

Vibrant

NORTH DURHAM
an economic development plan 2013-2018
ideas and actions

Appendix 1: June 14, 2012 Consultation

3D Network Consultation

June 14

Conversations

At the June 14 economic development stakeholder consultation, approximately 60 local business people joined in two conversations. The first, organized by business sector, the second, organized by community.

The conversations were led by Durham Region Economic Development Staff and were facilitated at each table by members of the 3D Network. The following details the conversations as written on the table.

Conversation 1:

Sectors: arts & culture, manufacturing, service, retail, leisure/recreation/tourism, government

Question: All businesses (except government):

Think of what you enjoy about your business, and the broader sector your business is in.

What are significant strengths and assets of your sector?

What can we build on (through an event, program, policy, or initiative etc.) that would make it a more vital sector to the north Durham economy?

Question: Government specific:

Think of what you enjoy about your corporation.

What are significant strengths and assets of your corporation?

What can we build on (through an event, program, policy, or initiative etc.) that would further facilitate economic development in north Durham?

Government

Assets:

Themes: People, community, culture, rural/built environment

- Adaptability
- Atmosphere
- Diversity
- Heritage
- People (2)
- People, team
- Personal attention and support (2)
- Talent of people to understand rural/small town living
- Team work (2)
- Work well together

Actions:

- Making things happen, find solutions (11 votes)
- Open 4 business (5 votes)
- Growing existing business (5 votes)
- Raising profile of area (4 votes)
- Taking care of weeds business (2 votes)

- Coordinating events (1vote)
- Keeping community in mind
- Strategic direction and publicised

Arts & Culture

Themes: space, people, community, events, location, natural heritage, organizations, celebrating local culture & beautifying

Assets:

- Ability to reach and connect with people and to inspire growth and change
- Affordable
- Affordable space
- Also I am in 2 networking groups Brock and SWNB and he help each other
- Arts
- Arts can bring the world to the community & viceversa
- AWESOME highschool
- Beautification
- Beautifies downtown and whole area
- Brock's big Bite
- Close proximity to larger market
- Cool factor... music art, theatre, film
- Creative expression
- Freedom to create without barriers
- Fun
- Gateway to other areas
- High profile- visible
- Innate curiosity in the arts that encourages sharing and communication
- Keep youth
- Lack of accommodations
- Lakes
- Lianne McGarry Owner of Dark Horse Gallery Sunderland writes a lot of articles to promote artists and writers.
- Multifunctional events
- Networking (learning)
- Networking is VITAL!
- On the way to other great areas
- Open space
- People creative energy
- Personal- tight knit
- Personal/smaller area= tight knit arts community
- Problems: no accommodation, registy of events, competitive?
- Reach out and make connections-specific business (eg. How my business can help your business)
- Schools
- Scugog Arts Council
- Strength is that we strive to collaborate with each other (combining arts)
- Strengths & assets of arts and culture:
- Student @ USS- student council, leadership committee etc,
- Studio tours- maple syrup
- Supportive and inclusive- local media, cooperative, networking is easier
- The arts community in north Durham is supportive and inclusive. We were

welcomed to join Uxbridge Arts Assoc.- Uxbridge Art in the Park + Brocks Big Bite when we moved back here a year ago. Local media have been enthusiastic about promoting my novel and my husband Walter's art. At 2 events I sold over 100 books. It's a great place to do business cooperatively.

- The diversity of people and business we work with
- UAA/ Cel. Of Arts
- WCDR is great for writers in D. R.
- Working freelance, flexible hours, it is what you make it, networking, knowing people, anyone to bring their own talent to a project, fundraiser or situation. Helpful promotionally

Action:

