

TOWN OF
ERIN Town of Erin
Corporate Report

Department: Chief Administrative Officer

Business Unit: Economic Development

Presented/

Prepared By: Marina Mato, Economic Development Officer

Report Number:
ED2025-02

Meeting Date:
4/24/2025

Subject

Economic Development Strategic Plan

Recommendation

That Council hereby approves the 2025 and Beyond Town of Erin Economic Development Strategic Plan as presented in Appendix A of this report;

And that Council directs staff to develop an implementation framework for the objectives contained within the plan.

Background

At the meeting of February 27, 2025, Council deferred consideration of the Economic Development Strategic Plan to coincide with the presentation of the Town's Corporate Strategic Plan.

The Town of Erin is poised for significant economic growth, necessitating a strategic framework to guide development. The Economic Development Strategic Plan builds on previous efforts and incorporates extensive community and stakeholder engagement, which played a crucial role in shaping this strategy. Two strategic planning sessions were held with key stakeholders, including Council, Senior Staff, the Erin Economic Development Committee and members of the business community, to define priorities. Additionally, feedback was gathered from the public through our engagement platform, Erin Engaged, ensuring that community perspectives were considered in the final plan.

The final plan identifies four key priorities (Investment Attraction, Infrastructure Improvements, Business Retention and Expansion (BR+E), and creating a Vibrant Community) and highlights six key focus sectors, including Agriculture/Agri-food/Equine, Tourism, Retail Trade, Entrepreneurship, Construction, and Manufacturing. The plan outlines specific actions, performance measures, and partnerships necessary for successful implementation.

Discussion

The plan identifies opportunities and actions to drive economic growth in four key priority areas:

- Investment Attraction: developing a land inventory, fostering partnerships, and advocating for business-friendly policies
- Infrastructure Improvements: expanding broadband access, supporting commercial projects, and improving tourism infrastructure
- Business Retention & Expansion: addressing industry challenges, providing incentives, and enhancing partnerships
- Vibrant Community: promoting Erin's identity, revitalizing downtown, and enhancing public spaces

Implementation will require collaboration with key stakeholders, such as the Erin Chamber of Commerce, Wellington County, and local businesses. Performance measures will be tracked to ensure success.

To ensure transparency and accountability, progress on the plan will be reported back to Council through an annual report, detailing key achievements, challenges, and performance metrics aligned with the strategic objectives.

Strategic Pillar

Economic Prosperity

Financial Impact

Notably, the Economic Development Strategic Plan was completed in-house, with no direct costs incurred. The strategy was led and coordinated by the Office of the CAO, maximizing internal expertise while ensuring a cost-effective approach.

Implementation costs will be addressed through municipal budgets, grant funding, and public-private partnerships. Some initiatives, such as investment attraction and tourism development, are expected to generate revenue and economic benefits for the Town.

Conclusion

Staff recommend that Council approve the final version of the Economic Development Strategic Plan.

Attachments

Appendix A – Town of Erin Economic Development Strategic Plan

Rob Adams

Chief Administrative Officer