



Economic Development and Tourism Strategy

2013 to 2015



*City of Owen Sound
Economic Development & Tourism*

May, 2013

Economic Development and Tourism Strategy 2013-2015

Introduction – In 2012 the City of Owen Sound reviewed its Strategic Plan with senior management and City Council. Three planning sessions occurred with a professional facilitator. The public was invited to each session and a specific public meeting was held to obtain feedback. The City's vision and mission were developed through this process, as well as priorities for each area of the City.

Economic Development was one area of strategic focus with specific priorities identified. The Economic Development and Tourism Committee further advanced the specific priorities and identified specific actions. Measurable benchmarks have been established with the plan.

City of Owen Sound Strategic Plan

Vision – The City of Owen Sound: where you want to live.

Mission – To provide progressive leadership for education, culture, recreation, health, social and economic opportunities that benefit the City and the region.

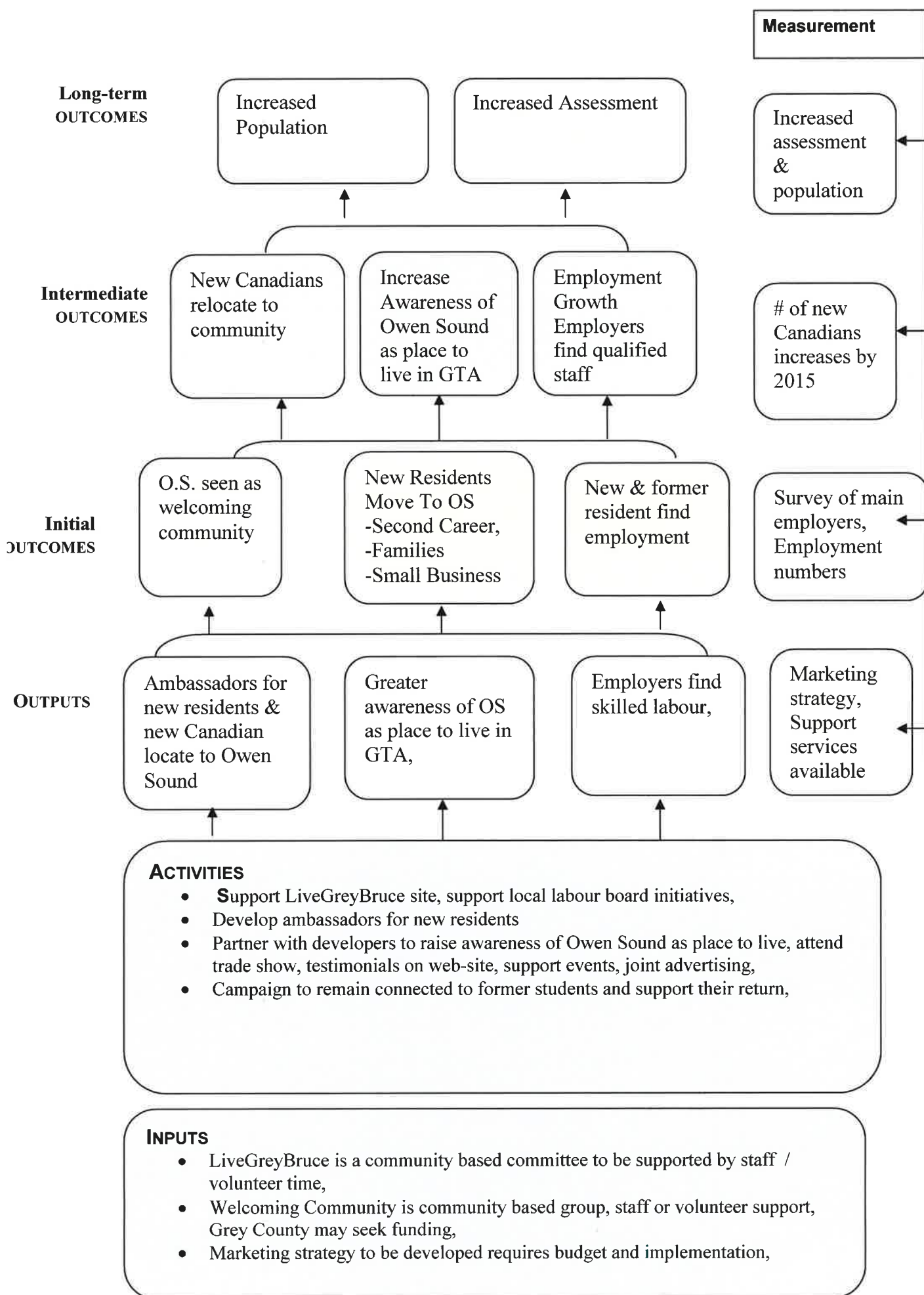
Economic Development – Areas of Strategic Focus

