

Brantford Draft Economic Development Strategy Goals and Actions Review - Consultant's Report

Economic Development, Tourism and Cultural Initiatives
Advisory Committee - November 25, 2023



Process.



- **Quantitative analysis.**
- **Qualitative analysis.**
- **SCOAR® analysis.**
- **Establish themes.**
- **Working Session to determine actions.**
- **Refine the actions to be realistic and doable.**



Goals and Actions.



7 goals

**64
actions**



Goal 1.

**Transform downtown into a
“destination” that residents
are proud of.**

6 priority actions



Goal 2.

Be investment ready and business friendly by creating a business-first climate.

8 priority actions



Goal 3.

Integrate business development (including small business) , real estate and tourism with critical City initiatives, including transit and active transportation planning.

2 priority actions



Goal 4.

Recognize the Creative Industries sector as a significant pillar for the economy.

7 priority actions



Goal 5.

Work with the local post-secondary institutions to provide more employment opportunities to support local business.

4 priority actions



Goal 6.

**Improve partnerships to build
a more cohesive business
community.**

4 priority actions



Goal 7.

Build tourism for the people of Brantford first.

8 priority actions





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THANK YOU!

Any questions?

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