

2023-2027

# READY SET FUTURE

**A PLACE Blueprint for Durham**



Economic Development and Tourism Strategy and Action Plan

An aerial photograph of a rural landscape. In the background, a large, winding lake stretches across the horizon under a blue sky with light clouds. The foreground and middle ground consist of a patchwork of green fields, some with trees, and a few small buildings or farm structures. A road or path runs diagonally through the fields. The word "ACKNOWLEDGEMENT" is overlaid in the center in a white, outlined, sans-serif font.

# ACKNOWLEDGEMENT

## **Vision:**

Durham's distinct cultural identity, and its vibrant and diverse downtowns will be magnets for talent and investment, and the region's innovation community will be known for solving global challenges.





## Aspirations: A 30-Year Vision

# PLACE

### People

Durham is a leader in Ontario for workforce skill and education attainment.

### Location

Intensification and renewal in Durham's urban cores, and vibrant and diverse downtowns.

### Acceleration

Durham's innovators are solving global challenges.

### Creativity

Durham has a distinct identity for arts, cultural and creative industries.

### Enablers

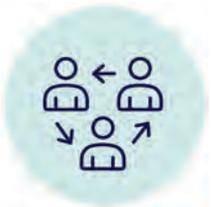
Collaboration, a resourcing plan, and performance metrics will unlock the potential of this strategy.

## Eight Economic Growth Principles

### PRINCIPLE 1

#### Collaboration

The Region will achieve bold and transformational objectives by collaborating with area municipal economic development teams, the business and academic communities, the innovation community, and other agencies and levels of government.