- 1) Making by laws and policies that encourage sustainable and responsible growth
- 2) Attracting people, businesses, and organizations to locate here
- 3) Growing and retaining the existing business base

Economic Development – Strategic Areas of Interest

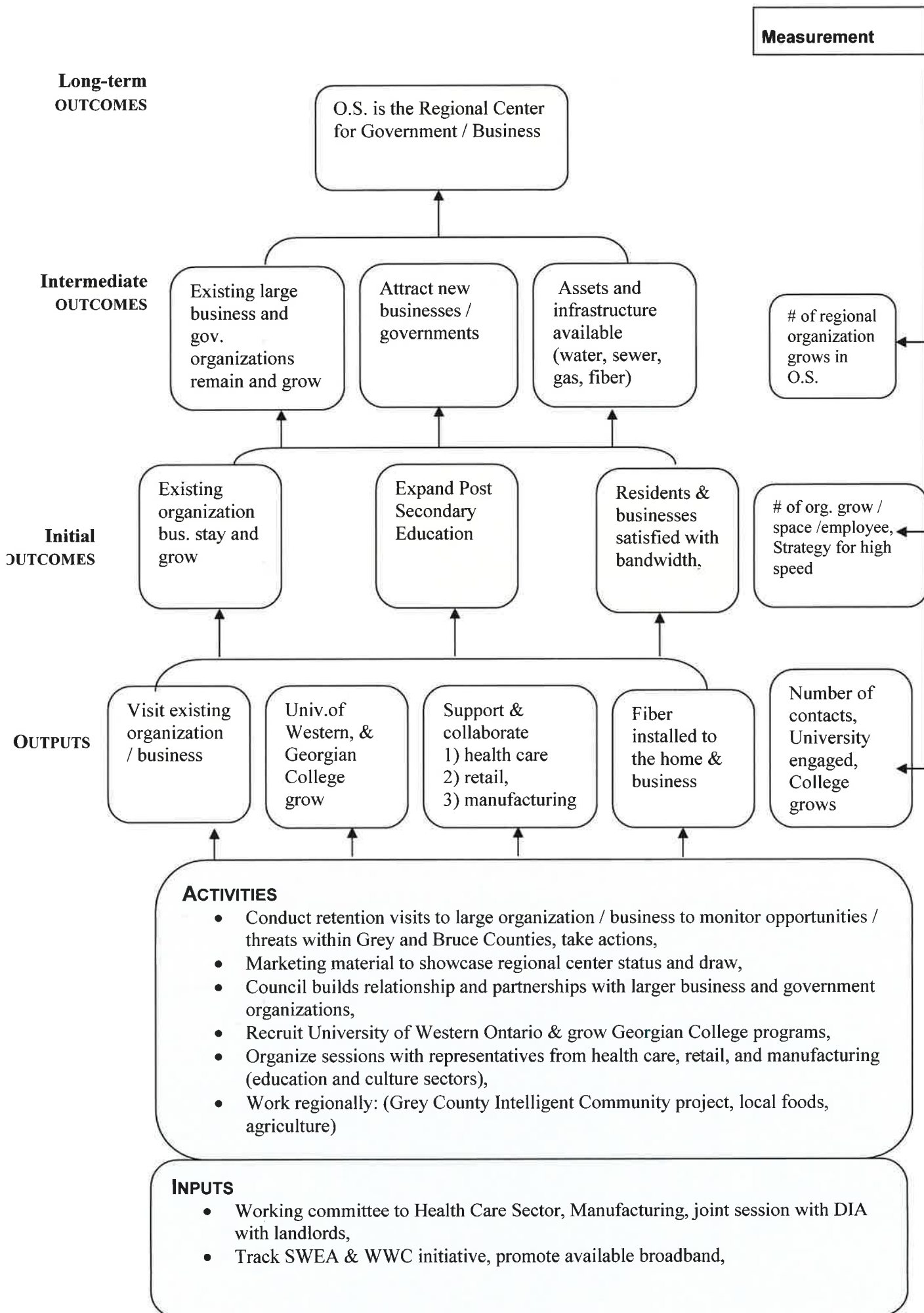
- As the regional hub pro-actively lead the County, other local and regional economic government groups and educational bodies to Forge a Grey / Bruce / Owen Sound regional economic area.
- Create a major tourist destination by maximizing the potential of the City's natural, cultural and recreational attractions.
- Committed to pro-business plans, policies and practices, which encourage economic growth, including the use of technology.