- Week long festival- all 3 communities- literary, visual, dance, music theatre (2 votes)
- Creative cultural center esp. for kids- writing art, theatre, etc. (2 votes)
- Building on- get youth to want to stay (1 vote)
- Create more engagement and interactive opportunities for the arts (1 vote)
- Promotion- website unified (1 vote)
- Studio tour 2012 "rock & north Durham"
- Take the community of out the box
- Creative socials need to continue in Durham maybe bigger venues, more frequent gatherings
- Cross boarder connections- sharing information and how help business with ideas
- Fund things for youth to do
- Initiative: wall mural projects: reverse negative stigma about graffiti (it can be ART)
- More communications between "biz networks" (and municipalities) to help grow bizs (1 vote)
- Need communication between communities
- Problems: no accommodation, registry of events, competitive?
- Access to bigger network and \$ to expand into other communities
- Art in the park event?
- Better communication and advertising of events

Tourism & Leisure:

Themes: events, diversity of industry, community, natural heritage, trails, rural environment

Asset:

- “savour Durham”
- Agricultural pursuits
- Agriculture (3) (1 vote)
- Artistic community
- Arts/culture
- Beaver river
- Beaver river update- x Canada trail. 17k, environmental
- Bike trails (2 votes)
- Business community
- Business opportunities
- Charity
- Country
- Countryside
- Cross section
- Family
- Family/community (2 votes)
- Farmland (5 votes)
- Farms, open, water, food, innovation
- Fields total ???
- Fishing
- Good community for raising children (2 votes)
- Grass roots
- Interactions
- Lake Scugog (3)
- Less traffic
- Local grocery store sales of local food
- Meeting people from around the world
- Multifaceted
- Open spaces
- Openness- community feeling
- Rural and lake
- Rural community
- Rural roots
- Touching all industries
- Trailer parks
- Trails
- Water
- Wildlife

Action:

- Cross promotion (3 votes)
- Encourage youth involvement- keep youth here (2 votes)

- Green tourism/ industry (2 votes)
- Green tourism (2) (1 vote)
- Cross promotion – ruralness (1 vote)- local food, local artists
- Bringing “newness” and diversity into the community (1 vote)
- Help to build the local economy
- Increase tourism
- Local grocery store sales of local food
- Green industry
- Cross marketing

Retail

Assets:

Themes: Demographics, knowledge, community, location

- Beginning to see change in demographic of visitors- new Canadians
- Helping new moms with product knowledge
- Love the people
- Teamwork in community networking (1 vote)
- Tourism- lifestyle store offer something unique “piense”??
- We are en route to “cottage country”

Action:

- Heritage (3 votes): scugog, renovate downtown- 1884 look and feel, expand main street, reinvest \$ back into building “build it and they will come” heritage destination
- Advertising required: to promote Durham Region (2 votes), need to advertise in other nationality’s magazines in their language, need to promote N Durham to S Durham (3 votes)
- Dare to be different: NB niche market business, promote unique architecture (1 vote), children’s store “boutique”/ unique can offer city experience (3 votes)
- Idea: bring people from south durham north and off the highways- let south durham know that the region extends up to the lake
- Make Uxbridge a destination
- Build on location, advertise our location in the Region

Service

Asset:

Themes: organizations, skills/knowledge/talent, events, trails, networking, diverse industry

- Appreciate what they learn
- B+B
- BIA
- Creative marketing skills
- Cross promoting groups in the community, cross promoting
- Cross promotion saves
- Dog sleds
- Experience
- Group purchasing
- Helping people make the right decisions
- Heritage trails
- Know what is happening in your community + surrounding area (by reading CAPS)
- Know your neighbour and what they do! Everyone benefits (1 vote)
- Like working with people
- Long lunch
- Maple syrup festivals
- Marketing
- Network
- Networking home based
- Niche expertise “collect network” lots of talent. North Durham good at this (7 votes)
- North Durham service excels
- Partnerships (that’s what we’re all about)
- Pow wow (know culture)
- Promotion
- Real estate
- Services also include NP + community organizations
- Silver Connection= helping find resources in comm. [challenges= awareness]
- Social media
- Strength of heritage (1 vote)
- Talent (lots)
- Team work
- Uxbridge trails
- Web design/internet (2 votes): bringing technology to businesses and getting a kick out of watching and helping they grow

Action:

