



# Township of Alnwick/Haldimand

Economic Development Strategy – Council Workshop

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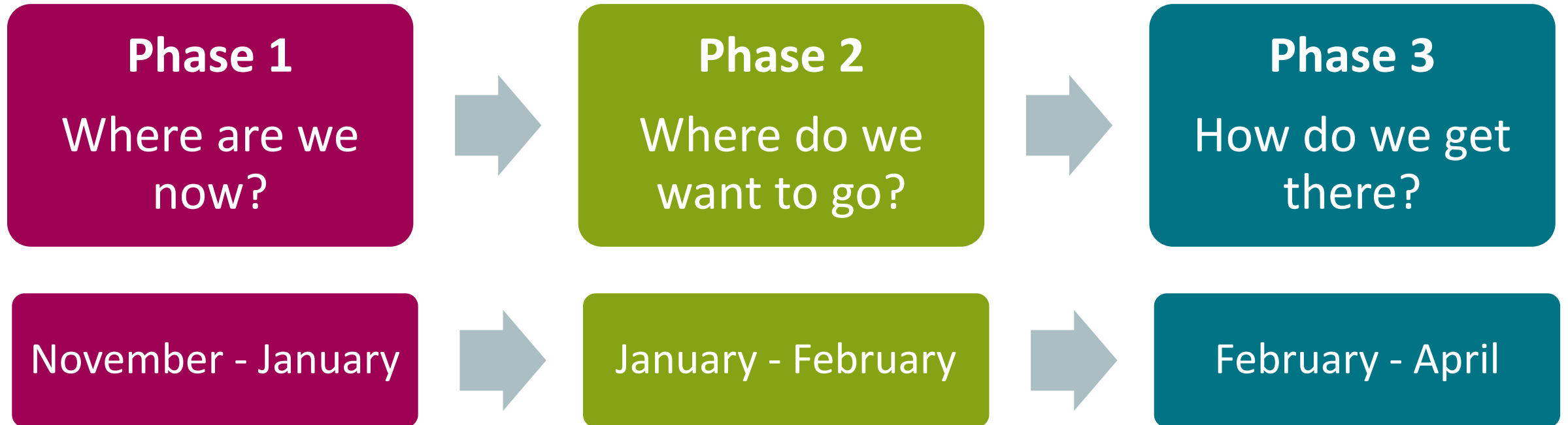


## Project Objectives

- Direct future economic development initiatives that will support the Township's current economic base.
- Identify and incorporate new opportunities for economic growth.
- Identify ways to establish a business retention, attraction, and development strategy for the Township.
- Recommend an action plan or critical path to achieving the Township's economic goals.
- Provide an approach for monitoring and reviewing the implementation of the strategy.
- Assist in sustaining existing jobs within the community and foster the creation of new jobs all while maximizing economic development benefits to the region.



## Project Process





## Phase 1: Where are we now?

- Review of previous and existing strategy documents
- Economic conditions analysis





## Phase 2: Where do we want to go?

- Staff workshop
- Council workshop
- Community telephone survey
- Targeted stakeholder workshops
- One-on-one interviews





## Phase 3: How do we get there?

- SOAR assessment
- Value proposition development
- Identification of target sectors
- Draft Economic Development Strategy and Action Plan
- Presentation of draft
- Final Economic Development Strategy and Action Plan

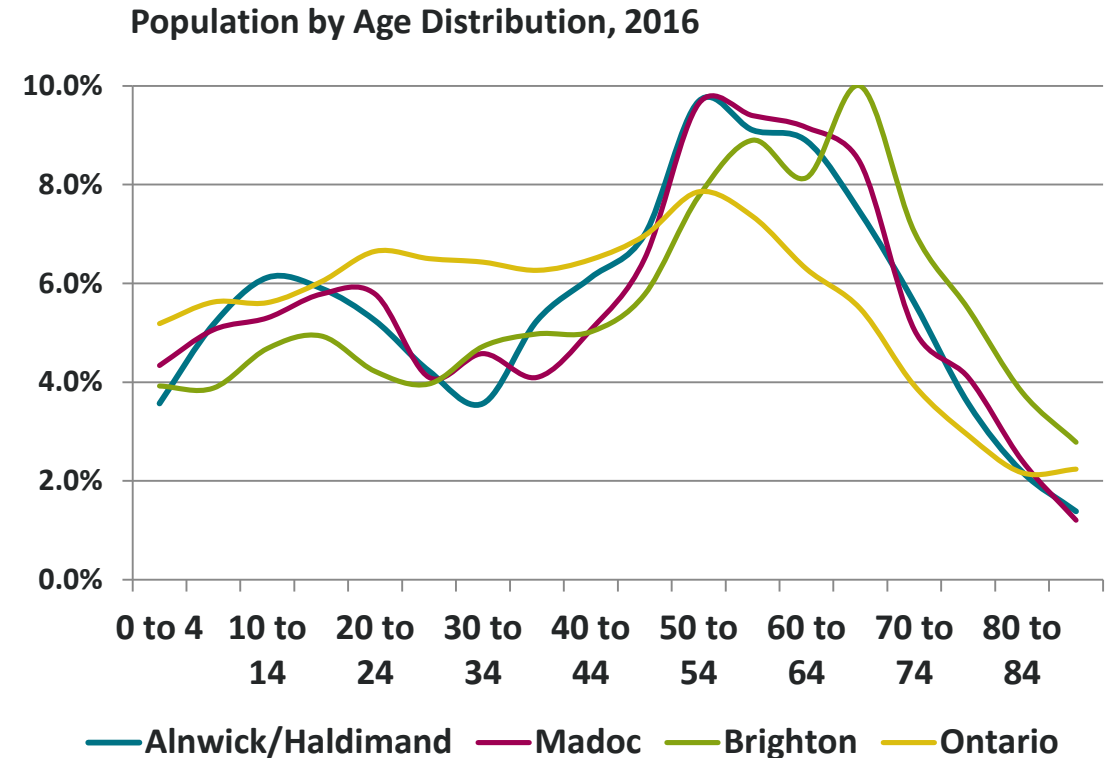






## Emerging Conditions

- Alnwick/Haldimand has experienced population growth since 2001. Since 2001, the population has grown by 1,023 people.
- Alnwick/Haldimand families have a higher household income than the provincial average and neighbouring communities (Madoc/Brighton). The average household income was \$103,197.