Economic Development and Tourism Strategy 2013 to 2015 – Outcome: Pride of Place / Quality of Life



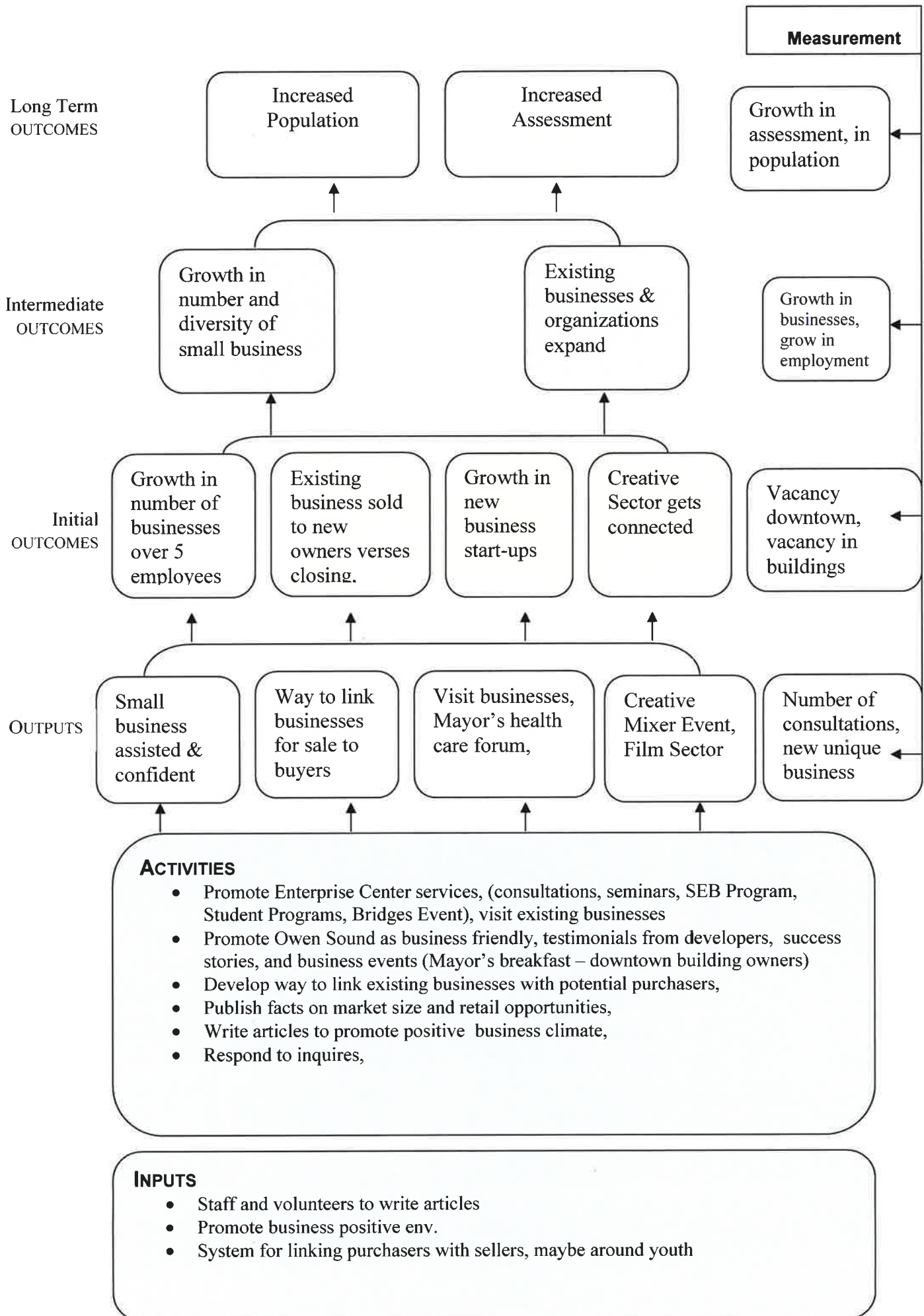
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Outcome: Retention and Expansion of Businesses