- Local delivery (5 votes): online purchasing from businesses in the region, control online products and services
- Transportation being accessible for all who need (4 votes)
- Lobby for change in Provincial policy- greenbelt ,agriculture, transportation (3 votes)

- Home based businesses benefit from networking opportunities (3 votes)
- Publicity and marketing (3 votes)
- Teamwork, working together (3 votes)
- Accessibility: helping business owners make their buildings more accessible to members of the community who have a disability. Those individuals can shop at their stores- increase market share of the business (3 votes)
- How to get people to stop/go to North Durham (2 votes)
- Higher speed internet (2 votes)
- Brock, Scugog, Uxbridge- working together (1 vote)
- Promote awareness of heritage (1 vote)- niche culture in Prince Albert
- 400 series highway
- Accommodations
- Bring new people to our community
- Expanding sewer
- Help existing industries expand
- Highlight business- showcase
- More accommodations
- Moving people into our community (my home town)
- New business to relocate here
- Tours and organized trips need for restaurants
- Train from T.O. to Havelock

Manufacturing

Asset:

Themes: Location, labour, cost, innovation, technology

- Access to market (customers) (1 vote)
- Availability of labour
- Awareness
- Cheaper overhead
- Close to major cities/work (1 vote)
- Employees attracted to quality of life
- Getting the word out
- Good lifestyle (1 vote)
- Great opportunity for 2nd career employees
- Location
- Location doesn't limit ability to service customers
- Location to our customers and employees
- Lower costs- competitive
- Making new and better for the equipment industry
- Quality of life- attract high tech employers who are very loyal (1vote)
- Restrictions on growth/financial (1 vote)
- Technology does limit us to one location, we can work world wide

Action:

- Accessibility to funding
- Breaking into the local community, employees attracted to rural life
- Build awareness
- Build on awareness of business (1 vote)
- Build on: awareness, media
- Diversify your business
- Equalize our access to funding (2) fed/prov
- Promote these good things, success stories
- Talking to people about what you do
- Teleconferencing capability

Conversation 2:

Communities: Brock, Scugog and Uxbridge

Question:

Think of what you enjoy about your community as a resident and business owner.

What are significant strengths and assets of your community that make it a great place to live and work?

What can strength or asset can we build on (through an event, program, policy, or initiative etc.) that would make it a more vital community in north Durham?

Uxbridge

Assets:

Themes: People, location, community, business sectors, natural heritage, events, downtown, opportunity, quality of life, small town, talent, youth

- Filled with talented people
- Access to markets
- Arts
- Caring
- Close knit
- Country
- Diverse
- Diverse with things to do
- Downtown businesses
- Environment
- Family
- Farmland
- Friendly community (2)
- Great foundation for creative growth
- Great place to raise a family!
- Heritage (2)
- Home based businesses
- Increase ind/comm. Tax base to relieve pressure on res tax base (2 votes)
- Industrious people
- LLM
- Networking- teamwork
- niche expertise “collective workforce”
- Niche expertise, highly educated
- Niche expertise/ skills
- No traffic
- Not Toronto
- Outdoors (2)/rural environment
- Pool of labour unique

- Quality of life
- Quality of people
- Quiet
- Room for manufacturing
- Safe, care free
- Small enough to get action
- Small town charm
- Sports
- Strong history
- Talented people volunteering
- Trails
- Trails capital of CANADA
- Unique destination retail
- uniqueness (2)- niche shops
- Vibrant arts community
- Wonderful volunteers
- Youth focused- youth theatre, sports, awesome school
- Youth involvement community participation (2 votes)

Action:

- Be business friendly- work where you live! Open for business, talk the talk- walk the walk! (1 vote)
- Entertaining/ fun- make it known, attract others. Sell it as a culture/arts/farming based
- Continue to develop volunteer base (2 votes)
- Continue to develop the artisan community (1 vote)
- Build on what we have!!
 - Environment
 - Character
 - “Not Toronto”
 - Building codes, architecture, character
- We are open for business (3 votes)
 - Networking: collaboration between bizs,
 - home based business,
 - making things happen- solutions
- Celebrate our success, achievements + champions through effective + unique marketing + publicizing and through events
- Enhancement of our “community culture”, strength of people, historical aspects
- People- other biz owners, neighbours, families
- Small town atmosphere
- How to build on this?
 - Publicity of people + biz both inside and out (4 votes)
 - Communications so we know
 - Celebrations of achievements, success of all ages (3 votes)
- Making things happen- finding solutions
- Group buying and delivery

