



TOWN OF MINTO

MEETING DATE:

July 9, 2024

REPORT TO:

Mayor and Council

SERVICE AREA:

Economic Development

SUBJECT:

EC DEV 2024-012 – Town of Minto Economic & Community Development Master Plan

RECOMMENDATIONS:

THAT Council of the Town of Minto receives report EC DEV 2024-012 regarding the Town of Minto Economic & Community Development Master Plan, prepared by the Director, Economic and Community Development for information purposes;

AND FURTHER THAT the Council of the Town of Minto officially endorses and adopts the Economic & Community Development Master Plan as presented.

BACKGROUND

In the summer of 2023, the Town of Minto issued a Request for Proposal (RFP) for the procurement of a consulting firm for the development of a Corporate Strategic Plan, a Parks and Recreation Master Plan, an Economic and Community Development Master Plan, and a Cultural Master Plan.

The Town of Minto decided on an integrated, multi-faceted approach to a series of plans to guide the Council and staff in addressing community-driven strategic priorities in several key service delivery areas. McQueen Galloway Associates (MGA) was awarded the RFP to complete the four (4) plans and Bill Elliot from Sequence was sub-contracted to work with Economic & Community Development Staff to complete the Economic & Community Development Master Plan.

COMMENTS:

Work on the Economic & Community Development Master Plan began in January 2024 and involved reviewing quantitative data through the discovery phase and numerous one-on-one consultations and focus group meetings with key businesses and organizations, through the engagement phase of the project.

Key sectors that were identified through the process and include:

- Manufacturing
- Agriculture
- Health Care
- Small Business & Entrepreneurship
- Real Estate, Development & Construction

A review of the department structure was also completed as part of the process with some key findings identified within the report.

The five (5) key pillars of the plan with corresponding actions include:

- Business Retention Expansion & Investment Attraction (BREI)
- Small Business / Entrepreneurship / Innovation
- Newcomers
- Marketing and Communications
- Real Estate

The 'Town of Minto Economic & Community Development Master Plan' attached, outlines in detail the process used to arrive at the final document.

FINANCIAL CONSIDERATION:

The new Economic & Community Development Master Plan will be an integral part of the annual budget process in guiding recommendations on the resources required to achieve the Department and Town's goals, priorities, and actions.

STRATEGIC PLAN

Goal 3: Strong Vibrant Economy

Progressively support our local businesses while leveraging Minto's competitive advantages to attract new economic investment.

3.1 i. Approve Economic and Community Development Master Plan, which will set out clear and attainable actions.

PREPARED BY: Belinda Wick-Graham, Director, Economic & Community Development

RECOMMENDED BY: Gregg Furtney, Chief Administrative Officer