

ADDED BY OPA # 47

SECTION 3A - ECONOMIC DEVELOPMENT

Economic development is an important part of the growth and development strategies of the County and of the local municipalities in the County. The economic prosperity of the County and its member municipalities, the residents of the County, and the business community in the County are essential components of the overall economic health of the area and contribute towards making Perth County an attractive and desirable place to live and work. This Official Plan recognizes and acknowledges the importance of having an overall economic development strategy in place for the County and the need for a concerted effort on the part of all economic development parties/partners throughout the County to implement and achieve the goals and objectives of the overall economic development strategy.

The economic development strategy for the County is set out in the “County of Perth Economic Development Strategic Plan” document prepared for the County by Brown & Associates in 2003. It, supported by previous and subsequent economic related studies conducted in the County (e.g. “The Economic Impacts of Agriculture on the Economy of Perth County”, Harry Cummings & Associates, 2000; “Economic Base Analysis For Perth County”, Mathew Fischer & Assoc. Ltd., 2004), establishes an overall economic vision for the County and sets out goals, objectives, and an implementation plan aimed at fulfilling the vision. The economic development vision statement for the County as stated in Section 3.1.1 of the “County of Perth Economic Development Strategic Plan” is “Committed to the preservation, growth and viability of Perth County communities through business, industrial and agricultural development.”

Through the policies of this Plan, the County supports and encourages the following economic development goals and objectives:

- (a) the preservation of the agricultural resource base and the continued development of the agricultural sector, including agricultural production, service related businesses, value-added operations, secondary farm occupation opportunities, and technological improvements (including bio-technical advancements);
- (b) the development, attraction, and retention of small business investment, with a specific focus on downtown business districts; the attraction, retention, and expansion of industrial/commercial business investment in the region;
- (c) the development, attraction, and retention of small business investment, with a specific focus on downtown business districts;

- (d) creation and retention of full-time employment opportunities within the County, with specific focus on the development of opportunities for youth;
- (e) the broadening and diversification of municipal tax assessment to improve financial viability of the County and the local municipalities through the increase of industrial, commercial, and small business assessment throughout the County;
- (f) the facilitation of a positive business development culture in local government downtown business districts, communities, and residents;
- (g) the proficient provision of and development of community infrastructure for rural, residential, commercial, and industrial consumers;
- (h) the facilitation of residential development in the County, including increasing the inventory of residential units for first-time homeowners, expanding opportunities for continuum of care housing units, and providing for a mixture of housing types to address the full range of housing needs;
- (i) the acquisition and/or servicing of land by local municipalities for industrial development;
- (j) the provision of an adequate supply of land designated for residential, commercial, and industrial purposes in the serviced settlement areas in the County to accommodate future and development needs;
- (k) the continual monitoring of the capacity and capability of local municipalities' key servicing infrastructure (i.e. municipal water supply; municipal sewage treatment; roads) in order to properly plan for and be ready for future development opportunities;
- (l) the co-operation and co-ordinated efforts of the various economic development parties/partners throughout the County in order to achieve both the broader economic development strategy and the specific economic goals and objectives; and
- (m) promotion of tourism initiatives and programs throughout the County.