

ECONOMIC DEVELOPMENT MASTER PLAN

Fostering Growth in Perth: 2022-2026

March 29th, 2022



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Introduction

The development of the 2022-2026 Perth Economic Development Master plan is rooted in the principles and goals of economic development, consultations with the community, and the work of the Town's economic development coordinator. The goal of economic development for Perth is to improve our community across a range of economic, political, and social sectors. Within this plan are four action areas that will make investing, growing, and living in our community easier and more beneficial to all.

This master plan was developed by the Economic Development Coordinator in collaboration with the Director of Community Services, and the Heritage Tourism Manager.

COUNCIL



Pictured (left to right): Councillor Barry Smith, Mayor John Fenik, Councillor Leona Cameron, Councillor David Bird, Councillor Brock McPherson, Councillor Judy Brown, Deputy Mayor Ed McPherson



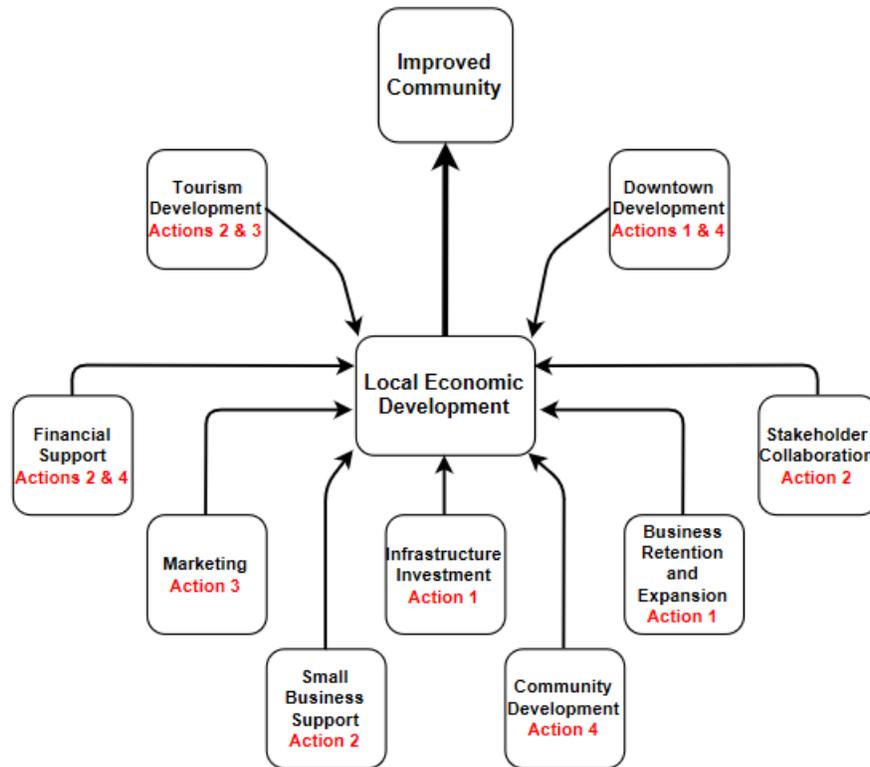
Mission

Create a collaborative environment that supports business and community growth to improve the quality of life in Perth for all.

Vision

An Eastern Ontario gateway for entrepreneurial and business investment where a diverse group of people want to live, work, and play in a complete community.

FRAMEWORK



These action areas have been identified as:

- **Action 1: Business and Land Development,**
- **Action 2: Collaboration,**
- **Action 3: Promoting Perth, and**
- **Action 4: Community Development and Sustainability.**

Within each of these four action areas, multiple initiatives have been identified for completion in order to realize the success of these action areas. To support these initiatives, data measurements, key performance indicators, and potential partners, have been identified for each in order to help guide this master plan towards success.

Initiatives were developed in collaboration with the organizations named above and involved in the feedback and input of close to 100 individuals. These initiatives were prioritized based on feedback from involved stakeholders and the business community and each one falls under one of the above identified action areas.

The new Perth Economic Development Master plan will help decision makers and community leaders by providing a clear path forward for the Town of Perth to maintain and grow its local economy, community, and hard-earned reputation as an Eastern Ontario destination for business.

