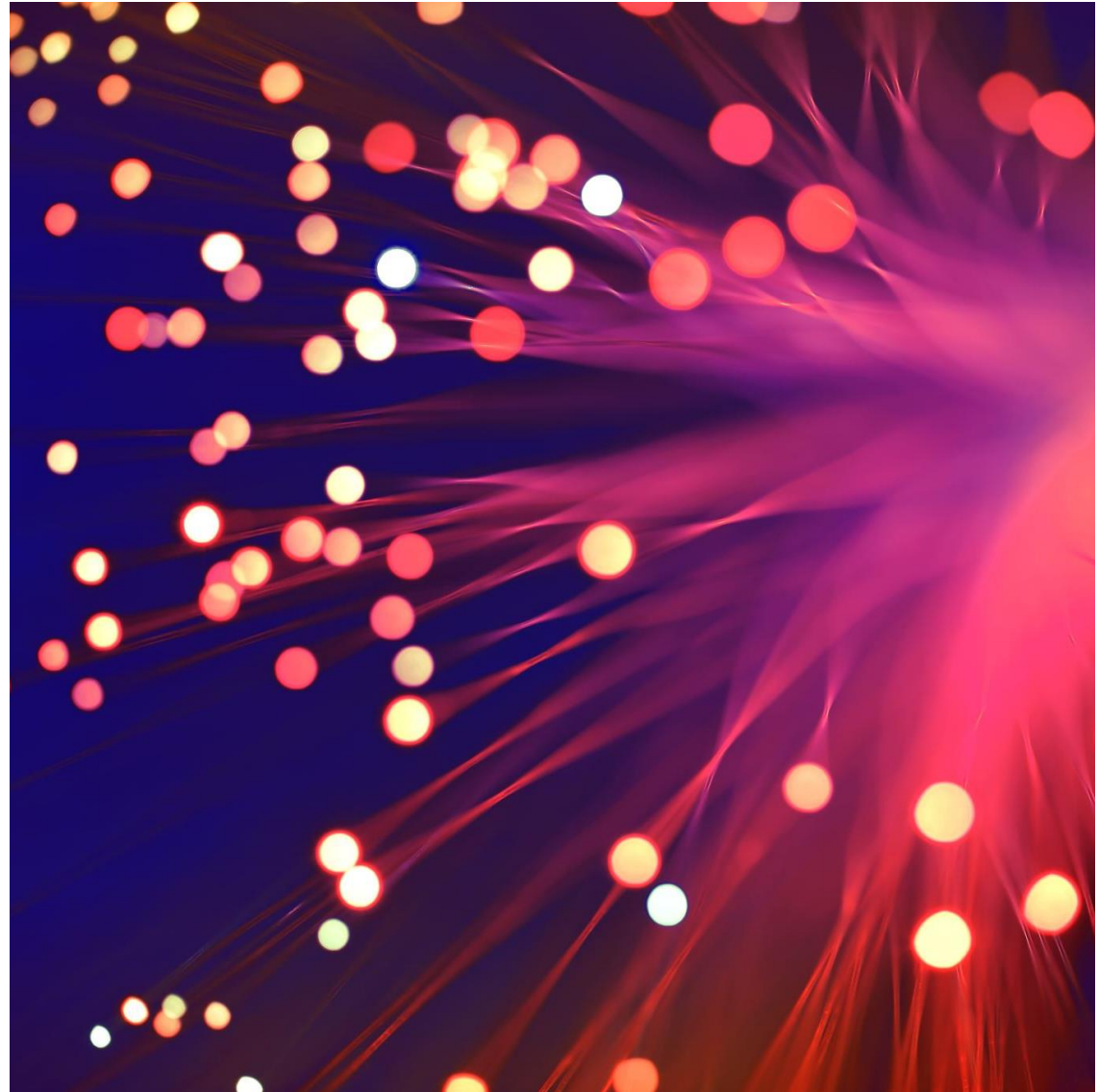




# Municipality of Clarington Economic Development Strategy

**Presentation to General Government Committee  
June 6, 2022**



# General Government Committee

## Clarington Draft Economic Development Strategy

### Agenda

- ⑩ Strategy Methodology
- ⑩ Snapshot of the Economy
- ⑩ Stakeholder Input
- ⑩ Strategic Priorities
- ⑩ 5 Year Action Plan

# General Government Meeting

## Strategy Development Process

### 1. Clarington's Strategic Priorities

- Corporate Strategic Plan
- Official Plan
- Strategic Projects

### 2. Market Analysis and Competitive Position

- Situational Analysis
- Benchmarking and Service Delivery Review, Investment Readiness Assessment
- Council and Staff Interviews