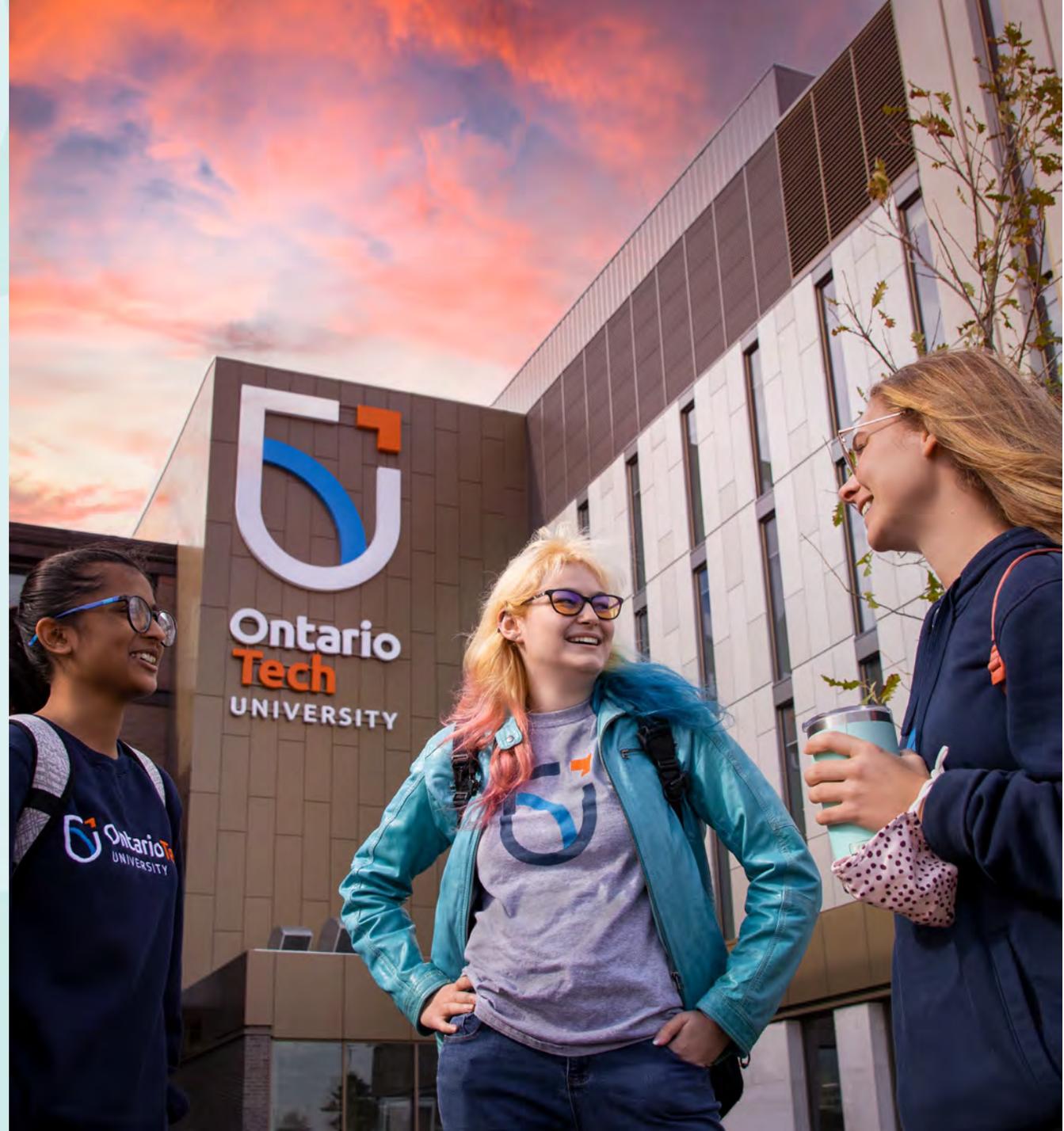


## Eight Economic Growth Principles

### PRINCIPLE 2

#### Talent

Supporting the growth of the region's skilled and educated workforce is an investment in the region's economic future. The world's most successful and innovative companies will locate new offices and investments in places that can reliably deliver a skilled and innovative workforce.



## Eight Economic Growth Principles

### PRINCIPLE 3

#### Distinct Identity Through Culture

Durham Region should support and enable desirable amenities and experiences to attract a diverse range of residents, visitors, and investors. Rural experiences such as recreational cycling and agri-tourism will draw in families. The arts, cultural, and creative industries will create a distinctiveness that is desirable.



## Eight Economic Growth Principles

### PRINCIPLE 4

#### **Vibrant, Financially Attainable Downtowns**

A diverse mix of housing and business premises should be financially attainable to people and entrepreneurs at each stage of their life and career. A combination of urban intensification and renewal, good urban design, cultural and creative industry investment, and supporting the right place-making elements, will help unlock the ability to attract new graduates and a skilled workforce.



## Eight Economic Growth Principles

PRINCIPLE 5

### Diversity, Equity and Inclusion

Durham Region should support the creation of economic opportunities for people of diverse backgrounds, identities, abilities, lifestyles and life-stages. The Region should ensure it welcomes new residents and establishes strong links with Indigenous communities to ensure there are appropriate opportunities to address past injustices and ensure an inclusive and equitable future for everyone.



## Eight Economic Growth Principles

### PRINCIPLE 6

#### Climate Emergency Response

Durham Region's actions should clearly contribute to the commitment to reach net-zero emissions and should work to reduce the harmful impact on the global environment by the community. Clean infrastructure, clean future energy, transit, electrified mobility, urban intensification, and innovation will all contribute Durham's ability to reduce environmental impacts, build resilience to the impacts of climate change, and capitalize on the global opportunity of being a climate leader.



## Eight Economic Growth Principles

### PRINCIPLE 7

#### Innovation

The region's businesses, institutions, students, and residents should be primed to use insights and research to drive the commitment to adaptation and improved competitiveness in all facets of the economy. The rapid pace of global change is creating new challenges and opportunities that are still being defined. Competing will require the brightest minds backed by ambitious investment and underpinned with supporting infrastructure.