- What to build upon: more communication between business networks (BIA, Chamber), north Durham municipalities, their business to help grow, expand + develop
- Conversation #1 top 3: 1. communication between biz networks (BIS etc.), municipalities, and other bizs to help grow, expand etc.. 2. engagement + interactive apps to bring arts + community together to expand out box, do something new. 3. creative social, gatherings and cut app overall
- Cultural publications
- Dare to be different!
- Attract high tech business
- Work where we live- keep knowledge base (4 votes)
- Promotion (5 votes)- advertise in Toronto
- Made in Uxbridge campaign (link to promotion above with 5 votes)
- Take a hike trails app (4 votes)
- 50,000- leverage to come to town
- Marketing person hire
- Government- making things happen, break down barriers, open for business!
- Grow existing business
- Collective networking
- Online purchasing from outside Ux to within (1 vote)
- Need destination hokus pokus
- Uxbridge trails app
- Live and work
- Promotions
- Buying local
- advertising (south to north)
- advertising- out of durham to draw other people, other magazines, nationalities
- heritage- revitalize towns (?)
- online pooling with products + services in Durham
- home base networking

Scugog

Assets:

Themes: community, agriculture, organizations, heritage, art, downtown, youth, natural heritage, location, people, small town

- 'spirit of community' you can work here, pitch in, enjoy art, the water, people.
- "sense" of community (5 votes)- close people, strength, look out for each other
- A community that works together!
- A place to do business (2)
- Agriculture (2) (2 votes)
- agriculture- culture
- All church groups get along
- All heritage + arts (4 votes)
- Always something to do (1 vote)- park
- Art
- Church (3) (2 votes)- work together, cross religion , community, events
- Commitment to community
- Community
- community spirit (3)
- Cooperative
- Countryside
- Cross promotion
- Culture (2)
- Customer service
- Downtown
- Easy to connect
- educated workforce
- Fair
- Family (2) (1vote)
- Focus on our youth
- Food (1 vote)
- Friendly (2) people
- Generous
- Get to know your neighbour (2) (keep business in town)
- Great outreach
- Great place to do business
- Great place to live
- Health
- Helping hands
- Heritage (4)
- Heritage + arts (3)
- heritage community- never stops, spin off to business, strength, youth, community building
- hidden talent (niche market)
- Hidden talent niche expertise
- High level of commitment to the community by the community
- Huge level of commitment

- Inclusive community atmosphere
- Info- event sharing
- Interactive
- Island first nation & casino
- It's a 'real' sunset
- Know your neighbour and what they do
- Lake Scugog (3) (1 vote)
- Landscape
- Live at the speed you want (2)
- Location does not limit access to customers- thru technology + highways
- Location for service- close to city
- Love it!
- Making things happen
- No traffic jams
- Old and new together
- Open minded
- Outreach
- Peace and quiet
- People + spaces
- Quality of life (2)- attracts employees
- recreation- lake heritage
- Scenic
- Sense of place (2)
- Service groups working together within each area and surrounding
- Small town atmosphere (2) (2 votes)
- Small town feel
- Strengths- people that work together, community spirit, heritage, common goals
- Strong arts community
- Teamwork
- teamwork (2)
- The lake and recreation (1 vote)
- Uniqueness- small town atmosphere
- Value differently
- Vision of an inclusive community (3 votes) (welcoming diversity)
- Waterfront (3) (1 vote), lake and attractions
- Welcoming
- Welcoming (3)
- Well interconnected
- Well managed (3) (4 votes)
- Why do I live in Port Perry? Because I can.
- why live anywhere else??
- Yeah!

