



Growing North Durham – Annual Report

Township of Brock – Committee of
the Whole

January 29, 2024



Background

- Endorsed in early 2023 (Regional and Township Councils in north Durham)
- Implementation of Ready Set Future
- Goals and actions to support economic growth across north Durham to 2027
- Commitment to provide annual reports to Councils



Plan Overview

- North Durham-wide collaborative approach
- Collaboration between the Region, Township and business support organizations
- Regular communication and meetings

Plan Implementation

The Plan is structured under three pillars:

- People
- Places
- Prosperity



People

- North Durham Building Business Forum (November 14 at the Trail Hub)
 - Information tables for business support organizations
 - Relevant speaking sessions (e.g. business resiliency, social media 101, employee attraction & retention)
 - Networking opportunities
- Share relevant information with the business community through newsletters, social media, local business support organizations, targeted marketing initiatives and one-on-one interactions
- Plans for 2024:
 - Identify and act on effective ways to support workforce development in north Durham
 - Partnership with Durham College and NRC to support innovation in the agri-food sector



The logo for 'Places' features a stylized graphic of three overlapping squares in white, red, and teal, followed by the word 'Places' in a bold, orange, sans-serif font.

Places

- North Durham lens on Region-wide initiatives and marketing campaigns:
 - 2023 Collision Conference
 - Shop Where You Live campaign
 - Gather at the Farm campaign
 - Rural Business Spotlights
 - Weekly Careers Roundup
- Rural Economic Development Grant
 - Downtown CIP Update
- Plans for 2024:
 - Greater focus on Brock's downtowns
 - Building & Business Inventories
 - Downtown CIP promotion
 - Explore grant opportunities
 - Regional contributions to business welcome packages





Prosperity

- Brock Business Toolkit
 - The Brock Advantage
 - Starting or Expanding Your Business
 - Operating Your Business
- Respond to investment inquiries on behalf of the Township
- Completed signature sites inventory on behalf of the Township for the Ministry of Economic Development, Job Creation & Trade (MEDJCT)
- Ad-hoc business support (new and existing businesses)
- 2024
 - Interactive economic dashboards to be launched featuring both Regional and Township level data
 - Investment readiness self-assessment





Thank You!

Questions?

[InvestDurham.ca](https://www.investdurham.ca) [in](#) [🐦](#) [📷](#)

If this information is required in an accessible format, please contact
Economic Development & Tourism at 1-800-706-9857, ext. 2619.