### 3. Stakeholder Engagement

- Business Interviews and Workshop
- External Stakeholder Interviews, Online Business and Community Survey
- SOARR Assessment

### 4. Strategy Formulation

- Key Findings Report
- Priorities, Objectives and Action Planning
- Implementation Considerations

# Corporate Strategic Priorities

## Municipal Goals 2019-2022



- **Engaged Communities**
- **Sustainable Infrastructure Growth**
- **Legacy Projects**
- **Environmental Sustainability**
- **Strong Economy**
  - Complete the implementation of downtown plans
  - Creating partnerships in broadband expansion
  - Expanding transportation networks into commercial and industrial areas
  - Exploring an economic development strategy framework in collaboration with business community

# Market Analysis and Competitive Position

## Key Economic Indicators

- Population of 102,415 people, up 11% from 2016, growing faster than Durham Region and the Province
- 68% of the population is under 65 years of age, 17% is under 14 years of age
- Labour force of 84,757 people, up 17% from 2016 and with a participation rate of 71% - majority commute out for employment
- 53% of the population has some form of advanced education
- Key sectors include Energy, Manufacturing, Agriculture/Agri-food, Tourism, Construction
- Economy characterized by micro-businesses, 16% employ between 1-4 workers, and 9% employ 5-19 employees.
- 72% of all businesses are sole proprietors
- 357 farms, 68% occupy 129 acres or less



# Market Analysis and Competitive Position

## Stakeholder Input

- Municipality is on the cusp of a significant growth trajectory
- Community remains relatively affordable and provides a unique blend of urban and rural living
- OPG investment will facilitate a shift from a small business economy to one that attracts high value investment and employment opportunities
- The planned expansion of the GO Transit network will bring further economic growth opportunities
- Municipality needs to improve its economic development service delivery and address the critical need for serviced employment land
- There needs to be more local employment opportunities as most workers commute out each day
- There needs to be a focus on strengthening mainstreets and downtown cores and improved support and services for small business
- Improve support for tourism and hospitality sector considering trends for agri-tourism and agri-business



# Determining the Priorities

## Catalysts for Economic Growth



- **Several initiatives are underway that will shape the urban form and economic growth trajectory of the community**
- OPG investment will create substantial employment and facilitate the creation of a high-tech energy hub
- Clarington will need to support this effort with the development of the Courtyce Waterfront and Energy Park
- Bowmanville West Urban Centre and MTSA Secondary Plan will provide for a concentration of new commercial and mixed-use development
- MTSA in Bowmanville and Courtyce will reshape the neighbourhoods around them in terms of urban form, employment opportunities and transit accessibility
- Canadian Tire Motorsport Park has the potential to become a major event and hospitality asset in the community
- Leveraging the rural economy opportunities that support the growth and sustainability of the tourism and agriculture sectors

# Strategic Priorities

Optimizing our Economic  
Development Effort





# Economic Development Objectives

## Strategic Priorities + Action Plan

---

### Priority: Cultivate an Innovative Land Use Framework

Centred on providing an increased amount of employment land and creating the urban environment that will attract the businesses and workforce needed to support high value employment growth through the approval of key secondary plans

#### Objectives:

- Expand inventory of serviced, shovel ready Employment Land
- Enhance Policies and Incentives
- Engage Local Businesses and Regional Partners

---

### Priority: Strengthen the Business Innovation Ecosystem

Centred on a more deliberate effort to engage and understand the needs of local businesses, understand the long-term impact of COVID and support new entrepreneurial growth and investment

#### Objectives:

- Implement a Formal Business Retention and Expansion Program
- Enhance Development Approvals Process projects
- Align Target Sector Opportunities with New Growth Areas

---

### Priority: Target High Growth Business and Investment

Centred on working with Durham Region to better understand regional target sectors, the development of a regional high-tech energy hub and the role of Clarington in attracting future energy investment

#### Objectives:

- Develop an Energy-Sector Value Proposition
- Implement a Proactive Marketing Campaign
- Build Economic Development Capacity

# Strategic Priorities

## Strategy Formulation



- Strategy acknowledges the 2-year commitment with the Clarington Board of Trade to deliver business retention and expansion support (BR+E) and marketing
- Reflects the intent to build internal capacity to support a broader range of economic development services and programming with a short-term focus on improving the Municipality's overall investment readiness
- Objectives and actions have been informed by stakeholder input and related research
- Supports the development of the local economy and reflects best practices in local economic development
- Recognizes the need to collaborate and cooperate with local and regional economic development partners

# Thank-you

## Q+A