Action:

- building on a strong community that is welcoming and open to diversity

- service- accessibility,
- culture, lobby for change in prov policy for rural matters
- transportation
- connectivity (ie. High speed)
- manufacturing- accessibility, quality of life, build on awareness
- Service
 - Accessibility
 - Lobby for change in Provincial policy for rural matters
 - Transportation
 - Connectivity- high speed internet
- Tourism & rec
 - Agriculture
 - Cross promo opportunities
 - Youth + community (family) sustainability (1 vote)
- Government
 - Making things happen and finding solutions
 - Being open for business
 - Growing existing business
- Build on awareness of business
- Transportation
- Connectivity (high speed internet)
- Lobby provincial for more friendly and supportive rural policies
- Build our: waterfront, heritage, sense of place
- Connecting sectors + the community through engagement (6 votes)
- Clean up the lake and waterfront (1 vote)
- Build awareness- thru media/ events
- Advertising
- Arts
 - Engagement + interactive opportunities to bring the arts + the community together. Out of the box.
 - More/expand creative social/ studio tour/ art in park for Brock
 - More communications between the big networks/ orgs BIA/Chamber)
- Engagement/making things happen
- Connect sectors to community thro interactive engagement to make things happen

Brock

Assets:

Themes: agriculture, location, affordable, quality of life, creative, small town, natural heritage, events, people organizations, volunteers

- Able to go to farm- fresh local food
- access to market
- Affordable real estate (2)
- Amazing # of creative people
- Approachable
- Arenas (1 vote)
- arts, communication
- Assets- historic site
- awareness of where is Brock
- benefits of thinking creatively
- Best of both worlds (2), can be in the city in 1 1/2 h
- Brock App- zine- Snap Brock
- Brock retains- culture, charm, history
- Close proximity to larger centre (2)
- Community forum for community info sharing
- Creative artists of all genres (2 votes)
- Creative support and encouragement
- entrepreneurial minds
- Facilities
- family, country, all the amenities that you need
- Family/friends intergenerational
- Farmland (3)/ agriculture pursuits
- Festivals (4)
- Fresh air, lots of land
- Fresh food
- Friendliness (2)
- Friendly (2)
- Friendly atmosphere (2)
- Geographic attraction
- geography
- Good day trip
- Good headers
- Good networking for business
- Great golf courses (2)
- helpful + supportive
- Heritage sites eg. jail
- Hidden arts community & creative persona that is emerging
- hidden talent (2)- niche expertise
- High taxes
- Historic sites (2)
- History

- human resources
- I enjoy the information sharing + can always count on my friends to let me know where to go locally to get what I need
- Identify with community
- In the community
- including social service clubs
- Knowing people on a personal level
- Lake is jewel
- Lake Simcoe (2)(1 vote)
- Lake Simcoe + farms (2 votes)
- Lake Simcoe- Beaver River
- Lake/ sunsets
- Leaders
- Lots of community spirit
- Lots of niche expertise eg. Builder of displays
- Music festival
- natural features on what we have- promote + capitalize, heritage: natural, historical, artistic
- Nature (3)
- Networking (3) cross promotion, productively
- Nice drive to the arena
- Niche expertise (2) (lots of talent) home based business, networks connect
- Non- profits (2)
- opportunity to marketing- to the world, creatively, networking within and outside community
- Over 40 non profits in Brock
- People (4) (1 vote), personable
- Personal touch
- Plants
- Quality of life (2)- festivals, friendships, atmosphere
- Reconstruction of old buildings
- Rich history
- rural community
- Safe friendly community
- Self employment (2) in your community (1 vote)
- small (4 votes)- old, unique, artistic, quality & conc.
- Small friendly town, great networking (1 vote)
- Small town feel
- Smallness, size, is great for networking, caring, sharing
- smiles
- SMSF (1 vote)
- Some people
- Special events
- Still considered rural
- strong factor
- Sunset

