



Township of Scugog

Action Plan 2013-2018

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Explanation: *The Action Plan implements the four strategies of the Vibrant North Durham Economic Development Plan. The actions were developed from community engagement, economic analysis and a critique of existing documents and listed in order of priority based on consultation with stakeholders however several projects or actions may occur concurrently.*

The actions are assigned to a Lead agency responsible for implementation, with assistance from identified key partners. The Action Plan will be reviewed or monitored on an annual basis. Measureables are included to track progress of the Action Plan.



1 Be Open For Business

This is about retaining and growing existing businesses, facilitating local business expansion, encouraging local business start-ups and welcoming new businesses to the community.

Lead: Township of Scugog

Suggested partners: EDAC, Region, Chamber, BIA, Durham Federation of Agriculture

Actions:

1. Facilitate the creation of serviced shovel-ready available employment land in collaboration with the Region.
2. Provide excellent customer service to all residents and businesses and review customer service practices
3. Create a one-stop online resource of permits and licences from all levels of government to provide excellent customer service for business inquiries by investigating the feasibility of implementing the BizPaL program.
4. Continue to advocate for advances in infrastructure to support and strengthen local business (e.g. road improvements, water and sewer, hydro, natural gas, broadband, financing).
5. Continue to provide resources (financial and otherwise) to support the volunteers appointed to the EDAC Committee.

Lead: Economic Development Advisory Committee

Suggested partners: Township, Region, Chamber, BIA

Actions

6. Complete the 2013 Scugog Business Retention and Expansion (BR+E) program to identify issues inhibiting/ opportunities for business growth and address concerns and opportunities where possible, and establish a smaller scale ongoing BR+E program to engage with local business
7. Expand the Scugog Community Profile and Site Selector Information Packages to develop information materials for new and expanding businesses in Scugog and update annually
8. Host an annual Scugog Business Tour for politicians, Council, Staff and local economic development organizations to educate on local business issues and give business owners an opportunity to share their stories
9. Regularly share information with north Durham Economic Development Advisory Committees by participating in joint meetings with the Townships of Uxbridge and Brock to brainstorm opportunities, overcome challenges, continue education in economic development and learn about new tools, resources and opportunities to stimulate the local economy





Lead: Regional Municipality of Durham

Suggested partners: Township, EDAC, Chamber, Province real estate community

Actions:

10. Identify Scugog businesses and maintain a business directory through an annual *Durham Business Count*
11. Promote employment properties and attract new businesses to strengthen the local economy by working with the north Durham real estate community and understanding local development issues
12. Assist to facilitate the creation of shovel-ready available employment land through a collaboration with the Township
13. Conduct regular visits to existing businesses to discuss and identify issues of concern which can be reviewed by EDAC and Township Council.

Measurables

- Completion of the 2013 Scugog BR+E
- Annual business tour completed
- Number of update reports to Council
- Decision made on the implementation of BizPaL
- Number of Scugog Business surveyed in the Durham Business Count
- Number of Business visits conducted
- Number of new business inquiries
- Number of acres of shovel ready development land available
- Investment (\$) spent on infrastructure (public works)



2 Inspire & Support Entrepreneurship

This is a step beyond being open for business, is about facilitating new ideas and new opportunities.

Lead: Township of Scugog

Suggested partners: Region, Federal government, economic development advisory committee and business organizations (Chamber, BIA)

Actions:

1. Advocate for expanded boundaries to the South Lake Community Futures Development Corporation to include Scugog in the coverage area for community and business grants and loans.

Lead: Economic Development Advisory Committee -

Suggested partners: Township, Region, local economic development advisory committees and business organizations

Actions:

2. Celebrate local entrepreneurship by growing the north Durham Building Business Forum (a collaboration among the Economic Development Advisory Committees of the Townships of Brock, Scugog and Uxbridge) to promote entrepreneurship, ideas and resources for existing businesses and potential new ventures.

Lead: Regional Municipality of Durham

Suggested partners: Township, BEDAC, Region, economic development organizations (including; SPARK, SERA, BACD, Durham Workforce Authority, Port Perry High School)

Actions

3. Make rural Durham region known for entrepreneurship by establishing a rural business centre for inspiring entrepreneurs, growing innovation and developing business. The centre should leverage excellent resources of existing organizations and as a starting point, such as considering revisiting the business plan proposal created in 2011 by the Region, Township of Scugog and other partners that advocated for the centre to be established in Port Perry. .
4. Encourage future generations of skilled rural entrepreneurs through a rural entrepreneurship program to foster the development of high growth businesses across rural Durham leveraging the programs of SPARK and BACD.
5. Promote and expand existing business resources available in Scugog Township by working with various organizations that support business development, financing and employment



Measurables

- Number of update reports to Council
- Host North Durham Building Business Forum in 2014
- Number of business people attending the North Durham Building Business Forum
- Rural entrepreneurship program developed by 2015
- Number of business resources readily accessible in Scugog



3 Create a Vibrant Future for Young Adults

This is about the engagement and retention of our youth and young adults (under 40) and welcoming them back into the community when they are ready to return.

Lead: Township of Scugog

Suggested partners: Region, EDAC BACD, UOIT, Durham College, Workforce Authority, Port Perry High School

Actions:

1. Continue to support the development of youth through hiring Summer Students and Tourism Ambassador Program (TAP)
2. Engage high school students to know their local business community and opportunities for working and living in Scugog

Lead: Regional Municipality of Durham

Suggested partners: BACD, UOIT, Durham College, Township, BEDAC, Durham Workforce Authority, Port Perry High School

Actions:

3. Foster a generation of entrepreneurs across north Durham through programs such as the Ontario Summer Company by inspiring youth, mentoring and teaching business skills
4. Build the number of student coop placements in north Durham to promote new ideas, skill and technology and offer young adults knowledge of local employment opportunities

Measurables

- Number of update reports to Council
- Relationship developed with Port Perry High school
- At least 6 north Durham Summer Company, or equivalent, positions created
- At least 10 north Durham businesses offering co-op placements by 2015, 20 businesses by 2018



4 Build a stronger rural and small town identity

This is about building pride and great spaces in our local communities and sharing the stories of the people, business and places that make north Durham so desirable.

Lead: Township of Scugog

Suggested partners: EDAC, Region, Chamber, BIA, Heritage Committee

Actions:

1. Support vibrant downtowns in Port Perry and villages to support local ownership and independent business and celebrate the culture and history of Scugog
2. Complete the Port Perry Waterfront project and continue to develop the health and use of Lake Scugog as an integral part of the community's identity, health and economy
3. Advocate for interests of the Scugog business community and rural issues by developing strategic partnerships

Lead: Regional Municipality of Durham

Suggested partners: Township and community organizations

Actions:

4. Build database of local organizations and use cultural asset mapping to strengthen organizations, events and initiatives

Measurables

- Number of update reports to Council
- Heritage district signage adopted
- Port Perry Waterfront project completed
- Update cultural mapping