## Eight Economic Growth Principles

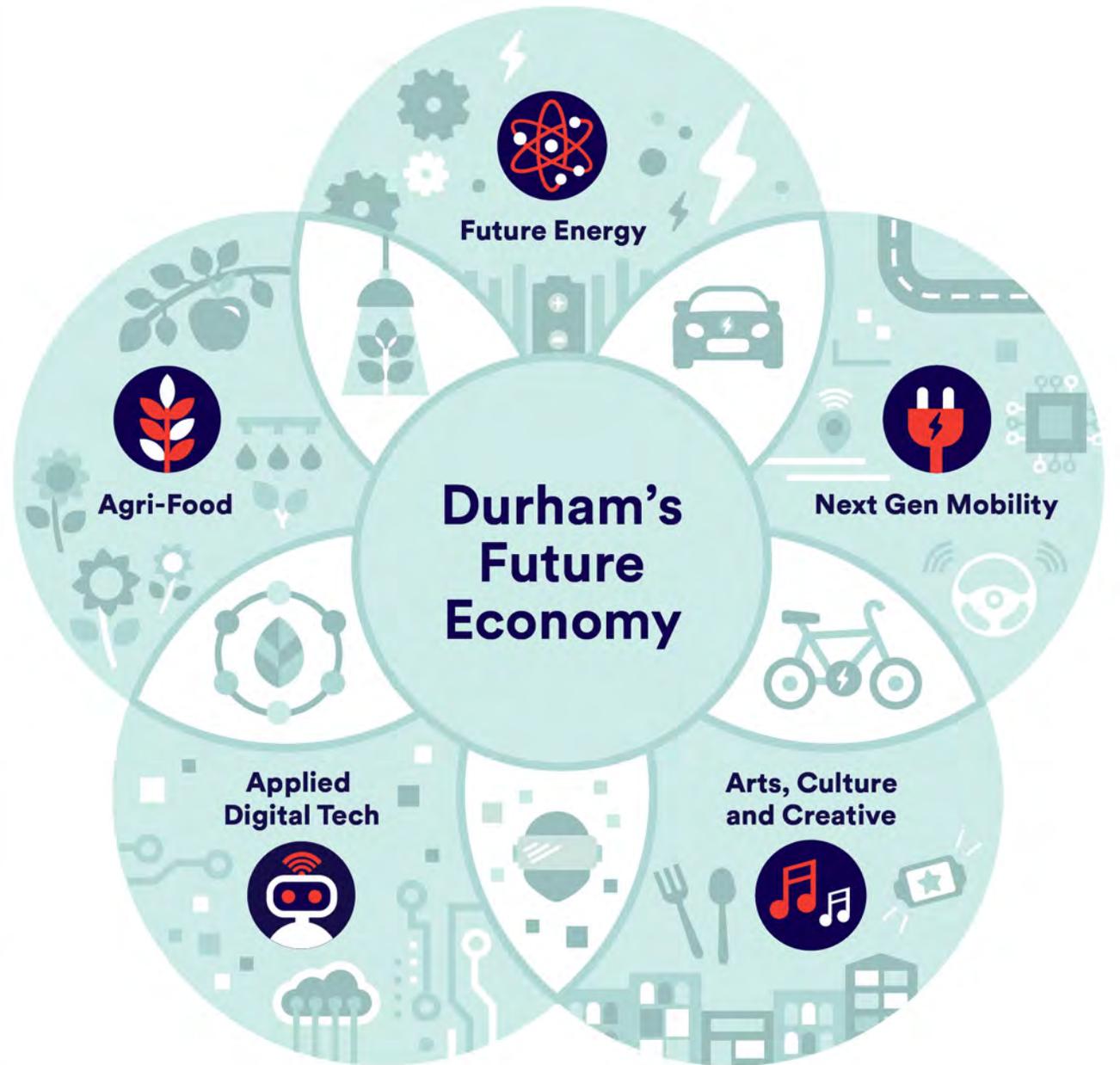
### PRINCIPLE 8

#### Infrastructure and Investment Readiness

Supportive infrastructure such as transit, the Port of Oshawa, the GO East Extension and associated opportunities for transit-oriented development, along with the servicing of employment lands, all contribute to the region's competitiveness for attracting new investment. This includes the continuing collaboration among the Region and area municipalities to deliver exceptional and seamless concierge services throughout the investment attraction process and includes maintaining and marketing a steady supply of market-ready employment lands for new industrial development.



# Priority CLUSTERS





# PEOPLE

Durham is a leader in Ontario for workforce skill and education attainment.