## Emerging Conditions

- Alnwick/Haldimand has a relatively low unemployment rate (lower than Brighton and Ontario). In 2016, the unemployment rate was 6.2%.
- Alnwick/Haldimand has a well educated population. As of 2016, 61% of the population aged 24-65 had a post-secondary degree (above a high school diploma).

Top Five Fields of Study, 2016

Field of Study	Percentage of Post-Secondary Degrees
Health Professions and Related Programs	14.10%
Business, Management, Marketing and Related Support Services	13.70%
Education	8.40%
Mechanic and Repair Technologies/Technicians	8.00%
Construction Trades	7.50%

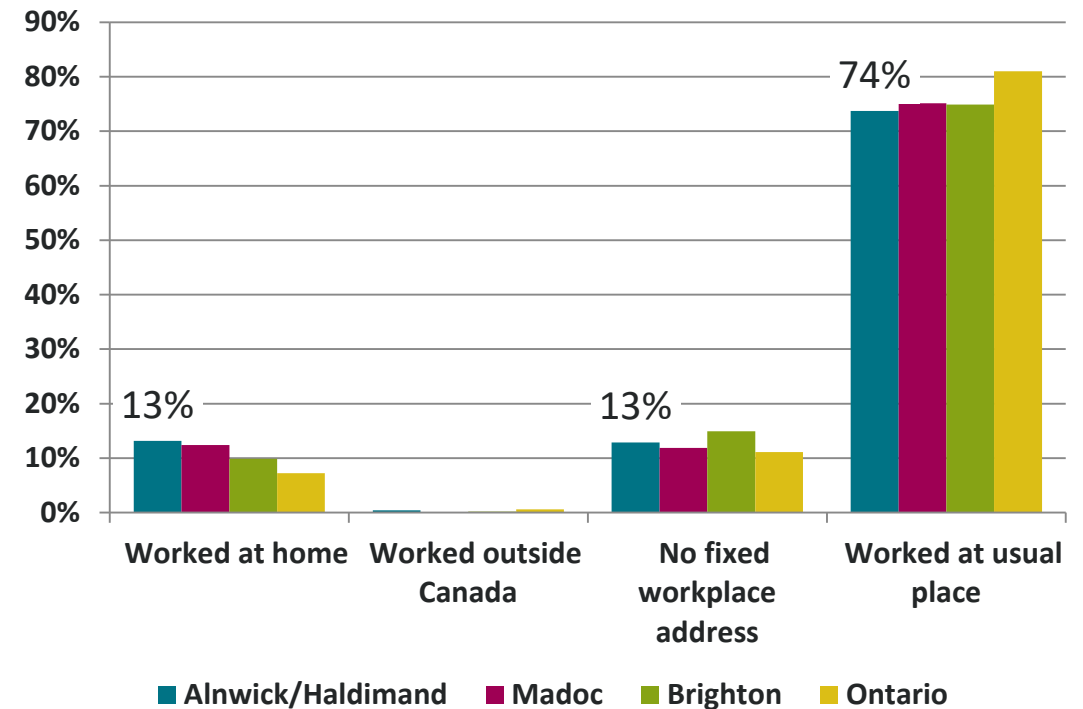




## Emerging Conditions

- From 2011-2016, the Township's workforce declined by 4.6%, or a total of 180 fewer individuals in the labour force. Currently, the Township has a labour force of 3,690 people.
- In 2016, labour statistics indicate that 11% of the commuter workforce works within the Township's borders, while 89% of the workforce either commutes outside of Alnwick/Haldimand or has no fixed workplace address.

Alnwick/Haldimand Workforce, Place of Work, 2016





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# Workshop

- Purpose
  - To discuss current strengths, opportunities and aspirations that can be capitalized upon and achieved in the short term (under 2 years) and long term (over 3 years)
- Questions
  1. **What positive news has the Township of Alnwick/Haldimand experienced in the last five years?**
  2. **What do you consider to be the Township's most important assets? What do you see as the major economic drivers?**
  3. **What opportunities exist for the community? In 2 years? In 5 years?**
  4. **How do we realize these opportunities? What steps do we need to take to achieve this vision?**



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## Question One

What positive news has the Township of Alnwick/Haldimand experienced in the last five years?

- Consider the following
  - What are some good news stories across the community?
  - What has been achieved in the past few years?



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## Question Two

What do you consider to be the Township's most important assets? What do you see as the major economic drivers?

- Consider the following
  - What would you consider the jewels of the community to be?
  - What things would you never want to see lost as the community grows?



## Question Three

What opportunities exist for the community? In 2 years? In 5 years?

- Consider the following
  - What has changed in the past few years that are yielding positive results?
  - What has been achieved in the past few years that are breeding new opportunities? What results can we build upon?



## Question Four

How do we realize these opportunities? What steps do we need to take to achieve this vision?

- Consider the following
  - What role does the Township have in realizing these opportunities?
  - Who is needed at the table to make these opportunities a reality? (County partners, Township partners, etc)
  - What challenges need to be overcome?



## Thank You!

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