Action Items and Initiatives

1: Business and Development

Action	Year
A. Land Development <ul style="list-style-type: none">• Update the Town of Perth's Industrial Land Pricing Policy.• Harmonize Industrial and Business Land use designations.• Review the recommendations of the Town of Perth's 2021 Employment Lands Study.• Develop policies and strategies to attract firms operating in the transportation, warehousing, and e-commerce sectors.• Develop policies to encourage increased mixed-use and commercial development to better meet market needs.	2022-2023
B. Housing Development <ul style="list-style-type: none">• Work with the Town Planner to promote and implement the Secondary Unit Grant.	2022-2026
C. Community Improvement Plan <ul style="list-style-type: none">• Engage businesses located within the new expanded CIP Area.• Develop new CIP marketing materials.	2022-2026
D. Digital Skills for Business <ul style="list-style-type: none">• Partner with other municipalities and organizations to continue offering the Digital Service Squad.	2022

2: Collaboration

Action	Year
<p>A. Municipal Collaboration</p> <ul style="list-style-type: none"> Continue building on collaborative Economic Development relationships with the Townships of Drummond/North Elmsley, Lanark Highlands, and Tay Valley. Work to identify partnership opportunities with Carleton Place and Smiths Falls. 	2022-2023
<p>B. Lanark County Collaboration</p> <ul style="list-style-type: none"> Participate in the Building of a County-wide industrial land database. Collaborate on responding to Ontario East investment leads. Participate in the development of the new County Economic Development Website. 	2022-2026
<p>C. Community Groups Collaboration</p> <ul style="list-style-type: none"> Work closely with the BIA and Chamber on issues pertinent to their members Participate in BIA and Chamber events. Identify ways to work with service providers to engage workers in Perth. 	2022-2026 2022

3: Promoting Perth

Action	Year
<p>A. Marketing</p> <ul style="list-style-type: none"> • Create an Economic Development Marketing Action Plan • Implement the new Town Brand across all Economic Development Materials. • Update Local Intel Tool on Town website. 	2022-2023
<p>B. Supporting Tourism</p> <ul style="list-style-type: none"> • Create filming in Perth policies and process in conjunction with Perth Tourism. • Support the Implementation of the Town of Perth's Tourism Master Plan 	2022-2026



4: Community Development and Sustainability

Action	Year
A. Active Transportation <ul style="list-style-type: none">• Develop an Active Transportation Plan• Become a Silver Bike Friendly Community• Identify Funding to be used to the Tay River Trail Extension	2022-2023
B. Investing in Physical Spaces <ul style="list-style-type: none">• Complete the planned improvements for the Gore Street and Foster Street alleyways.• Identify new spaces that can be modified to improve pedestrian experience.	2022-2026
C. Responding to Climate Change <ul style="list-style-type: none">• Encourage more denser land uses and the use of sustainable approaches amongst businesses and the community.	2022-2026

APPENDIX 1: SUPPORTING INFORMATION

Understanding Perth's Economic Development Master Plan

The development of a new economic development master plan for Perth began in February 2019 and over the following six months evolved into a collaborative process that involved all departments of the Town of Perth corporation, our economic development partners in town, including the Perth and District Chamber of Commerce, Perth BIA, and Algonquin College, and our wider Lanark County partners. The process was interrupted by the pandemic and the need to adopt a wider Town master plan. As such, the process was reinitiated in November 2021.

Creating this robust economic development strategy took the concentrated effort of multiple partners coming together around the common goal of our shared community. Extensive consultation and collaboration also occurred with Perth's valuable business community and passionate citizens. This master plan represents that collaborative spirit and work that will further facilitate and deliver real results to the economic vibrancy and vitality of beautiful heritage Perth.

Through conversations with those named above and with this new approach in mind, economic development actions in Perth were determined to be capable of including the following:

- infrastructure investment
- sustainable growth
- neighbourhood development
- small business support, marketing
- business financing
- tourism
- marketing
- collaboration

Each of these components was then used to inform the broader action areas that would provide the framework of the economic development master plan.

Additional supporting information can be obtained by contacting the economic development coordinator at ecdev@perth.ca or 613-267-3311 extension 2240

APPENDIX 2: FREQUENTLY ASKED QUESTIONS

What is Community Development?

Community Development is one of the key pillars of economic development. It is important to remember that economic development extends beyond the business community, and is also concerned with making the community an attractive place to visit, live, and potentially invest in. Investing in the community can also be catalyst that gets businesses investing as it demonstrates the municipality's commitment to improving it's jurisdiction. For examples see here: <http://uli.org/wp-content/uploads/ULI-Documents/Creative-Finance-for-Smaller-Communities.pdf>

What about new job targets?

In no part of this plan will a target be set for new job creation. Despite its frequent usage as a measurement of success, the number of jobs created is not a proper reflection of the municipalities role in economic development success. The Town is not able to influence the number of jobs created in Perth outside of direct employment with the municipality. All other employment is outside the Town's control. Jobs are created at the needs of private businesses, and Perth's goal is to create an environment where this can happen.

What about Tourism?

While tourism was prominently featured in the previous economic development master plan, most of those aspects have been removed and shifted to the actual tourism strategy for the Town of Perth.

What about the Lanark County Economic Development Master plan?

The county's economic development master plan is an extension of Perth's goals. It is also a source for additional goals for the Town to work towards. As such not everything the County has identified as a priority will be reflected in this master plan. However, that does not mean Perth is ignoring County goals and priorities.

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