

Annually Norfolk County reviews progress on each recommendation of the Economic Development Strategy endorsed by Norfolk County Council in December 2011. Below is a summary of change in types of status for all recommendations for the three most recent monitoring reports.

Status of All Recommendations	After 2 Years	After 3 Years	After 4 Years	After 5 years	% of Total	
<input checked="" type="checkbox"/> Complete	5	15	21	22	67%	<input checked="" type="checkbox"/> Complete or 1
1 Underway	14	7	11	16		Underway
2 Challenged	6	5	5	5	24%	2 Challenged or
3 Exploring Options	12	11	7	9		3 Exploring Options
4 Not Proceeding	20	19	13	5	9%	4 Not Proceeding

The following pages outline a monitoring report of progress in activities between April 2016 and May 2017. A comprehensive review of the Economic Development Strategy will be undertaken upon completion of the Official Plan Review. More details will be made available in fall 2017.

Ongoing Projects & Initiatives (1)

Status	#	Ongoing Action	Comments	Lead
<i>Unify the County with a strong vision and direction for future community growth</i>				
<input checked="" type="checkbox"/>	1.6	Support Workforce Planning Board		Multiple
<i>Make Economic Development a County priority</i>				
1	2.3/2.7	Cross-department growth-issues team		NC
<input checked="" type="checkbox"/>	2.5	Dedicated Economic Development website		NC
1	2.6/2.7	Community Improvement Plan incentives	New version of CIP incentives very popular. Budget has been used up for 2017. Options going to Council.	NC
<input checked="" type="checkbox"/>	2.8	Collaborate locally, regionally		Multiple
<input checked="" type="checkbox"/>	2.1/2.2	Champions monitor performance	Team Norfolk out in place to review yearly.	Multiple
<i>Strengthen Norfolk County's networking capacity</i>				
<input checked="" type="checkbox"/>	3.3	Continue annual symposium	Well supported every January	Multiple
2	3.2/4.2.5	Continue employer business visits	No funding approved by OMAFRA – staff continue visits when possible	NC

Complete

1 Underway














2 Challenged

3 Exploring Options

4 Not Proceeding

Ongoing Projects & Initiatives (2)

Nurture and grow Norfolk County's emerging industries

Status	#	Ongoing Action	Comments	Lead
	5.1.9	Expanded online events calendar	Completed February 1, 2012	NC
	5.2.2	Cultural/community asset mapping	Heritage & Culture launched online map with cultural assets	NC
	5.1.11	Continue regional tourism work	Positive relationship with SWOTC	Multiple
	5.2.4	Maximize joint work with arts/heritage		Multiple
	5.4.1	Solutions-focused small business forum	Workshops ongoing, monthly Development Open Houses; quarterly joint meetings with business groups	Multiple
	5.1.6	Grow online tourism presence		NC
	5.1.7	Continue social media presence	Ongoing on several channels	NC
	5.2.1	Create arts council	Heritage & Culture exploring options	Multiple
	5.4.4	Develop innovation/entrepreneur centre	Could be part of Community Hub idea	Multiple
	5.1.2	Support Tourism Ec Dev Advisory Board	Wording added to OPR	NC
	5.2.5	Support creative economy in Official Plan	Arts & Culture wording added to OPR	NC
	5.3.1	Support local green energy projects	Green Energy Hub alliance terminated	Multiple
	5.4.2	Update home-based business policies	Subject to completion of ZBL/OPR	NC
	5.3.2/5.3.3	Support green energy regional focus	Green Energy Hub alliance terminated	Multiple

 Complete

 Underway




 Challenged

 Exploring Options

 Not Proceeding

Ongoing Projects & Initiatives (3)

Provide support for Norfolk County's traditional industries

Status	#	Ongoing Action	Comments	Lead
	4.1.6	Adapt County policies to support agriculture	New CIP incentives in place for ag	NC
	4.1.12	Support Alternative Land Use Services	Program successful, expanding	Multiple
	4.1.13	Update comprehensive ag database	Not resourced	NC
	4.2.4	Update manufacturing database	Exploring options, major employers tracked	NC
	4.1.2	Support Ag Advisory Board	Wording added to OPR	NC
	4.1.5	Enhance value-added opportunities in OP	Wording included in OPR	NC
	4.1.8	Retain, support ag research stations	Delhi sold; Simcoe continues operation	Multiple
	4.2.1	Develop online industrial land inventory	Internal resourced, external not	NC
	4.2.6	Investment enquiry response template	Status quo to continue	NC
	4.1.4	Research new/emerging ag markets	Norfolk now member of Ontario Food Cluster focusing on foreign direct investment	Multiple

