



# Ryan Donally Lakeshore Economic Development Strategy (LEDS)

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# Lakeshore Economic Development Strategy (LEDS)

<u>Lakeshore Economic Development Strategy Timeline</u>	<u>Target Completion</u>	<u>Task</u>	<u>Title</u>
Phase 1: Lakeshore Economic Development Study	Q3-Q4 2021	1.1	Goals and Vision Survey – Council Presentation
		1.2	Research and Engagement
		1.3	Strategy Formulation
		1.4	LEDS Synergy Team Formation
		1.5	Recommendation Generation
		1.6	Council Presentation: Report Completion
		1.7	Base Level Marketing
Phase 2: Lakeshore Economic Development Operational Plan	Q2 2022	2.1	High-Level Recommendation Planning
		2.2	Synergy Team Review
		2.3	Council Presentation: Council Priorities
		2.4	Detailed Implementation Planning
		2.5	Economic Road Map
Phase 3: Lakeshore Economic Development Strategy	Q3 2022	3.1	Final Report
		3.2	Council Report: LEDS

# Phase 1:

## Lakeshore Economic Development Study

- The first phase of the Lakeshore Economic Development Strategy will be the completion of the LED Study. The study will be research based from both primary and secondary sources.
  - Primary Research/Engagement: interviews, surveys, workshops
  - Secondary Research: relevant ec. dev. studies, literature, case studies, journals, best practices
- A Synergy Team will be formed to help guide the entire LEDS process.
- The Lakeshore Economic Development Study will be presented to Council as a Report for Direction. A small funding request will be made to create base level marketing and communications assets.

## Phase 2: Lakeshore Ec. Dev. Operational Plan

- The second phase of the LEDS will generate a detailed operational plan that will be presented to council as a road map and/or Gantt Chart.



# Phase 3: Lakeshore Economic Development Strategy – Final Report

- The Lakeshore Economic Development Study and the Lakeshore Economic Development Operational Plan will be merged into a single document entitled: Lakeshore Economic Development Strategy (LEDS).
- The LEDS will be present to Council as a Report for Direction.
- The funding to operationalize the strategy will be requested either in a report format, or through the 2023 budget request.



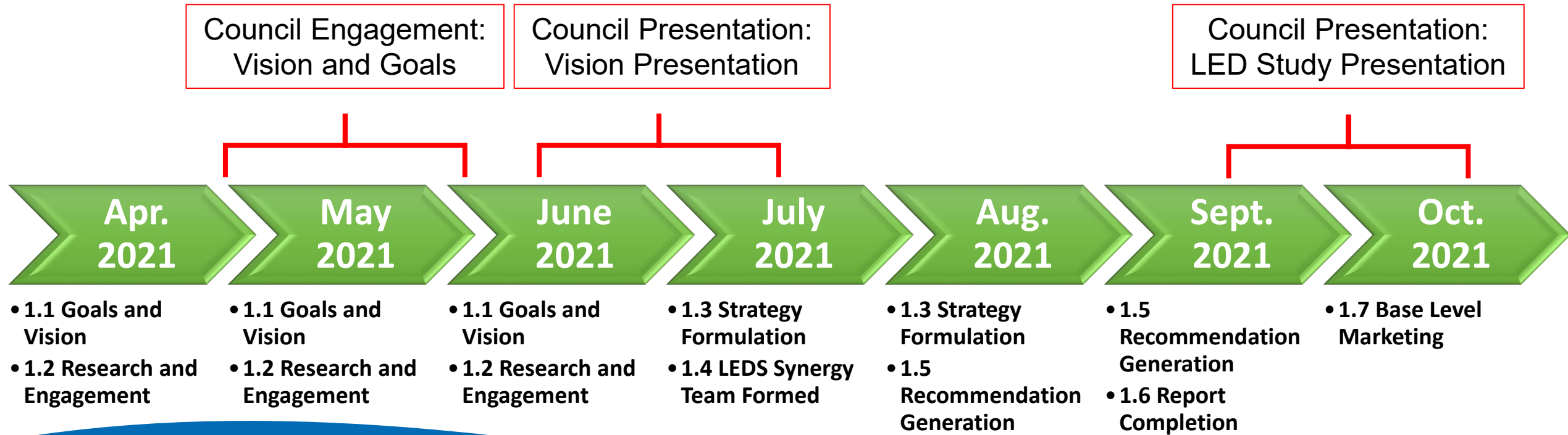
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# Lakeshore Economic Development Strategy

## Council Engagement Timeline

# Lakeshore Economic Development Strategy

## Phase 1: LED Study - Council Engagement

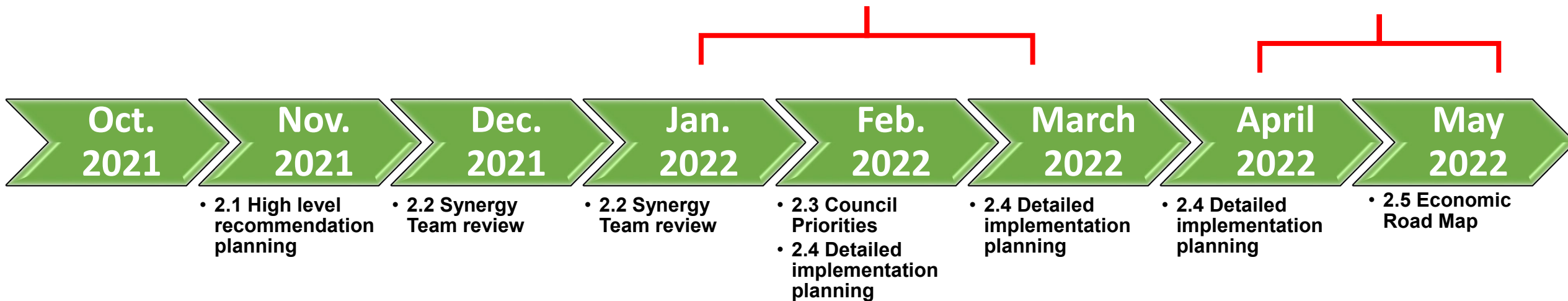


# Lakeshore Economic Development Strategy

## Phase 2: LED Operational Plan - Council Engagement

Council Presentation:  
Council Priority Recommendations

Council Presentation:  
Economic Road Map





# Lakeshore Economic Development Strategy

## Phase 3: Final Economic Development Strategy

Council Presentation:  
Final Lakeshore Economic  
Development Strategy

