## DRAFT Economic Development Action Plan 2013-2016

Short range								
Mid-range								
Long range								
On-going								
Community Animation								
	Provide leadership	to local event organisers for event development, grant opportunities, volunteer training and marketing						
	Develop relationsl	elationship with Eastern Ontario Events Centre						
Heritage Streetscape and Beautification								
	Continue to fund l	nd banners and flowers.						
	Promote awarene	wareness of Façade Improvement funding - Valley Heartland and possible municipal funding						
Marketing and Communications								
	Brand	Integrate brand on all marketing and communication pieces including those shown by partner organizat						
	Signage	Update/maintain gateway signage and Tourism Ontario Directional Signage (TODS)						
		Provide directional signage for Friends of the Rideau Information Centre						
	Rideau Heritage F	Route Tourism Association (RHRTA)						
		Continue annual grant and consider new marketing opportunities to leverage the investement						
		Provide RHRTA annual plan to Council for participation consideration						
	Trade Mission/Fo							
		Continue to integrate opportunities for enhanced exposure using UNESCO and existing foreign connecti						
	Website/ Social N	Media						
		Update wesite to include expanded economic development and visitor section						
		Integrate with Chamber of Commerce, RHRTA, United Counties to increase exposure						
		Invest in County Business Directory initiative to increase business/retail exposure to a larger market						
		Expand social media presence						
Inovative Partnerships and Collaboration								
	Maintain existing	partnerships and explore new opportunties ie Fulford Prepatory College						
Tourism								
	Marketing							
		Ensure linkages - local and regional - are made to co-ordinate and maximize marketing opportunities						
	Visitor Service							
		Research and assess other municipalities - assess hours and season						

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	Product Development							
		Utilize existing resources for culinary tourism strategy - Mrs. McGarrigles - strong anchor  Develop strategy re: artisans/artists - demonstration and learning opportunities  Consider opportunities in the upcoming "Living and Visiting the Rideau UNESCO World Heritage Site Projection."						
Business Retention, Expansion and Attraction								
	Complete business GAP	analysis and le	eakage					
	Create vacant commerci	reate vacant commercial building inventory to determine vacancy rate in core						
	Initiate buisness visitation to identify business issues and opportunities							
	Entrepreneurship Attrac	ction						
	Work with Leeds Grenville ED Office on attracting from Ottawa marketplace  Review Zoning By-Law Home Occupation to ensure consistency with attraction efforts							
								forts
	Agriculture to Commerc	cialization						
	Inventory local food producers, products, quantities and on-farm markets							
	Facilitate research into opportunities for product commercialization resulting in investment at							vestment attraction
	Residential Attraction							
	Continue to encourage residential expansion - subdivision and in-fill							
Leverage Funding New Opportunities								
	Continue to work with the	he VHCFDC on	projects that	impact job	reation and	economic grov	vth	