



## **Growing North Durham Plan Overview**

February 7, 2023 – Planning and Economic  
Development Committee



# Related Strategies and Plans

## Growing North Durham



**Ready Set Future: A PLACE  
Blueprint for Durham (2023 – 2027)**

**Connecting our Communities: A  
Broadband Strategy for Durham  
Region**

**Durham Tourism Action Plan**

**Invest Durham Marketing Action  
Plan**

**Growing Agri-Food Durham Plan**



# Growing North Durham Plan



## Background

- Previous iteration of this north Durham-specific plan was known as the Vibrant North Durham Plan (2013 – 2018).
- **2019:** The Ainley group was retained to update the 2013 – 2018 VND plan.
- **2020:** COVID-19 pandemic, staff changes, updates needed to economic data to ensure an informed plan was being created.
- **2021:** Work commenced in-house on a regional economic development & tourism strategy and sub-plans including the GND update (using Ainley Group documents).
- **2022:** Consultations were held with key partners, content was finalized, and Vibrant North Durham was rebranded to the Growing North Durham Economic Development Plan.
- **2023:** Seeking endorsement for Growing North Durham Economic Development Plan from each north Durham Council.



# Growing North Durham

## Collaborative Approach

- Shared resources across North Durham
- Collective efforts to achieve common goals and outcomes
- Individual implementation plans to be developed for each Township





# Key Pillars

## People

### Support Entrepreneurship

- Re-introduce and host the annual North Durham Building Business Forum (BBF)

### Skills, Talent and Workforce Development

- Skills gap analysis and commuter study to inform workforce programming/campaigns

### Foster the Innovation Economy

- Make connections with key businesses and showcase success stories





# Key Pillars

## Places

### Welcome New and Diverse Businesses

- Re-initiate Red Welcome Wagon Programs

### Vibrant Downtowns

- Support the implementation of downtown revitalization action plans (e.g. My Uxbridge Downtown)
- Review existing action plans (e.g. Shop Brock)

### Showcase North Durham

- Promote north Durham's value proposition
- Highlight business success stories from north Durham





# Key Pillars

## Prosperity

### Investment Readiness

- Complete an Investment Readiness Self-Assessment
- Compile, maintain and share community and economic data

### Business Retention and Expansion

- Establish a standardized business visitation program across north Durham

### Employment Lands, Connectivity and Economic Infrastructure

- Explore opportunities to expand the South Lake Community Futures catchment area into the Townships of Scugog and Uxbridge

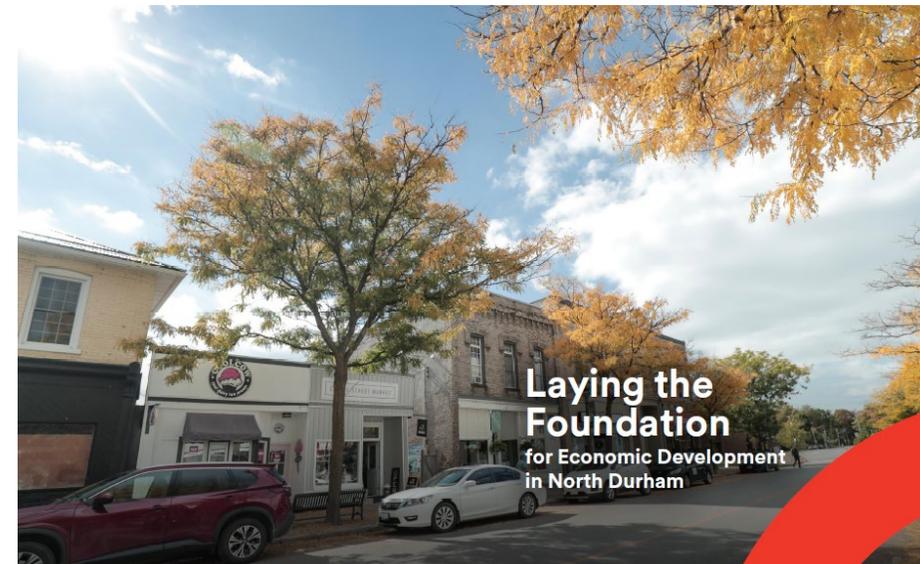




# Growing North Durham Plan

## Next Steps

- Presentations to Brock, Scugog, Uxbridge and Regional Planning and Economic Development Committee
- Work with key contacts and Economic Development Advisory Committee's to develop Township-specific Implementation Plans that align with the overarching pillars, goal areas and actions of the Growing North Durham Plan.
- Implement and monitor progress.





**Thank You!**

Questions?

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If this information is required in an accessible format, please contact  
Economic Development & Tourism at 1-800-706-9857, ext. 2619.