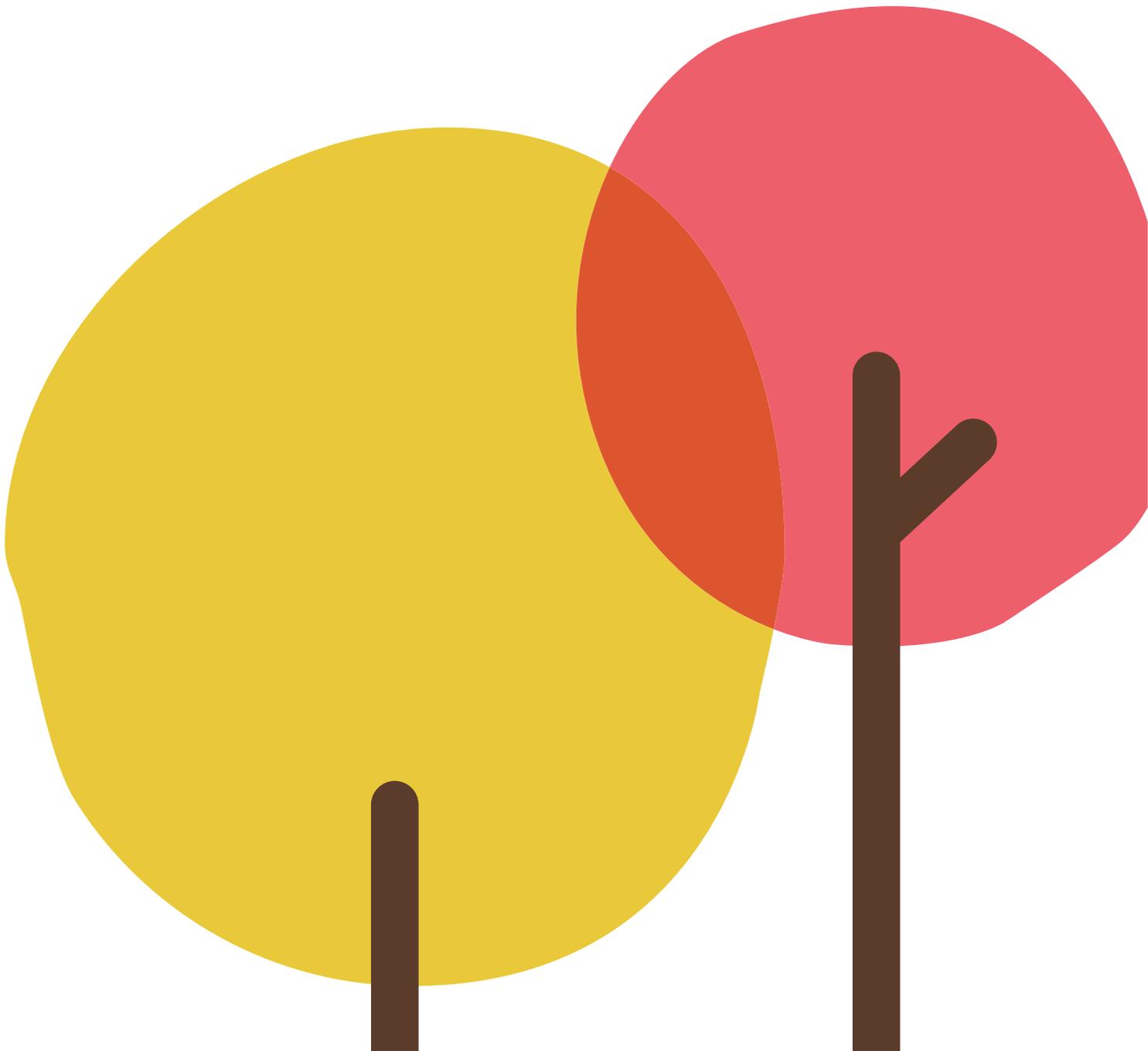




MUNICIPALITY *of the*
COUNTY *of* KINGS

2024 - 2027

ECONOMIC DEVELOPMENT STRATEGY





Economic Development as a term and as a field is quite broad. Economic Development can, and often does, intersect with and overlap with many other areas, including the other Key Strategic Priorities. The 2024-2027 Economic Development Strategy was developed with four key guiding principles; land, processes, projects, and partnerships in economic development.