## Goals:

- 1.1 Identify future talent requirements
- 1.2 Unlock Potential of Women in STEMT
- 1.3 Connect Businesses to Talent
- 1.4 Attract & Retain Talent





# LOCATION

**Durham has strong intensification and renewal potential in the Urban Growth Centres, and vibrant and diverse downtowns.**

## Goals:

- 2.1 Urbanize Urban Growth Centres
- 2.2 Facilitate Rural Resilience
- 2.3 Create Magnetic Downtowns





# ACCELERATION

Durham's innovators are solving global challenges.

## Goals:

- 3.1 Strengthen Innovation Community
- 3.2 Grow Local Businesses
- 3.3 Build a Reputation
- 3.4 Attract Investment



A woman with long dark hair, wearing a white and grey long-sleeved shirt and dark pants, is seen from the back, playing a large red double bass on a stage. The stage is illuminated by a bright spotlight. In the background, a crowd of people is seated and watching the performance. The scene is set outdoors at night, with a building on the left and a street with a sign for "Henry" on the right. String lights are strung across the area, and a white canopy is visible above the stage.

# CREATIVITY

Durham has a distinct identity for arts, cultural and creative industries.

## Goals:

- 4.1 Build the Tourism Brand
- 4.2 Strengthen Quality of Place
- 4.3 Champion Inclusive Tourism
- 4.4 Drive Prosperity through Local Love





SHOP • DINE • DISCOVER

Downtown  
Bowmanville

# ENABLERS

Collaboration and resourcing that enables the PLACE blueprint.

