

2023-2027

# Township of Oro-Medonte Economic Development Strategy



## Vision

The Township of Oro-Medonte will use a balanced approach to economic development, focused on growing and attracting business, tourism development, and residential growth while being responsive to the needs of the community.

## Strategic Goal 1 Infrastructure

Champion improved access to key infrastructure such as internet and natural gas.

### Objectives

- Explore mechanisms and best practices of how to facilitate third party infrastructure development, where required and a business case exists.
- Advocate to other levels of government and the private sector for enhanced provision of required infrastructure from 10-year vision.

## Strategic Goal 2 Tourism Development

Develop and promote Oro-Medonte as a premier four-season tourism destination.

### Objectives

- Build the case for tourism growth and management in Oro-Medonte.
- Increase knowledge and understanding about tourism in Oro-Medonte.
- Support and positively influence the development of new and existing four-season tourism products in the Township.
- Maintain and enhance tourism/recreational infrastructure in the Township to ensure long-term sustainability of assets.
- Support the development and enhancement of communications to visitors in Oro-Medonte.

## Strategic Goal 3 Supportive Business Environment

Provide a supportive environment for business owners to start, maintain, and grow a business.

### Objectives

- Provide Township-based businesses with support and connections to regional resources to start, maintain, and grow their business.
- Work with partners to alleviate workforce shortages now and into the future.
- Support the long-term sustainability of the agricultural sector.

## Strategic Goal 4 Address Barriers to Sustainable Development

Address existing barriers to responsible and sustainable residential, commercial, and industrial development, while maintaining Oro-Medonte's rural character.

### Objectives

- Engage with other levels of government to advocate for policies and support that will enable and encourage private investment.
- Facilitate the development of industrial, private recreation and commercial zoned lands and buildings.
- Enhance the Township's readiness to attract and retain new investment.
- Become a resource hub to guide businesses through Township processes.
- As per the Employment Land Strategy, undertake a program that supports increased intensification in underutilized employment lands.

