



## SOUTHWOLD ECONOMIC DEVELOPMENT COMMITTEE UPDATE

Our Economic Development Committee (EDC) was formed in 2011 to assist in the development of a Township Strategic Plan. This plan was to generate ideas to help our Township stabilize our tax base and to find ways to increase tourism etc. Early on we found out that Provincial approval of our "Southwold Official Plan" had become delayed for a number of reasons which meant that we were unable to move forward in terms of meaningful new residential and business development. This was finally resolved in November 2013.

In the intervening years we have:

1. Helped in the creation of an "Assessment of Community Services" with the Ivey School Of Business.
2. Helped in the creation of our "Township Sustainability Plan" with the help of OMAFRA.
3. Been involved in an ongoing program to improve our website.
4. Developed various initiatives geared to improving our Township such as "Communities in Bloom."
5. We were responsible, due to the generosity of Chris Meyers & his Force Iron & Metal Company, for last fall's waste cleanup program. There was 11 loads totalling 21, 210 lbs! Thank you Chris!
6. Began to implement various initiatives aimed at helping our business community such as our "Farm Finance Meeting."
7. Developed a plan to promote Southwold as "A nice place to visit.... A great place to live."  ne see our display at the St Thomas Home Show in early April and pick up your free "I  Southwold" button there!
8. Currently working on our "See Southwold by Tractor" planned for July of this year as part of our tourism development plans, also coming in April is a "Business Improvement & Expansion Meeting" for our current business operators.
9. In addition to this we are planning to:
  - >Publish regular progress updates on our website under the "Business Development" tab & in "Southwold In Motion" our township newsletter which goes out to our residents.
  - >Expand our committee with the addition of at least 2 more members of the public. You do need to be a Southwold resident. If you are interested in becoming a committee member please call Ian Chard at 519 769 0200 or Kim Grogan at 519 769 2010 for further information.
  - >Encourage our residents to bring forward their ideas to help us reach our objectives of making Southwold "A nice place to visit.....A great place to live.....And.....A great place to do business in." We want your input in this regard please call me at 519 769 0200 or email me at [ianrchard@sympatico.ca](mailto:ianrchard@sympatico.ca).

Respectfully submitted by Deputy Mayor & EDC Chair, Ian Chard.