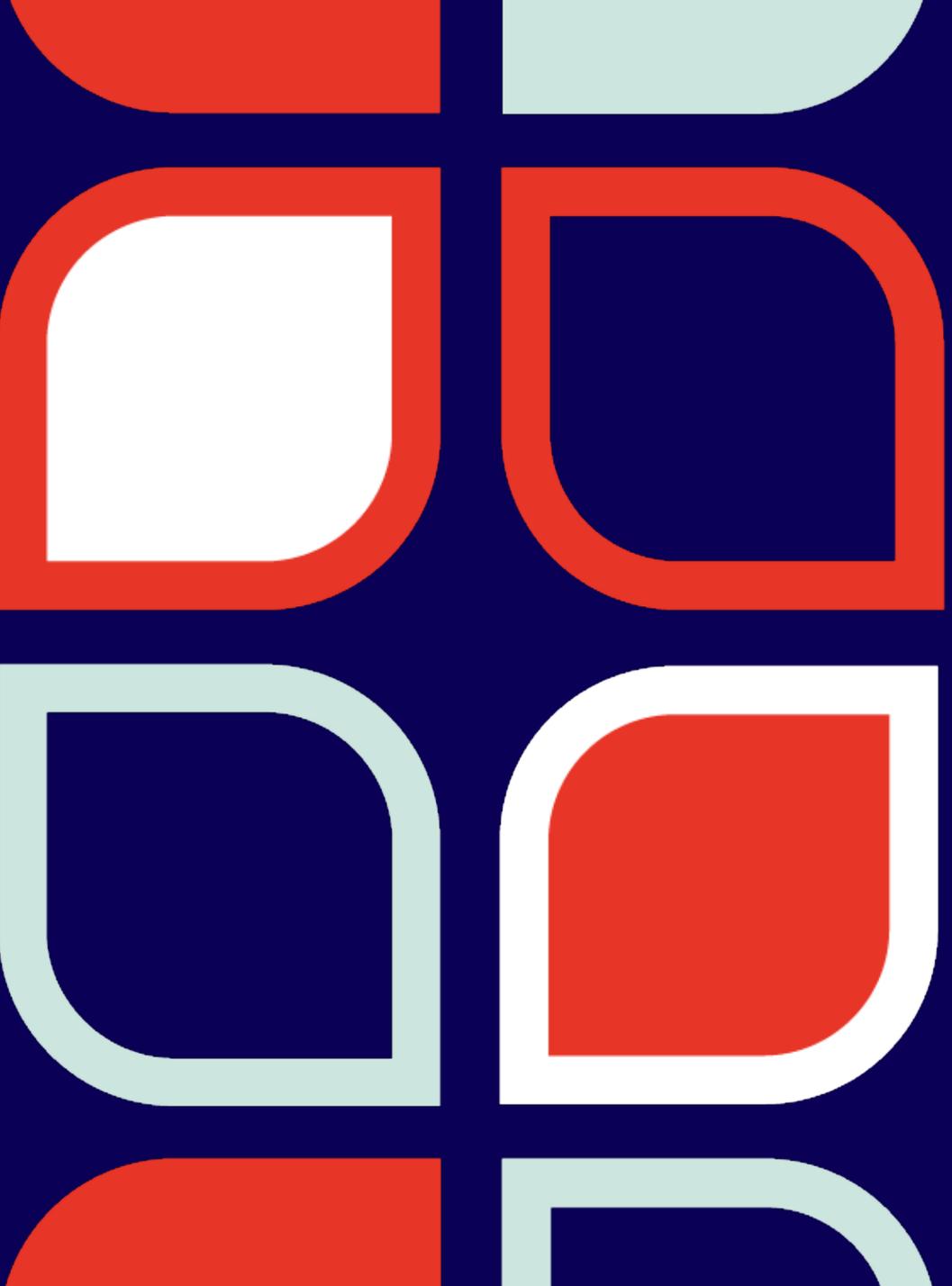
# 2023-2027 STRATEGY AND ACTION PLAN

Long-Term Aspirations	Five-Year Goals	Economic Growth Principles	Priority Clusters
<p><b>PEOPLE</b></p> <p>Durham is a leader in Ontario for workforce skill and education attainment</p>	<p>1.1 Identify Future Talent Requirements</p> <p>1.2 Unlock Potential of Women in STEMT</p> <p>1.3 Connect Businesses to Talent</p> <p>1.4 Attract and Retain Talent</p>	<p> Collaboration</p> <p> Talent</p>	<p> Future Energy</p>
<p><b>LOCATION</b></p> <p>Intensification and renewal in Durham’s urban cores, and vibrant and diverse downtowns</p>	<p>2.1 Urbanize Urban Growth Centres</p> <p>2.2 Facilitate Rural Resilience</p> <p>2.3 Create Magnetic Downtowns</p>	<p> Distinct Cultural Identity</p>	<p> Next Gen Mobility</p>
<p><b>ACCELERATION</b></p> <p>Durham’s innovators are solving global challenges</p>	<p>3.1 Strengthen Innovation Community</p> <p>3.2 Grow Local Businesses</p> <p>3.3 Build a Reputation</p> <p>3.4 Attract Investment</p>	<p> Vibrant, Financially Attainable Downtowns</p> <p> Diversity, Equity and Inclusion</p>	<p> Arts, Culture and Creative</p>
<p><b>CREATIVITY</b></p> <p>Durham has a distinct identity for arts, cultural and creative industries</p>	<p>4.1 Build the Tourism Brand</p> <p>4.2 Strengthen Quality of Place</p> <p>4.3 Champion Inclusive Tourism</p> <p>4.4 Drive Prosperity through Local Love</p>	<p> Climate Emergency Response</p> <p> Innovation</p>	<p> Applied Digital Tech</p>
<p><b>ENABLERS</b></p> <p>Collaboration, a resourcing plan, and performance metrics will unlock the potential of this strategy</p>	<p>1. Delineation of Economic Development Roles across the Region</p> <p>2. Resourcing Plan</p> <p>3. Metrics and KPIs</p>	<p> Infrastructure and Investment Readiness</p>	<p> Agri-Food</p>

**Simon Gill**  
**Director, Economic Development and Tourism**

[InvestDurham.ca](http://InvestDurham.ca)





# Growing North Durham Plan Overview

January 30, 2023



# Agriculture & Rural Economic Development Team



**Stacey Jibb**

Manager, Agriculture & Rural  
Economic Development



**Glen Macfarlane**

Rural Economic Development  
Specialist



**Allison De Vos**

Agriculture Economic Development  
Specialist



# Related Strategies and Plans

## Growing North Durham



**Ready Set Future: A PLACE Blueprint  
for Durham (2023 – 2027)**

**Growing Agri-Food Durham Plan**

**Connecting our Communities: A  
Broadband Strategy for Durham  
Region**

**Durham Tourism Action Plan**

**Invest Durham Marketing Action Plan**



# Growing Agri-Food Durham Plan



## Overarching themes



Attract, retain and expand agriculture and agri-food businesses



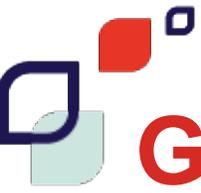
Promote outreach and agri-food education