 Complete

 Underway










 Challenged

 Exploring Options

 Not Proceeding

New Projects & Initiatives (1)

Unify the County with a strong vision and direction for future community growth

Status	#	New Action	Comments	Lead
	New-1	Health Care Professional Recruitment	Various players making progress	Multiple
	1.1	Unify County vision, identity	Council approved new Corporate Strategic Plan. Official Plan Review will articulate land use vision.	NC
	1.3.1	Develop Youth Committee	Norfolk Rotaract leadership acting as quasi-committee	Multiple
	1.3.2	Develop Youth Brand	“ReThink Norfolk” developed by youth	Multiple
	1.3.3/5.4.3	Develop youth entrepreneurship	ReThink Norfolk youth entrepreneurship symposium organized April 2016 and May 2017; Student Start Up (SSUP) program launched in 2016, has sponsors, will continue in 2017	Multiple
	1.3.4	Youth Retention and Attraction Strategy	Strategy development not resourced. Volunteer Internship Program rejected.	Multiple
	1.4	Create youth educational awareness program	Through ReThink and SSUP programs, linkages have been enhanced between organizations	Multiple
	1.5	Support more post-secondary facilities	Fanshawe College developing various local campus initiatives	Multiple
	New-2	Newcomer / Immigrant Strategy	Workforce Planning Board of Grand Erie working on Immigration initiatives	Multiple

 Complete

 Underway

 Challenged

 Exploring Options

 Not Proceeding

New Projects & Initiatives (2)

Strengthen Norfolk County's networking capacity

Status	#	New Action	Comments	Lead
<input checked="" type="checkbox"/>	3.4	Establish economic development / entrepreneurship forum	Symposium includes workshops, Development Open Houses planned, other workshops	NC
2	3.1	Attend new events / conferences	Council cut funding which affects this action. Will maintain connections with EDCO, EDAC and IEDC peers.	NC

Nurture and grow Norfolk County's emerging industries (New)

1	5.1.1/5.1.4	Tourism / agritourism product development	Working directly with businesses on case-by-case basis researching new products and partnerships. Partnering with Fanshawe College on Waterford Farmers Market consumer exhibit	Multiple
1	5.1.3	Tourism strategy	Marketing Plan completed annually, strategy work at regional level. Work continues on expanding collaboration locally and regionally.	Multiple
<input checked="" type="checkbox"/>	5.1.5	Update tourist accommodation study	Alternative Accommodation Strategy completed; implementation next	Multiple

Complete

1 Underway




2 Challenged

3 Exploring Options




4 Not Proceeding

New Projects & Initiatives (3)

Nurture and grow Norfolk County's emerging industries

Status	#	New Action	Comments	Lead
	5.1.8	Deliver hospitality training	Workshop schedule in development for 2017-18; SWOTC and other agencies offer training	Multiple
	5.1.10	Attend additional tourism industry events	Wine Tourism conference, iYellow, Chinese Travel Expo attended	NC
	5.2.3	Complete Arts, Heritage & Culture Strategy and Implementation Plan	Heritage & Culture Division exploring options	Multiple

Provide support for Norfolk County's traditional industries (New)

	4.2.2	Update industrial land demand analysis	Official Plan Review report complete	NC
	4.2.3	Strengthen transportation linkages	Intercity: No service available – issue has been raised in various provincial forums. Internal: Ride Norfolk continuing. South Coast Shuttle Project in Year 3.	Multiple
	4.1.1	Identify agriculture champion	To be reviewed with Ag Advisory Board	Multiple

 Complete

 Underway

 Challenged

 Exploring Options

 Not Proceeding

New Projects & Initiatives (4)

Provide support for Norfolk County's traditional industries

Status	#	New Action	Comments	Lead
1	4.1.3	Annual agriculture summit	Worked with Workforce Planning Board on summit moved from Nov to Jan	Multiple
3	4.1.9	Establish agri-food innovation centre	Erie Innovations closed; possible inclusion in Community Hub concept	Multiple
1	4.1.10	Develop post-secondary ag programs	Fanshawe College announced new Agri-Business Management program. Replicated program at main campus in London.	Multiple
3	4.1.11	Develop strategy to promote value-added opportunities	Funding application to OMAFRA's RED program rejected; issue to be explored by Ag Advisory Board	Multiple
2	4.1.14	Hire EDO staff resource supporting agriculture	No funding available for ag-specific EDO but sector is focused upon by all staff	NC

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Complete

1 Underway

2 Challenged

3 Exploring Options

4 Not Proceeding