving Transportation Infrastructure Ensuring Niagara Remains Competitive in the Global Economy

- Secure federal and provincial funding for the East/West Corridor.
- Development of a fully integrated intra-regional transit system with schedules that support employment.
- Access to broadband across Niagara, urban and rural areas.
- Expanded Go Train services in Niagara.
- Economic opportunities at municipally owned airports in Niagara.
- Extend natural gas into rural areas in Niagara.
- Lower electricity costs to regain manufacturing competitiveness in Southern Ontario.
- Provincially funded campaign to promote skilled trades and careers in manufacturing.
- Feasibility of a Niagara Port facility with Hamilton Port Authority and St. Lawrence Seaway Management Company.

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## Next Steps



# ECONOMIC DEVELOPMENT STRATEGY 2019-2024

Questions?