Enable a supportive policy environment



Support an agriculture workforce



# Growing North Durham Plan

## Background



- Previous iteration of this north Durham-specific plan was known as the Vibrant North Durham Plan (2013 – 2018).
- **2019:** The Ainley group was retained to update the 2013 – 2018 VND plan.
- **2020:** COVID-19 pandemic, staff changes, updates needed to economic data to ensure an informed plan was being created.
- **2021:** Work commenced in-house on a regional economic development & tourism strategy and sub-plans including the VND update (using Ainley Group documents).
- **2022:** Consultations were held with key stakeholders, content was finalized, and Vibrant North Durham was rebranded to the Growing North Durham Economic Development Plan.
- **2023:** Seeking endorsement for Growing North Durham Economic Development Plan from each north Durham Council.



# Key Pillars

## People

### Goal Area: Support Entrepreneurship

- North Durham Building Business Forum

### Goal Area: Skills, Talent and Workforce Development

- Skills gap analysis and commuter study

### Goal Area: Foster the Innovation Economy

- Make connections with key businesses and showcase success stories



# Key Pillars

## Places

### Goal Area: Welcome New and Diverse Businesses

- Re-initiate Red Welcome Wagon Programs.

### Goal Area: Vibrant Downtowns

- Review and support the implementation of downtown revitalization action plans (e.g. Shop Brock).

### Goal Area: Showcase North Durham

- Promote north Durham's value proposition
- Highlight business success stories from north Durham





# Key Pillars

## Prosperity

### Goal Area: Investment Readiness

- Complete an Investment Readiness Self-Assessment
- Compile, maintain and share community and economic data

### Goal Area: Business Retention & Expansion

- Establish a standardized business visitation program across north Durham

### Goal Area: Employment Lands, Connectivity and Economic Infrastructure

- Work with South Lake Community Futures Development Corporation to increase their existing presence in Brock Township.

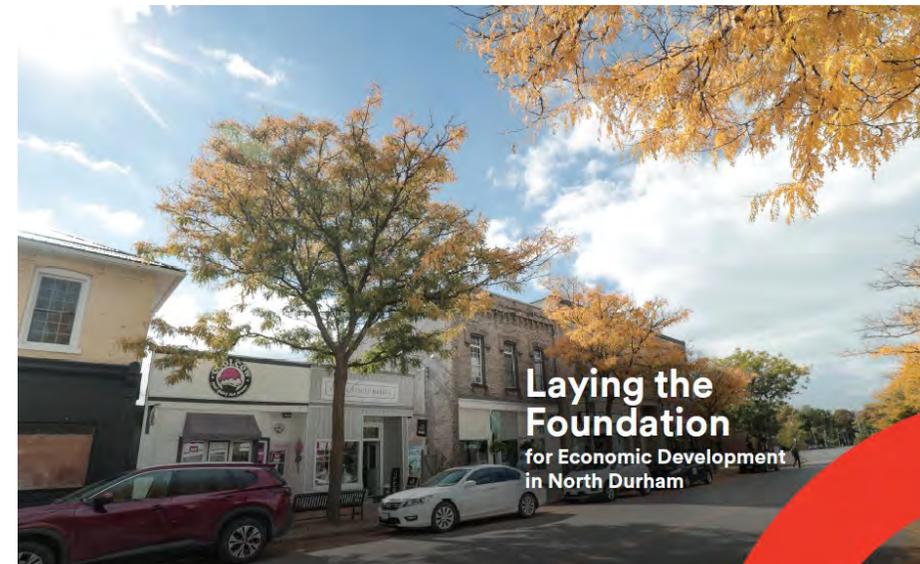




# Growing North Durham Plan

## Next Steps

- Presentations to Brock, Scugog, Uxbridge and Regional Councils.
- Work with key contacts and Economic Development Advisory Committee's to develop Township-specific Action Plans that align with the overarching pillars, goal areas and actions of the Growing North Durham Plan.
- Implement and monitor progress.





**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.