

WEST ELGIN EDC
**SUB-
COMMITTEE
PROPOSAL**

2024/2025



Overview

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Purpose

- WE Official Plan
- Committee Overview

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Subcommittees

- Types of Subcommittees
- Organizational charts

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Goals & KPI's

- KPI's & SMART Goals
- KPI Examples



WHY ECONOMIC DEVELOPMENT MATTERS.

IMPACT # 1

Strengthening the local economy supports businesses, residents, and quality of life.

IMPACT # 2

Aligns & supports the goals of the 2023 WE Official Plan: “*growth, sustainability, and community improvement.*”



PROPOSED SUBCOMMITTEES

AGRICULTURE & AGRI- BUSINESS

Promote value-added agriculture, agri-tourism, and innovation to support local farmers and businesses.

MARKETING & COMMUNICATION

Create a strong West Elgin brand to promote the community to businesses, residents, and visitors.

TOURISM & RECREATION

Enhance West Elgin's tourism potential through natural and cultural heritage promotion and new tourism initiatives.

INFASTRUCTURE & INVESTMENT**

Support Municipal efforts to attract investment to employment lands.

BUISNESS RETENTION & EXPANSION

Support existing businesses with resources, networking, and streamlined municipal processes.

WORKFORCE DEVELOPMENT**

Align workforce skills with business needs through training, partnerships, and youth engagement.



**** Future opportunity to be developed as a long term goal.**

ORGANIZATIONAL STRUCTURE (EDC)

CHAIRMAN & VICE CHAIRMAN OF EDC

Lead meetings represents the committee in public engagements, and ensures alignment with municipal goals.



SECRETARY/TREASURER

Manages meeting minutes, correspondence, and budget tracking.



GENERAL MEMBERS & SUBCOMMITTEES

Represent various sectors (e.g., agriculture, business, tourism) and provide input.



ORGANIZATIONAL STRUCTURE - SUB-COMMITTEE

CHAIRPERSON

Oversees subcommittee activities and serves as the primary liaison with the EDC.



VICE-CHAIRPERSON

Supports the Chairperson and ensures progress on subcommittee goals.



MEMBERS

Volunteer or appointed members with expertise or interest in the specific focus area.



ADOPTION OF **S.M.A.R.T** GOALS AND **K.P.I.'s.**

S.M.A.R.T.

Specific, Measurable, Achievable, Relevant,
Time-Bound.

K.P.I.

Key Performance Indicators



BR+E SUB- COMMITTEE

S.M.A.R.T GOAL

Conduct **20** business interviews by March 2025 to identify and address **5** common challenges impacting local businesses.

ANNUAL KPI

- Percentage of surveyed businesses reporting improved satisfaction with municipal support.
- Number of businesses retained or expanded year-over-year.
- Attendance at business networking events or workshops.



MARKETING & COMMS SUB- COMMITTEE

S.M.A.R.T GOAL

Launch a monthly social media spotlight campaign for local businesses by **March 2025**.

ANNUAL KPI

- Increase in website traffic and social media followers.
- Number of community or business stories shared per month.
- Engagement metrics for marketing campaigns (clicks, shares, etc.).



TOURISM & REC SUB- COMMITTEE

S.M.A.R.T GOAL

Develop and launch a "Discover West Elgin" tourism campaign by **June 2025**, reaching at least 1,000 engagements on social media.

ANNUAL KPI

- Increase in annual visitor numbers (e.g., at events, parks, and attractions).
- Social media engagement metrics (likes, shares, comments on tourism posts).
- Number of new tourism initiatives launched per year.



presented by:



WEST ELGIN
ECONOMIC DEVELOPMENT