




Dutton Dunwich Economic Development Plan: Implementation Plan

	Goal 1: Investment Readiness
	Objective: To provide the resources and tools needed to attract and retain investment.


Action	Partners	Time Frame	Budget \$ *	Priority
1. Establish an annual workplan and budget for community economic development initiatives with roles for Elgin County, Dutton Dunwich staff, Economic Development Committee members and community volunteers.	Ec Dev committee , Council, Elgin County Ec Dev., Dutton Dunwich staff	Immediate	N/A	Critical
2. Compile a directory of local businesses.	Ec Dev committee , Elgin County Ec Dev., Dutton Dunwich staff	Short term & ongoing	N/A	High
3. Prepare an inventory of available buildings and land.	Ec. Dev committee , Council, Elgin County Ec Dev., Dutton Dunwich staff	Short term & ongoing	N/A	High
4. Compile and promote economic development data targeting local businesses, prospective investors, economic development stakeholders and influencers.	Ec. Dev. Committee , Elgin County, Dutton Dunwich staff	Medium term	N/A	High
5. Expand and regularly update the economic development content on the Dutton Dunwich website, link to County website.	Ec. Dev. Committee, Dutton Dunwich staff Elgin County Ec. Dev.	Short term	N/A	High
6. Make the case for investment in Retail; Finance, insurance and real estate; Professional services; Health care and; Accommodation.	Ec. Dev. Committee, Dutton Dunwich staff Elgin County Ec. Dev	Long term	TBD	Medium



7. Leverage and participate in County economic development initiatives.	Ec. Dev. Committee, Dutton Dunwich staff & Council, Elgin County Ec. Dev	Ongoing	N/A	High
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Related Performance Measures:

- Workplan reviewed and approved by Council
- Directory of local businesses on DD website, updates to directory (quarterly), # of visits, # of referrals to business websites
- Inventory of land/buildings created, # of visits, # of referrals
- Ec. Dev data compiled and on website, Ec. Dev data updates, # of visits
- Value propositions by sector created; info on websites, shared with County Council
- # of County ec dev programs DD has participated in, # of businesses involved in County programs, \$s leveraged in County programs

	Goal 2: Population Growth
	Objective: To increase the market for local businesses and support local workforce demands.


Action	Partners	Time Frame	Budget \$ *	Priority
1. Make the case for living in Dutton Dunwich	Ec. Dev. Committee, Dutton Dunwich staff Elgin County Ec. Dev	Medium	N/A	Medium
2. Promote Dutton Dunwich for new residents on the Municipal website with links to local real estate professionals and developers.	Ec. Dev. Committee, Dutton Dunwich staff	Medium	N/A	Medium



	Elgin County Ec. Dev			
3. Develop a welcome program for new residents.	Ec. Dev. Committee, Community Volunteers , local businesses, Dutton Dunwich staff	Medium	N/A	Medium
4. Establish a Facebook page for new and existing residents focused on municipal programs and community events. Share local events and municipal programs on community and municipal Facebook pages	Ec. Dev. Committee, Community Volunteers , local businesses, Dutton Dunwich staff	Short term	N/A	Medium
5. Explore options to expand existing residential options to accommodate a range of lifestyles and budgets.	Dutton Dunwich staff, Council, Elgin County staff	Medium term	N/A	High

Related Performance Measures:

- Value proposition for living in DD established, shared on website, # of visits, # of referrals
- Volunteer committee established, welcome package created, updated, # of packages shared
- # of Facebook page updates, shares, downloads, engagement, etc.
- Residential development options expanded

	Goal 3: Strong Local Businesses
	Objective: To create an environment where local businesses prosper.

