

Greater East Grand Region Economic & Community Development
March 2020 Draft Plan Outline
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A Regional Vision?

By 2030...the Greater East Grand Region's economic and community well-being is stable and poised to thrive. This means that:

- Investment in existing/new businesses and supporting infrastructure has increased local employment opportunities;
- 4-season tourism is a positive economic driver;
- Young adults have chosen to remain or return "home" because of the region's positive direction and opportunities;
- New families with children have moved here because of the excellent education and welcoming community;
- Elders are able to successfully "thrive in place."

Goal A: Regional Collaboration & Investment

1. Define and organize a regional entity to guide and manage the implementation of the economic/community development plan.
2. Create and establish a destination identify and marketing effort that attracts visitors to the region.
3. Establish a 5-year funding strategy to implement priorities from the plan.
4. Complete a feasibility plan to establish a Greater East Grand Region Endowment Fund to support sustained investment into the future.

Goal B: Economic Vitality

1. Reduce the immediate financial hardship for local businesses as a result of Covid-19.
2. Build out and market the recreational assets that the region is known for beginning with the Baskahegan Water Trail.
3. Identify and provide entrepreneurial training and skills development for people with marketable ideas for new businesses.
4. Increase the number of available people/candidates for jobs in the region.
5. Support Danforth's priorities as a service center for the region – infrastructure, education, health care, public agencies, emergency services, vital downtown.

Goal C: Next-Generation Focus

1. Support continued investment in student opportunities and pathways at East Grand School.
2. Connect employers current and future employment needs with the school's pathway options and curriculum.
3. Create year-round community opportunities for youth that demonstrate how they are valued by adults.
4. Create and promote incentives for young adults to return to their home region to live, work and raise a family.

Goal D: Vibrant Communities - See the Danforth Livable Communities & Downtown Development plans

1. Invest in the necessary infrastructure and broadband capacity to support economic development for existing and new businesses.
2. Rehabilitate the existing Danforth town center to attract visitors and engage residents.
3. Improve housing stock in the greater Danforth area.