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Corporation of the County of Bruce
Planning & Development Department

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Media Release

November 3, 2016

Walkerton, ON: On November 3, 2016, Bruce County's Planning and Development Committee adopted the "Find Yourself in Bruce County" Economic Development Strategic Plan for Bruce County. This Plan outlines the framework and the steps that will be undertaken over the next five years to put the conditions in place to realize the County's long term goals around Economic Development.

Warden Twolan notes that, "A tremendous amount of time and thought went into the development of the five-year strategy to ignite the local economy and create a positive impact on future years. We look forward to the opportunities that will stem from the collaboration with our local municipalities, leaders and stakeholders."

The "Find Yourself in Bruce County" Economic Development Strategic Plan is as unique as Bruce itself. It is intrinsically linked to the true essence of what makes Bruce - Bruce - to those who live here and those wanting to call Bruce their home. Kelley Coulter, CAO of Bruce County stated, "The strategy is the direct result of input from members of our internal and external community. "The Find Yourself In Bruce County" Economic Development Strategic Plan builds on our strengths and provides a realistic pathway for sustainable economic growth."

The Plan details how the County will function from a macro perspective and act in a leadership role promoting the region as a place build a business, live and visit. Strategic priorities outlined include Business Development and Sector Development (Energy, Tourism, Agricultural).

Business Development, encapsulated in the new "Business to Bruce" program will focus on the importance of entrepreneur development by providing the necessary supports, outreach and education so vital for successful business growth. An emphasis on marketing and promoting business investment opportunities will also play a key role in this strategic priority.

Sector Development enriches and builds on the strengths of our already successful tourism market via the "Explore the Bruce" program, downtown community development via the "Spruce the Bruce" program while developing capacity around agriculture enhancements and exploring opportunities around energy and engineering cluster development in relation to Bruce Power's close proximity.

The Bruce County Economic Development Strategic Plan can be found on the Bruce County Website:
<http://www.brucecounty.on.ca/business/economic-development.php>

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