

Stratford Economic Enterprise Development Corporation 2022 Budget Proposal



December 14, 2021



2022 Key Objectives

Business Retention & Expansion

- Areas of Focus:
 - Supporting the Development of New Industrial Land & the Infill of Existing Properties
 - Providing Exceptional Service to Expanding Companies
 - Workforce Development – housing, transportation, skills programming
- Performance Indicators
 - Number of company expansions, square footage increase, assessment growth
 - Amount of commercial and industrial space available for development
 - Moving the Attainable Housing Project forward



2022 Key Objectives Investment Attraction

- Areas of Focus:



Global Affairs
Canada

Affaires mondiales
Canada

- Re-establishing in-person presence and face-face lead generation activities – building upon virtual/online marketing resources
- Countries of focus – UK, EU (Germany, Italy, Spain), Japan, United States
- Sectors of focus – Automotive/Aerospace; Food/Agri-tech; Smart/Connected City-Tech



- Performance Indicators

- Number of shows/missions attended and contacts made
- Number of lead generation meetings attended
- Follow-up summaries and status of lead



2022 Key Objectives

Business Creation & Entrepreneurship

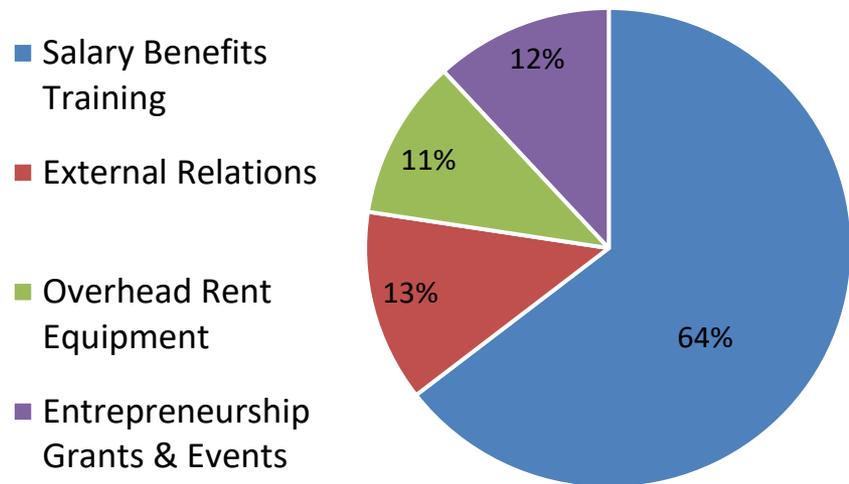
- Areas of Focus:
 - Renewal of Provincial funding contract (\$217,000/year)
 - Expanded Content, including one-on-one and group workshop programming and Post-Pandemic support
 - Increasing Visibility and Impact (My Main Street)
- Performance Indicators
 - Number of clients – meetings, support, interactions
 - Number of businesses started, maintained, expanded
 - Number of jobs created

MY MAIN STREET
MA RUE PRINCIPALE



2022 Operating Budget investStratford & The Stratford-Perth Centre for Business

Expenses



Board Restricted Reserve

- \$91,800 projected surplus

Attainable Housing Special Project

- One-time annual \$35,000 City contribution



2022 Attainable Housing Special Project

- Funding Request (one-time annual): \$35,000
- Project Description: to implement recommendations contained in the *Stratford Housing Project – A Road Map for Attainable Market Housing Development Report*
- Key Performance Indicators:
 - Continue interdepartmental Working Group activities
 - Explore, apply for and leverage external funding programs (open application to Rural Economic Development Program)
 - Secure project management resource(s)
 - Develop the implementation work plan
 - Develop budget and financial modelling of CIP & Incentive Program
 - Support the work & recommendations to City Council to declare lands surplus for residential development
- Reporting: to Council quarterly, or more frequently as requested.



Strategic Priorities

Widening Our Economic Opportunities



Bringing New Industrial Land to Market

Increasing Residential Development

Balancing Supply and Demand of the Local Labour Force

Developing Our Resources



Repurposing Surplus City-Owned Properties where Appropriate

Questions?

Q&A