LAND: Connects to the Strategic Focuses of Industrial and Manufacturing Park Development and Development of Growth Centres, and aims to make Kings County development ready through identifying opportunities, utilizing zoning, and providing infrastructure while protecting agricultural land.

PROCESSES: The Municipality has experienced exceptional growth since Covid-19, which has highlighted areas for improvement. Connected to the Good Governance Strategic Focuses of Resident and Stakeholder Communications and Process Improvement, this is all about making it easier to do business in Kings County.

PROJECTS: Reflecting that Economic Development does not occur in isolation, this is about providing support to other activities that the Municipality is undertaking that have an Economic Development component and build population readiness.

PROJECTS: The Municipality works with and/or supports many other organizations that are involved in Economic Development in the County. Building strong relationships with these partners is key to the long-term success of the Municipality's Economic Development efforts.

Improvement in these four guiding principles will improve the Municipality's investment readiness. Improvement will be achieved through five objectives, each with several actions to be undertaken over the course of the four-year time frame.



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OBJECTIVE #1: STRENGTHEN THE ROLE OF THE BUSINESS DEVELOPMENT ANALYST TO BE AN INTERNAL AND EXTERNAL RESOURCE FOR BUSINESS DEVELOPMENT SUPPORT

- ACTION #1: Implement a Standard Operating Procedure for internal and external requests for Business Development support
- ACTION #2: Build and maintain relationships with other economic development organizations, businesses, community organizations and within the community at large





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OBJECTIVE #2: HELP MAKE KINGS COUNTY AN ATTRACTIVE AND INCLUSIVE PLACE TO LIVE, WORK AND PLAY

- ACTION #1: Support the implementation of the Municipality's *Strategy for Belonging*
- ACTION #2: Support the implementation of the Municipality's *Active Living Strategy* and *Active Kings County* active transportation plan
- ACTION #3: Support the implementation of the Municipality's *Joint Accessibility Plan*
- ACTION #4: Support the development of a Regional Recreation Centre
- ACTION #5: Support the rollout of broadband to communities across the county
- ACTION #6: Explore opportunities to work with telecommunications providers to extend cellular coverage throughout the county
- ACTION #7: Support the development of renewable energy projects



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OBJECTIVE #3: MAKE KINGS COUNTY AN EASIER PLACE TO DO BUSINESS

- ACTION #1: Support discussions with the Finance team to review the Municipality's commercial taxation rates
- ACTION #2: Support the review of the Municipality's policies, processes and procedures to identify opportunities for efficiency improvement
- ACTION #3: Support the investigation of the benefits of implementing a process improvement program within the Municipality





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OBJECTIVE #4: INCREASE COMMERCIAL LAND STOCK

- ACTION #1: Partner with Planning & Land Use to support opportunities for business growth in Growth Centres
- ACTION #2: Undertake studies related to the creation and sale of commercial lots in the Municipality
- ACTION #3: Lead the development of commercial lots in the Municipality
- ACTION #4: Lead the review of existing Municipal land for development opportunities
- ACTION #5: Support the review of existing Open Space procedures in the Subdivision By-Law from an economic development perspective



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OBJECTIVE #5: MARKET KINGS COUNTY

- ACTION #1: Update economic development data and information available on our website
- ACTION #2: Develop marketing materials for business attraction and retention
- ACTION #3: Partner with the Valley REN to employ the land-asset database for inquiries and lead generation
- ACTION #4: Work with the Valley REN to implement the *Strategic Tourism for Areas and Regions (STAR)* Program, including exploring the benefits of implementing a marketing levy
- ACTION #5: Support efforts to increase awareness of key sectors in Kings County, including agriculture, manufacturing, and health care services



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