



COUNTY *of* ANNAPOLIS

NATURALLY ROOTED

Economic Development Strategy

Economic Development Committee's recommendation to Committee of the Whole

Wednesday, November-06-13

Overview

The Economic Development Committee was created with the following mandate:

"It will be the mandate of the Economic Development Committee to advise and make recommendations to Municipal Council concerning the drafting, implementation, amendment and facilitation of an Annapolis County economic development strategy".

The committee has met several times between April and October 2013 to brainstorm and determine a recommended course of action. The committee has settled on the approach outlined in this document. It is progressive and capable of addressing the economic development challenges and opportunities of the County of Annapolis.

The committee is recommending a two-pronged-type strategy. The first is the establishment of broad stroke goals, which are a set of targets to be reached by 2050. The second is the creation and implementation of Three-Year Action Plan; these are the activities it will undertake in the next three years to work towards the final targets.

The committee is recommending the following document to the County of Annapolis Council for approval. If approved, the action plan would be reviewed by the committee and each Town Council separately. Meaningful changes to the plan would need the approval of the County of Annapolis Council before proceeding.

2050 Targets

The following are the five main targets to be reached by 2050. Each Three-Year Action Plan would work towards reaching some or all of these goals:

1. 80 % of the food consumed in Annapolis County is produced in Annapolis County
2. 80% of the energy consumed in Annapolis County is produced in Annapolis County
3. Efficient, quality housing is available to all residents at an annual cost of no more than 25% of minimum wage
4. Residents of Annapolis County will have access to affordable training in progressive vocational, innovative business, and living skills
5. Reduce, remediate and manage contamination of Annapolis County land, air and water

Action Chart: Next Steps



Town Consultation

The committee is recommending that once the plan to create a strategy is approved by the County of Annapolis Council that the plan should also be discussed with the Councils of the Town of Annapolis Royal, Town of Bridgetown, Town of Middleton, and Commission for the Village of Lawrencetown.

Each Council and Commission would be invited to meet with the Economic Development Committee to discuss the plan and proposed 2050 targets. This discussion would give the other Municipal units an opportunity to buy into the plan or forward any concerns to be flushed out and later considered by the committee before returning to the County of Annapolis Council.

If approved, the Councils and Commission will be invited to schedule a meeting before the end of the calendar year.

Public Consultation

The proposed public consultation contains three key approaches: (1) mail-in household **survey** with door-to-door sampling; (2) public **café** sessions held across the County¹; and (3) **stakeholder** consultation² (also conducted by request as well).

Survey

A house-hold survey will be designed and distributed to every household in Annapolis County (including the Towns). Participants will be able to fill out the survey and mail it in or fill out the survey online. In addition to the mail-in survey, two random samplings (by phone and in-person) will be conducted to ensure a high degree of data integrity is established. The purpose of the survey is to determine baseline data and verify the anticipated impact reaching the 2050 targets may have on households in Annapolis County.

¹ Held in the communities of: Maitland Bridge, South Milford, Bear River, Cornwallis Park, Port Royal, Annapolis Royal, Granville Centre, Parkers Cove, Tupperville, Bridgetown, Hampton, Lawrencetown, Middleton, Nixtaux Falls, Springfield, Wilmot, and Margetsville.

² Agriculture, Fisheries, Forestry, Service Industry, Manufacturing, Hospitality, Tourism, Health, Sports & Recreation, Western Non-Profits, Eastern Non-Profits, Western Small Business Owners, Eastern Small Business Owners, Major Employers, Construction & Land Developers, and Provincial & Federal Agencies.

Cafés

Open discussion groups, often called "café-style" will be held in 17 different communities across the County (see note 1). The purpose of the session is for the community to talk about how they would like to see the target reached. Strengths, weaknesses, opportunities, and risks will be identified as it relates to each goal in various geographic locations in the County.

Stakeholders

Stakeholder consultations will be conducted in the County to discuss the 2050 targets and how they may be reached (See note 2 for a description of the 16 main stakeholder sessions that are planned). In addition, consultation sessions can be held with any special interest group if they request such a meeting. The purpose of the stakeholder sessions is to meet with specialized groups who have a particular resource, skill, or knowledge that could impact the success or approach of achieving a particular target.

Strategy: 2050 Targets & Three-Year Action Plan

Once the feedback from the public consultation process has been compiled the committee will begin their review. They will use this feedback to determine if the 2050 targets are suitable, achievable, and relevant from the communities' perspective. If so, the committee, with support of the Economic Development Department, will begin to draft this County of Annapolis Council's Three-Year Action Plan. The action plan would detail the proposed activities Council would implement over the next three years to reach the 2050 targets.

As an example, one such activity could potentially be the installation of solar panels on half of all the major public institutions in Annapolis County. Alternatively, it could detail the creation of several new programs aimed at education and capacity building.

The proposed Three-Year Action Plan given to Council would detail specific items and/or activities, as well as the required resources (e.g. staff time, financial, assets).