- teamwork (2)- working together
- The birds, nature
- The friendly people and they shop + buy from my studio
- The people I work with, the clients I meet
- the volunteer corps strong
- They tell 2 friends works
- tourism/ geography
- Trade for services
- Undiscovered treasure
- Venues
- Visitors are happy
- Volunteer leaders (2)
- Volunteers (3)
- Walkable (3) (2 votes)
- Water Campbell and other local artists/ creativity (2 votes)
- we are close to the city. We have something to offer.
- Welcoming
- Wildlife

Actions:

- Marketing + advertising
- Young families- need young adults to be encouraged to stay (1 vote)
- Maintain rural feeling (3 votes)
- Need to preserve history and build on
- Work opportunities (1 vote)
- Beaver river trails, birds water, kayak rentals
- Youth involvement in community sustainability
- Creative centre for youth
- Cross promotion
- website to list all events + promote events
- creative centre
- wk long festival, bus running
- promotion- web, unify all
- human resources
- Whole township, promote each other (9 votes)
- Brock App- zine- Snap Brock
- cross promotion
- youth in community + sustainability
- sense of youth + community sustainability
- transportation
- publicity + marketing
- lobby + change provincial. Policy ag com
- connectivity internet
- Brock- not 3 towns
- Unique experience
- Diff cultures
- High level customer service

- Build networking opportunities
- Creative marketing
- Mentorship program
- Creative marketing + entrepreneurialism
- Need
 - Connectivity
 - Transportation
 - Publicity
- Service
 - Hidden talent in comm.
 - Teamwork + networking relationships/partnerships
- Manufacturing
 - Access to markets
- Quality of life
- Build on awareness of our businesses
- Create online Durham mkg site online.durham.com
- Partnership, creative support mentorships
- Opportunity for cross promotion by networking
 - Could grow further, creative marketing + entrepreneurs
- Telling the rural stories
- Build on network opportunities
- networking for all bus- including home base
- quality of life
- overcome transportation challenge- no access to taxi, bus etc.
- Service sector: connectivity, transportation, publicity
- Online purchasing for region
- increase awareness of Brock location- where are we?

Summary by table:

At the end of the conversations, one person from each table (organized by community) shared one key conversation topic.

BROCK:

- promote/capitalize on natural features, arts/ heritage- things people aren't necessarily aware of
- human resources- volunteer service clubs, tourism/ geography = strong factors
- need to promote Brock as a whole township/ cohesive. Waterfront/ tourism promo. Small town feel/quaint/ unique

SCUGOG:

- connect sector + community through interactive ... to make things happen
- building on a strong community, open/ welcome to diversity

UXBRIDGE:

- build on existing assets, encourage work where you live
- celebrate success through effective PR + marketing

Major Themes:

Below are the major themes derived from the above conversations:

	Assets	Assets to build on/ opportunities
Government	People, community, culture, rural/built environment	Business investment Business development Marketing Celebrate culture
Arts & Culture	space, people, community, events, location, natural heritage, organizations, celebrating local culture & beautifying	Events Youth Marketing Business development Connecting/ engaging Celebrate culture
Tourism & leisure	events, diversity of industry, community, natural heritage, trails, rural environment	Youth Tourism development Business development Business investment Growth Marketing
Retail	Demographics, knowledge, community, location	Marketing Downtown Attraction Create destination
Service	organizations, skills/knowledge/talent, events, trails, networking, diverse industry	Business development Business development Celebrate culture Infrastructure Policy Marketing
Manufacturing	Location, labour, cost, innovation, technology	Business development Marketing Policy Infrastructure
Uxbridge	People, location, community, business sectors, natural heritage, events, downtown, opportunity, quality of life, small town, talent, youth	Celebrate Uxbridge Communications Preserve culture Preserve built environment Business development Business investment Labour force/ residents Networking
Scugog	community, agriculture, organizations, heritage, art, downtown, youth, natural heritage, location, people, small town	Infrastructure Policy Engage/celebrate Grow business

		Cultivate culture
Brock	agriculture, location, affordable, quality of life, creative, small town, natural heritage, events, people organizations, volunteers	Youth Marketing Culture/identity Labour Infrastructure Marketing Tourism mentorship