

Development & Tourism

Overview & Highlights

The Purpose

The Dufferin County Development and Tourism Department works collaboratively with internal and external stakeholders to:

Guide community and economic development
(based on Council's strategic priorities)

The Department includes:

- Land Use Planning
- Building Inspection & Permits
- Economic Development
- Tourism & Museum of Dufferin

Top Deliverables: 2022

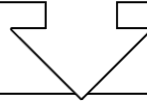
1. Municipal Comprehensive Review and Official Plan update
2. Improve planning processes
3. Meat Processing project
4. Implementation of the Tourism Strategy
5. New Museum of Dufferin (MoD) Strategic Plan
6. Improve building permitting processes (+DEI lens on enforcement)
7. New 5-year Economic Development Strategic Plan (delayed to 2023)

Land Use Planning

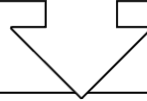
About

- Usually focused on the “what”, “where” and “use” of buildings
- The less it’s about buildings the less authority it has
- Currently staffed by consultants
 - Senior Planner starting in April
 - Planning Coordinator in May
- WSP will continue major project work (like MCR)
- Each Municipality has it’s own planner (or consultant)
- Most planning applications are about zoning – and requests to change it

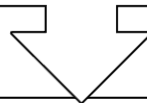
Policy Statements



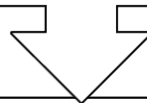
Provincial Plans



Conversation Authorities



County



Municipal

Land Use Planning

Deliverables

- ❖ Continue working toward completion of the Municipal Comprehensive Review (MCR). The MCR is anticipated to be completed this summer with the adoption of the resulting Official Plan Amendment occurring shortly thereafter.
- ❖ Improve the quality of planning services (including response times and tracking data) while ensuring planning fees are collected.
- ❖ Continue to work with Municipalities on planning matters through roundtable discussions.

Economic Development

About

- Has little control, creates influence (“nudges”)
- Focuses on challenges and/or opportunities for prosperity specific to that community – so it looks different everywhere
- Fills gaps by bringing people, ideas, and resources together
- Manager left for new role in February
- New structure still being discussed

Economic Development

Deliverables

- ❖ Create a new 5-year Economic Development Strategic Plan and present it to Council. This work will include extensive Municipal, community, and stakeholder engagement (moving to 2023).
- ❖ Continue to work on the Meat Processing project by identifying participating producers and develop a business plan and site location
- ❖ Gather, review, and share key economic indicator data (including from the 2020 Census) with partners and stakeholders to help increase a broader understanding of the strategic issues impacting the community
- ❖ Investigate opportunities to address lack of attainable/affordable housing in cooperation with Housing Services
- ❖ Continue to seek out additional grant opportunities that align with established priorities to help better serve our community

Tourism + MoD

About

- Manager looks after tourism (implementing strategy)
- MoD strategic plan will chart new course forward, focused on increasing visitation and financial sustainability.
- Programming (education, engagement)
- Curatorial (preserving history and culture)
- Archives (preservation of documents + access)
- Tourism is focused on improving local awareness in 2022, 2023 likely to be more traditional attraction
- Approach is to improve the experience of locals
- Most people are tourists before they are residents

Tourism + MoD

Deliverables

- ❖ Explore Dufferin Guide being developed for Summer '22. Hoping to distribute to all households in Dufferin County.
- ❖ Continue implementation of Tourism Strategy initiatives
- ❖ Create a new MoD Strategic Plan and present to Council. This work will include extensive community and stakeholder engagement.
- ❖ Continue to increase the scale of the MoD's online offerings including exhibitions and events, research, retail and online learning
- ❖ Further build the MoD's presence and leadership role in hosting and participating in community conversations about culture, heritage, diversity and inclusion
- ❖ Investigate opportunities to relocate cultural programming to urban areas

Building

About

- Permits & inspections, not facility management
- Includes demolition
- Focused on safety and adherence to Building Code
- Unique at County level, Orangeville has their own division
- e-Permits through CityView (accessed by County website)
- Permits issued after Municipal reviews, Conversation review, etc.

Building Inspections

- ❖ Create building permit reference guides for the public to assist in outlining the expectations and requirements when applying for various building permits
- ❖ Documenting existing and future building code interpretations and best construction practices to help support consistency within the Building Division and communication with stakeholders
- ❖ Review and revise processes and procedures using a diversity, equity, and inclusion lens
- ❖ Establish a customer/applicant experience feedback process



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