

VISION

Enhance and develop an economically viable and environmentally responsible Ontario.

MISSION

Provide leadership to:

1. Strengthen Member Capacity
2. Advance the Profession
3. Support our municipalities to foster economic prosperity in Ontario
4. Support organizational sustainability

PRIORITIES

1. Membership Enhancement and Expansion
2. Elected Official Awareness & Engagement Program
3. Enhance Programming for Communities, Members, and Stakeholders
4. Deliver Inclusive Professional Development



Economic
Developers
Council
of Ontario



EDCO Strategic Plan 2022-2025



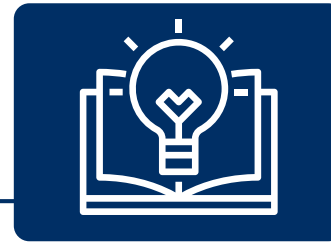
MEMBERSHIP ENHANCEMENT & EXPANSION

- Implement, Review and Report on EDCO's approved Membership Strategy
- Increase the awareness of EDCO Membership benefits to Non-Traditional Economic Developers
- Support the Conference as a membership building tool (i.e. review of delivery models, access to on demand services)
- Build staff capacity for value added membership projects through review of existing RM Coordinator position



ELECTED OFFICIAL AWARENESS & ENGAGEMENT PROGRAM

- Municipal engagement program post election
- Identify events that provide opportunity to engage with key elected officials inc. Queen's Park Day
- Broaden and deepen partnerships with key provincial associations and organizations
- Broaden the Ministerial/Department Liaisons and engage with key ministry office sr. staff



ENHANCE PROGRAMMING FOR COMMUNITIES, MEMBERS, AND STAKEHOLDERS

- Advocate and lead programming that leads to multi-year and sustainable planning
- Help municipalities to research and identify needs of communities to determine economic development priorities
- Themed Round Table lunches with senior leaders, women, emerging professional, career development
- Deliver more programs like My Main Street that are repeatable and scalable



DELIVER INCLUSIVE PROFESSIONAL DEVELOPMENT

- Regional Seminars
- Adjusting how we provide programming
- Expansion
- Serving up content to specific audiences
- Working with our partners
- Pre and Post conference Professional Development with a focus on inclusiveness