



2021 Division Road North  
Kingsville, Ontario N9Y 2Y9  
(519) 733-2305  
[www.kingsville.ca](http://www.kingsville.ca)  
[kingsvilleworks@kingsville.ca](mailto:kingsvilleworks@kingsville.ca)

**Date:** February 6, 2018  
**To:** Mayor and Council  
**Author:** Peggy Van Mierlo-West, CAO  
**RE:** Kingsville Economic Development Plan  
**Report No.:**

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## **AIM**

To present to Council the Kingsville Economic Development Plan.

## **BACKGROUND**

The Tourism Economic Development Committee (TEDC) undertook a strategic planning process in 2017 to help better define the business community, identify strengths, weaknesses, opportunities and threats of the local economy, create partnerships, identify new initiatives in Kingsville's target industries, and update the municipality's economic goals and objectives.

Public input occurred through online surveys, consultation with stakeholders and Mayor's Roundtable.

## **DISCUSSION**

The Economic Development Strategy is designed to focus and refine activities of the Town and specifically the actions of TEDC. It is focused on talent and community building within the Town, and future positioning and reputation building outside the Town.

Drawing upon background research, economic analysis and consultation with local business leaders and community groups, the Economic Development Strategy direction is a refined and focused approach to conducting economic development activities. It focuses on supporting existing assets and strengths to grow. It works towards a future in which there is a strong local economic base in Kingsville.

## Town of Kingsville Economic Development Strategy goals

1. Adopt a community-based focus
2. Grow specific business sectors
3. Encourage a positive business culture
4. Align and inspire town resources
5. Attract and retain a new generation of great entrepreneurs and workforce

Similar to the Town's Strategic Plan the above goals has been divided into action plans and measurable markers. This is to be monitored during the TEDC monthly meetings. Updates will be provided to Council during the Committee's updates every 6 months

## **LINK TO STRATEGIC PLAN**

Support growth of the business community.

## **FINANCIAL CONSIDERATIONS**

This document will be utilized as the basis for developing operational plans at the department level. The committee will continue to work in partnership with the community to implement, refine and share results.

Action items proposed for the 2018 budget have been included within operations.

## **CONSULTATIONS**

Town of Kingsville Tourism and Economic Development Committee

## **RECOMMENDATION**

That Council approves the attached Kingsville Economic Development Plan

*Peggy Van Mierlo-West*

Peggy Van Mierlo-West, C.E.T.  
Chief Administrative Officer