

# EXECUTIVE SUMMARY

## An Economic Development Charter for the Frontenacs

March 5, 2015

**We believe** a strong economy is essential for vibrant, enduring communities, for the happiness, health, and satisfaction of our residents, and for the security of our citizens as well as our businesses, organizations and local governments.

**We value** collaboration and pledge to work together to develop, gather support for, implement and measure the themes in this Charter.

**We share** a Vision of an economy that is rooted in the character of the Frontenacs and its people: welcoming, natural, healthy, clean, tranquil, entrepreneurial, and rural by choice and conviction.

**We agree** that success in bringing the Vision to life will come from proactive implementation of initiatives developed within the inter-related themes outlined in this Charter.

**We pledge** that the Frontenacs will be a stronger by focusing on the following themes:

	<b>Activities</b>		
	<b>Trips and Trails</b>	<b>Local Food and Beverage</b>	<b>Recreation Lifestyle</b>
<b><i>Describe scope of priority</i></b>	<ul style="list-style-type: none"> <li>Providing safe community linkages for recreation, active transportation and tourism will provide opportunities for business and assessment growth.</li> </ul>	<ul style="list-style-type: none"> <li>Food and beverage products that are grown, processed and sold locally, regionally and internationally will reinforce the character and reputation of the Frontenacs, while providing local jobs and support for tourism.</li> </ul>	<ul style="list-style-type: none"> <li>Promotion of the Frontenacs lifestyle, with access to the natural beauty and amenities of the Frontenacs will appeal to families and businesses.</li> <li>The recreation lifestyle will be complemented by a “connected” community.</li> </ul>
<b><i>Describe “why” of priority</i></b>	<ul style="list-style-type: none"> <li>The geography of the Frontenacs is vast and beautiful. Lifestyle and recreation opportunities will be supported by the successful implementation of a trips and trails strategy.</li> </ul>	<ul style="list-style-type: none"> <li>The unique geography and environment of the Frontenacs offers the opportunity to provide a rich and diverse range of product offerings for residents and visitors.</li> <li>Will take advantage of a growing demand for local, healthy food options.</li> </ul>	<ul style="list-style-type: none"> <li>Youth and families that yearn for a rural lifestyle with access to nature, connection to trails and opportunities to work from home will help provide balance to our economy.</li> </ul>
<b><i>Describe general definition of success</i></b>	<ul style="list-style-type: none"> <li>Assessment growth in proximity to trails</li> <li>Business growth in trips and trails support industries i.e., B&amp;B’s, outfitters, restaurants.</li> </ul>	<ul style="list-style-type: none"> <li>Growth in value added agriculture, agri-business, specialty products and artisan foods</li> <li>Development of breweries, distilleries and wineries.</li> <li>Ensuring the required supports are in place.</li> </ul>	<ul style="list-style-type: none"> <li>Attraction of families and retention of our youth.</li> <li>Growth in home based businesses.</li> </ul>

	Demographics	
	Seniors	Families and Youth
<b>Describe scope of priority</b>	<ul style="list-style-type: none"> <li>Ensuring that seniors can remain in their home and transition to independent living options will strengthen the fabric of our communities.</li> <li>The health and quality of life of our seniors is important to our community.</li> </ul>	<ul style="list-style-type: none"> <li>The demography of the Frontenacs needs a balance that includes youth and families. The themes of recreation lifestyle, trips and trails will be the key to the attraction and retention of people that crave the natural beauty and attributes of the Frontenacs.</li> </ul>
<b>Describe “why” of priority</b>	<ul style="list-style-type: none"> <li>Seniors are a vibrant and diverse component of our communities. From the newly retired, to the active senior promoting an “aging-in-place” strategy as an economic development and planning framework will improve our communities.</li> </ul>	<ul style="list-style-type: none"> <li>A diverse population for the Frontenacs will ensure our economy is broadly based.</li> </ul>
<b>Describe general definition of success</b>	<ul style="list-style-type: none"> <li>Improved “aging-in-place” options.</li> <li>Improved transportation and access for seniors.</li> <li>Private sector involvement in providing seniors solutions.</li> </ul>	<ul style="list-style-type: none"> <li>Demographic growth in the 0 to 40 age groups.</li> </ul>

### Implementation Tools

We recognize that by focusing on these themes, local jobs will be the outcome. We will leverage the power of these themes by utilizing a **coordinated approach to infrastructure, access to grants opportunities, business loans and counseling and regional marketing.**

### Principles

In all that we do in the name of economic development in the Frontenacs, we will live by a set principles that balance the economy, environment, social and cultural interest of our communities.

These principles are summarized as follows:

- **Be prepared** – plan, balance risk and take advantage of opportunities
- **Work collaboratively** – as a community of communities and across political boundaries
- **Be accountable** – listen to our citizens and making tough decision and correcting course when required
- **Communicate effectively** – ensure quality, timely communications with our stakeholders and be clear in our intent
- **Recognize the rural lifestyle** – our economy is a reflection of our rural communities

## Measurement

We will track our progress and report back to our communities every year. We will identify where we have excelled or fallen short, celebrating or refining our work as we track progress using these indicators:

- Increased food and beverage business and supporting infrastructure
- More people living and working in the Frontenacs
- More youth in our communities
- Decreased poverty rates
- More seniors staying and arriving
- Increased partnerships
- Increased sense of community pride
- Success in our schools
- More diverse/larger tax base
- Increased year round tourism
- Increased permanent population
- Use of technology to track businesses and data
- Diversity in demographics – age and race
- More kilometers of trails and related facilities
- More opportunities for self-employment
- Ability to adapt to change