

## EDO Objectives Cross Reference Document

**Priority Objectives are highlighted in GREEN** – These are time sensitive and/or required to move to the next stage of strategic planning

**Stretch Objectives are highlighted in YELLOW** – These are not time sensitive, and can be shifted to 2022 and beyond. These objectives can be considered secondary objectives.

| Business Retention and Expansion    | Q1 2021   | Q2 2021                           | Q3 2021  | Q4 2021  | 2022   | Stretch Objectives  |
|-------------------------------------|---|-----------------------------------|--|--|--|---|
|                                     | Create and maintain an active business directory list through a customer relationship management software project |                                   | Complete BR&E strategic plan section                 | Apply for Rural Economic Development Fund Grant through OMAFRA |  | Form and lead industry advisory committees                        |
|                                     |   |                                   |  |  | Operationalize Lakeshore Economic Development Strategy | Create process mapping document for various types of developments |
| Small Business and Entrepreneurship | Q1 2021   | Q2 2021                           | Q3 2021  | Q4 2021  | 2022   | Stretch Objectives  |
|                                     |   |                                   | Complete SBE strategic planning section (Q3/Q4 2021) |  | Operationalize Lakeshore Economic Development Strategy | Create starter guides for small business start-ups                |
| Investment Attraction               | Q1 2021   | Q2 2021                           | Q3 2021  | Q4 2021  | 2022   | Stretch Objectives  |
|                                     |   | Public and private land inventory | Complete IA Strategic plan section                   |  | Operationalize Lakeshore Economic                      | Develop promotional materials to be included on the               |

|                         |         |   |   |         |  |   |
|-------------------------|---------|---|---|---------|--|---|
|                         |         |   |   |         | Development Strategy                                   | WE EDC website including  |
| Tourism and Hospitality | Q1 2021 | Q2 2021   | Q3 2021   | Q4 2021 | 2022   | Stretch Objectives  |
|                         |         | Launch pilot “Lakeshore experiences” pilot programming with TWEPI by working with its destination development team – review efforts | Hire a tourism and events coordinator   |         | Operationalize Lakeshore Economic Development Strategy | Lakeshore Tourism Strategy  |
|                         |         | Complete and administer the MAT and budget (pending council approval). Create and lead the Tourism Advisory Group                   |   |         | Prepare Lakeshore Tourism Strategy                     | Document and oversee short term accommodations (pending council direction)              |
| Workforce and Talent    | Q1 2021 | Q2 2021   | Q3 2021   | Q4 2021 | 2022   | Stretch Objectives  |
|                         |         | Create and maintain active labour data in Lakeshore   | Develop project(s) scope and on-board co-op or interns from academic institutions |         | Operationalize Lakeshore Economic Development Strategy | Consider talent attraction campaign – integrate Lakeshore into other regional campaigns |

|                                |         |  |   |  |  |   |
|--------------------------------|---------|--|---|--|--|---|
|                                |         | Complete workforce and talent audit derived from primary and secondary sources |   | Update website to reflect labour and talent in the community |  |   |
| Infrastructure and Data        | Q1 2021 | Q2 2021  | Q3 2021   | Q4 2021  | 2022   | Stretch Objectives  |
|                                |         |  | Complete infrastructure and data audit for Lakeshore (to be used in Strategic Plan) |  |  | Incorporate Lakeshore into regional data strategy (TBD timeline is not managed by Lakeshore)    |
|                                |         |  | Lead transit feasibility study – deliver to council and SMT                         |  | Operationalize Lakeshore Economic Development Strategy | Prepare comprehensive data report for SMT/Council   |
| Innovation and Future Proofing | Q1 2021 | Q2 2021  | Q3 2021   | Q4 2021  | 2022   | Stretch Objectives  |
|                                |         |  |   |  |  | Review current state of Lakeshore position relatively to Next Gen Technology                    |
|                                |         |  |   |  |  | Create an annual report to SMT and council regarding smart cities or next generation technology |

|                         |         |  |   |   |  |  |
|-------------------------|---------|--|---|---|--|--|
|                         |         |  |   |   | Operationalize Lakeshore Economic Development Strategy     | Formally engage with regional economic development groups for next-generation planning |
| Marketing and Promotion | Q1 2021 | Q2 2021                                      | Q3 2021   | Q4 2021   | 2022   | Stretch Objectives   |
|                         |         | Update of Lakeshore community profile        | Create Lakeshore Economic Development 'pitch deck(s)' | Work with Communications on economic development operational/marketing plan | Creation of Economic Development microsite on Lakeshore.ca | International marketing and promotional campaigns                                      |
|                         |         | Ensure visibility on upcoming WE EDC website |   | Work with Communications on tourism development operational/marketing plan  | Creation of Tourism and Events microsite on Lakeshore.ca   |  |
|                         |         |  |   |   | Operationalize Lakeshore Economic Development Strategy     |  |