



Staff Report

Report To: Council Meeting
From: Robin Greenall, Chief Administrative Officer
Date: 2025-04-10
Subject: West Elgin Economic Development Committee – 2025 Action Plan

Recommendation:

That West Elgin Council hereby receives the report from Economic Development Committee via Robin Greenall, CAO

And that West Elgin Council approves, in principle, the Economic Development Committee 2025 Action Plan.

And that West Elgin Council considers financial commitments to support the plan as part of their 2025 budget deliberations.

Purpose:

The purpose of this report is to inform Council of the West Elgin Economic Development Committee's proposed action plan for 2025 and seek Council's approval and financial support.

Background:

The West Elgin Economic Development Committee met on Monday March 31, 2025, to develop an action plan of activities that the committee would undertake this year. The committee reviewed Council's 2023 – 2027 Strategic Plan as a guiding document, focusing on the following priorities and objectives:

- **PRIORITY: ECONOMIC DEVELOPMENT**
To improve West Elgin's infrastructure to support long-term growth.
To provide recreation and leisure activities to attract and retain residents.
To ensure a strong economy that supports growth and maintains a lower cost of living

OBJECTIVES

- 31. Attract more small businesses, retail and industry to West Elgin
- 3.3 Enhance the view of West Elgin as a tourism destination

- **PRIORITY: COMMUNITY ENGAGEMENT**
To enhance communication with residents

OBJECTIVES

4.2 Expand the use through all communications channels

Based on the above priorities and objectives the Committee proposes the following:

West Elgin Economic Development Committee 2025 Action Plan

1. West Elgin Branding Strategy

A municipal brand is more than an image, logo or a tagline. A brand communicates what makes a municipality unique and appealing through a combination of visuals and words. A strong brand can help boost economic development, tourism and a shared sense of community. When appropriately launched, a branding strategy can revive a municipality by attracting people to visit, live, work, and ultimately build pride for those who live there. The Economic Development Committee proposes to undertake the development of a Branding Strategy to support economic growth

2. Policy considerations

The Economic Development Committee would like to research the development of policies and/or programs that may support the economic growth in the commercial sectors of Rodney and West Lorne. Policies and programs to be researched and considered:

- Vacant Commercial Property Tax
- Mixed use Policy in Commercial Zones
- Entrepreneurship programs

The Economic Development Committee would like to research the development of policies and programs that may support residential and industrial growth. Policies proposed to be researched and considered:

- Rural residential development
- Development Fee payment structures

Financial Implications :

Financial resources required to support the Economic Development Committee's action plan is estimated at \$50,000 for the development of a Branding strategy and \$5,000 for community engagement activities associated with policy and programming development. The Economic Development Committee request the West Elgin Council to consider the financial commitment as part of the 2025 Budget deliberations.

Policies / Legislation:

None

Alignment with Strategic Priorities:

Infrastructure Improvement	Recreation	Economic Development	Community Engagement
<input checked="" type="checkbox"/> To improve West Elgin's infrastructure to support long-term growth.	<input type="checkbox"/> To provide recreation and leisure activities to attract and retain residents.	<input checked="" type="checkbox"/> To ensure a strong economy that supports growth and maintains a lower cost of living.	<input checked="" type="checkbox"/> To enhance communication with residents.

Respectfully submitted by,

Robin Greenall, CAO