Action	Partners	Time Frame	Budget \$ *	Priority
1. Create and post an online directory of local businesses. (Goal 1, Action 2)	Ec Dev committee , Elgin County Ec Dev., Dutton Dunwich staff	Short term & ongoing	N/A	High




2. Host business networking events and workshops in the community.	Ec Dev committee, Elgin County Ec Dev., Dutton Dunwich staff	Medium term	\$300	Medium
3. Provide regular updates on small business supports, incentives and funding programs including programs such as Elgincentives, Digital Main Street and other economic recovery programs.	Elgin County Ec Dev, Ec dev committee, Dutton Dunwich staff, SBEC	Medium term	N/A	Medium
4. Survey local businesses and provide regular updates on evolving business needs.	Elgin County Ec Dev, Ec dev committee, Dutton Dunwich staff	Long term	N/A	High
5. Establish a shop local program.	Ec dev committee, West Elgin ec dev committee, Elgin County Ec. Dev	Medium to long term	\$1000	High
6. Support coordinated promotional programs.	Ec dev committee, West Elgin ec dev committee, Elgin County Ec. Dev	Medium term and Ongoing	TBD	Medium
7. Profile local business success stories.	Elgin County Ec. Dev., Ec dev committee, Dutton Dunwich staff	Short term and Ongoing	N/A	High
8. Support the expansion of reliable and affordable internet in the rural areas.	Dutton Dunwich Council, Ec. Dev Committee	Ongoing	N/A	High
9. Review existing bylaws and policies to support home-based businesses.	Dutton Dunwich staff & Council, Elgin County Planning Department	Medium to long term	N/A	High
10. Host a regular community economic development forum to update businesses and residents on economic development	Elgin County Ec. Dev., Ec. Dev Committee, Dutton	Medium to long term	\$400	Medium



efforts, learn about new programs and opportunities and get involved in community economic development efforts.	Dunwich staff and Council			
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Related Performance Measures:

- Directory of local businesses on DD website, updates to directory (quarterly), # of visits, # of referrals to business websites
- # of networking events, # of participants,
- # of DD businesses accessing small business supports, \$s leveraged by DD businesses
- Survey completed, results shared with DD Council, actions developed as a result of survey findings
- Shop local program/ coordinated promotional programs continue, # of shop local/ coordinated promotional I programs, business feedback on shop local results
- Business success stories shared on DD website & social media, # of businesses profiled, # of visits
- Internet coverage (%) of residents, businesses, speed, reliability, incorporated into DD value propositions
- By-laws revised and new bylaws established, # of home-based businesses in DD
- Economic development forum held, # of participants, # of economic development stakeholders and programs profiled
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	Goal 4: Thriving Downtown
	Objective: To increase economic activity and investments in the downtown.

Action	Partners	Time Frame	Budget \$ *	Priority
1. Establish a downtown improvement team to identify and address downtown improvements, host clean up days and develop a street furniture, plantings and lighting wish list.	Ec. Dev committee, community volunteers, business owners, Service clubs, Dutton Dunwich staff	Short-term	\$200	High



2. Engage and inform downtown property owners of business development, Community Improvement Plan, accessibility requirements, and window wrap and display programs.	Ec. Dev committee, Dutton Dunwich staff, Elgin County ec. Dev.	Short term and ongoing	N/A	High
3. Expand and participate in the County's signage strategy to direct travelers from Highway 401 and Highway 3 throughout Dutton Dunwich.	Ec. Dev. Committee, Elgin County Ec. Dev. , Dutton Dunwich staff	Long-term	N/A	Medium
4. Expand combined marketing activities.	Ec. Dev committee, local business community , Elgin County Ec.Dev.	Medium term	TBD	High
5. Encourage retailers to maintain common business hours.	Ec. Dev committee, local business community	Medium term	N/A	Medium
6. Review bylaws and incentives to support outdoor patios.	Dutton Dunwich staff & Council, Elgin County Planning Department	Medium to long term	N/A	High

Related Performance Measures:

- Downtown improvement team established, # of team members, # of clean up days, # of projects
- Business outreach activity, # of businesses accessing programs
- Signage strategy shared with local businesses, # of business participating
- # of combined marketing programs, # of participating businesses
- % of business participating with similar business hours
- # of outdoor patios

Time Frame

Immediate	Now
Short Term	Within 1 year
Medium	Between 1-3 years
Long-term	Between 3 to 5 years