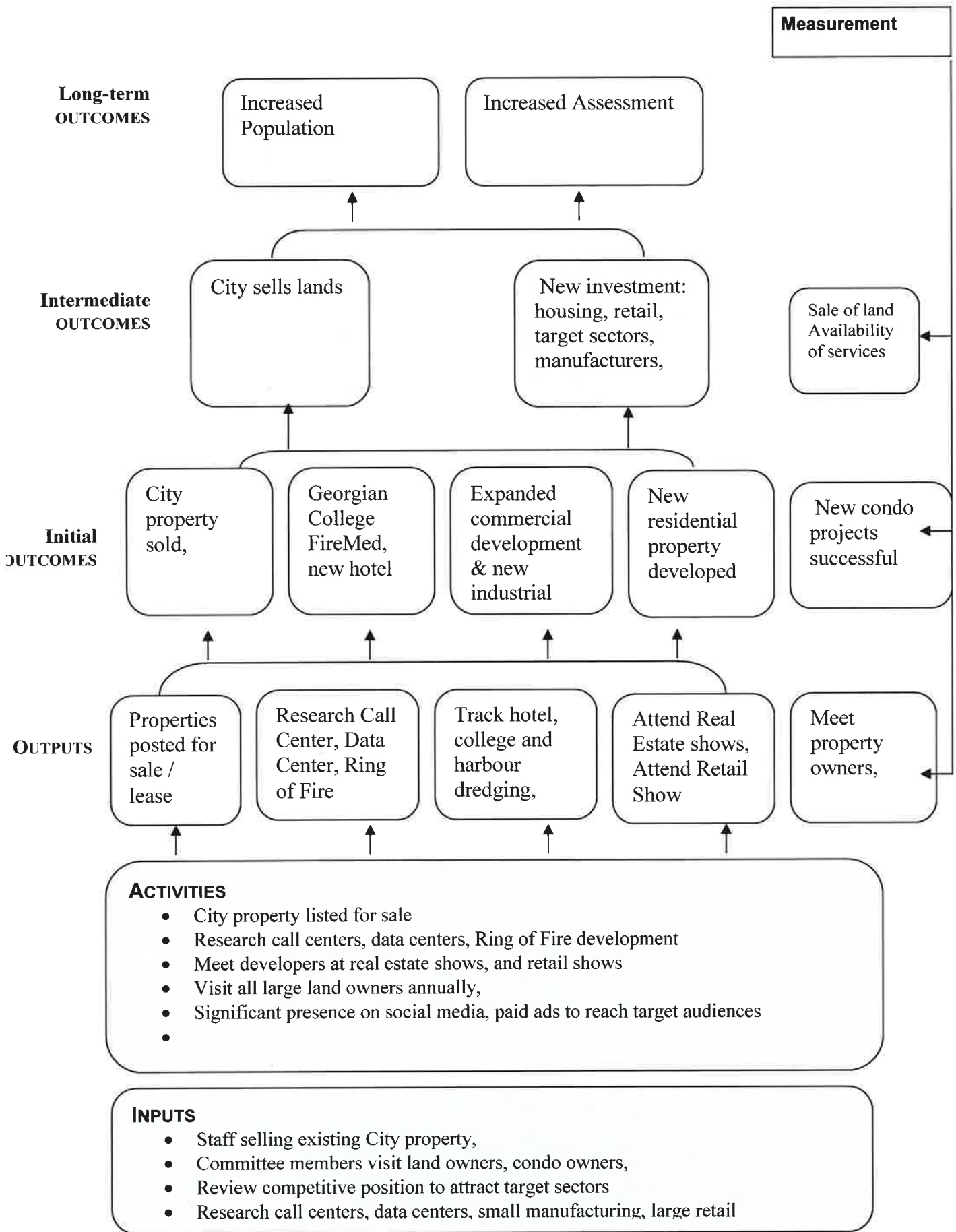
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Outcome: Business Retention and Expansion



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Outcome: Investment Attraction



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Outcome: Supporting Tourism

