



Township of Uxbridge

Action Plan 2013-2018

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Explanation: *The Action Plan implements the four strategies of the Vibrant North Durham Economic Development Plan. The actions were developed from community engagement, economic analysis and a critique of existing documents and listed in order of priority based on consultation with stakeholders however several projects or actions may occur concurrently.*

The actions are assigned to a Lead agency responsible for implementation, with assistance from identified key partners. The Action Plan will be reviewed or monitored on an annual basis. Measureables are included to track progress of the Action Plan.



1 Be Open For Business

This is about retaining and growing existing business, facilitating local business expansion and welcoming new businesses to the community.

Lead: Township of Uxbridge

Suggested partners: EDAC, Region, Chamber, BIA, Durham Federation of Agriculture

Actions:

1. Conduct annual survey of local businesses to identify issues inhibiting/opportunities for business growth and address concerns and opportunities where possible to create a supportive environment for business.
2. Provide support for businesses by providing excellent customer service, communications, online information about doing business in Uxbridge and business organizations, and maintain the BizPaL (online permits and Licences) program.
3. Facilitate the creation of serviced shovel-ready available employment land in collaboration with the Region.
4. Continue to advocate for advances in infrastructure to support and strengthen local business (e.g. road improvements, water and sewer, hydro, natural gas, broadband, financing).
5. Continue to provide resources (financial and otherwise) to support the volunteers appointed to the EDAC Committee.

Lead: Economic Development Advisory Committee

Suggested partners: Township, Region, Chamber, BIA

Actions:

6. Attract and welcome new businesses to Uxbridge through the development of a business ambassador program.
7. Engage with the business community to understand local business climate and municipal issues through the creation of a series of industry specific “before hour meet ups”, or similar eg. Uxbridge industrial park.
8. Regularly share information with north Durham Economic Development Advisory Committees by participating in joint meetings with the Townships of Brock and Scugog to brainstorm opportunities, overcome challenges, continue education in economic development and learn about new tools, resources and opportunities to stimulate the local economy.



Lead: Regional Municipality of Durham

Suggested partners: Township, Province, EDAC, Chamber, real estate community

Actions:

9. Identify businesses in Uxbridge and maintain a business directory using the annual Durham Business Count.
10. Promote employment properties and attract new businesses to strengthen the local economy by working with the north Durham real estate community and understanding local development issues.
11. Assist to facilitate the creation of shovel-ready available employment land through a collaboration with the Township.
12. Support business investment through excellent access to information using the BizPaL program, a one stop shop online list of permits + licence for all levels of government.
13. Conduct regular visits to existing businesses to discuss and identify issues of concern which can be reviewed by EDAC and Township Council.

Measurables

- Business Ambassador program established
- Number of business visits conducted
- Number of non-residential pre-consultation meetings hosted by the Township
- Number of Uxbridge businesses identified in the Durham Business Count
- Number of update reports to Council
- Number of new business inquiries
- Number of acres of shovel ready development land available
- Investment (\$) spent on infrastructure (public works)



2 Inspire & Support Entrepreneurship

This is a step beyond being open for business, is about facilitating new ideas and new opportunities.

Lead: Township of Uxbridge

Suggested partners: Region, Federal government, economic development advisory committee and business organizations (Chamber, BIA)

Actions:

1. Advocate for expanded boundaries to the South Lake Community Futures Development Corporation to include Uxbridge in the coverage area for community and business grants and loans.

Lead: Economic Development Advisory Committee

Suggested partners: Township, Region, economic development and business organizations (Chamber, BIA)

Actions:

2. Celebrate local entrepreneurship by growing the north Durham Building Business Forum to promote entrepreneurship, ideas and resources for existing businesses and potential new ventures. This is a collaboration among the Economic Development Advisory Committees of the Townships of Brock, Scugog and Uxbridge.

Lead: Regional Municipality of Durham

Suggested partners: Township, EDAC, Region, economic development organizations (SPARK, SERA, BACD etc.)

Actions:

3. Make rural Durham region known for entrepreneurship by establishing a rural business centre for inspiring entrepreneurs, growing innovation and developing business. The centre should leverage excellent resources of existing organizations and as a starting point, use the business plan proposal created in 2011 by the Region, Township of Scugog and other partners that advocated for the centre to be established in Port Perry.
4. Encourage a generation of skilled rural entrepreneurs through a rural entrepreneurship program to foster the development of high growth businesses to spur economic growth across rural Durham.
5. Promote and expand existing business resources available in Uxbridge Township by working with various organizations that support business development, financing and employment.



Measurables

- Regularly report progress to Council
- Number of business resources available locally
- Number of businesses engaged in “meet ups”
- North Durham Building Business Forum held annually attracting over 150 people by 2015
- Draft rural entrepreneurship program developed by 2015



3 Create a Vibrant Future for Young Adults

This is about the engagement and retention of our youth and young adults (under 40) and welcoming back into their community when they are ready to return.

Lead: Regional Municipality of Durham

Suggested partners: BACD, UOIT, Durham College, Township, Uxbridge Secondary School, Uxbridge Youth Centre,

Actions:

1. Foster a generation of entrepreneurs across north Durham through programs such as the Ontario Summer Company by inspiring youth, mentoring and teaching business skills.
2. Build the presence and number of post secondary co-op placements in north Durham to promote new ideas, skill and technology and offer young adults knowledge of local employment opportunities.

Measurables

- Number of update reports to Council
- At least 6 north Durham Summer Company, or equivalent, positions created
- At least 10 north Durham businesses offering co-op placements by 2015, 20 businesses by 2018



4 Build a stronger rural and small town identity

This is about building pride and great spaces in our local communities and sharing the stories of the people, business and places that make north Durham so desirable.

Lead: Township of Uxbridge

Suggested partners: EDAC, Region, Chamber, BIA

Actions:

3. Support vibrant downtowns in Uxbridge and villages to support local independent business ownership, community space and events to celebrate the culture and history of Uxbridge.
4. Advocate for interests of the Uxbridge business community and rural issues by developing strategic partnerships with economic development organizations in Uxbridge, Durham Region, Ontario and beyond.

Lead: Economic Development Advisory Committee

Suggested partners: Township, Region, Chamber, BIA

Actions:

5. Complete the UOIT Capstone Project #1 (a project undertaken by fourth year business students acting as 'consultants' in the local community), and follow up on recommendations. Consider ongoing Capstone Projects to continue the work of project #1.

Lead: Regional Municipality of Durham

Suggested partners: Township and community organizations

Actions:

6. Build database of local organizations and use cultural asset mapping to strengthen organizations, events and initiatives.

Measurables

- Number of update reports to Council
- Number of downtown events supported
- Cultural mapping updated

