

ACTION DEVELOPMENT

DESCRIPTION

Once the team has decided which direction to focus the local economic development efforts, the next step is to select the activities that will help further these goals. This exercise helps participants brainstorm action items related to the strategic areas. The activities will then be prioritized in the next exercise.

RATIONALE

- Crucial to move from vision and strategic areas to specific action in order to get the plan off the ground
- By pairing strategic areas with actions in a long list, it creates a comprehensive list to then narrow down

LOGISTICS

Duration: 60-90 minutes

Format: individually or small workshop activity

Key Players: project team (with additional community stakeholders or council as desired)

Resources: flip chart paper, markers, vision and objectives

OUTPUT

A comprehensive list of potential action items as directly related to the strategic areas and goals (if applicable).

PROCESS

1. Using the template provided on the next page, brainstorm action items as related to each of the strategic areas that you have identified. This can be done:
 - Individually, over email and consolidated by the project team
 - In a group discussion setting
2. Ask participants to consider “What needs to happen to move this forward?” Record these action ideas. Additional sources of inspiration can be found on the following page. Be sure to refer back to the previous steps and materials created. What was discussed during the strategic assessment? Were any specific ideas brainstormed or put in the “parking lot” at that point? What opportunities were identified?





TEMPLATE AND EXAMPLES

Strategic Area	Action Ideas
EXAMPLE 1: Retain and expand existing businesses	<ul style="list-style-type: none"> Do a business survey/walk (find out what local businesses need) Marketing support (link up businesses on community and provincial web sites) Skills workshops Networking: Establish a Chamber or business group (i.e. Chamber "lite") Improve signage and wayfinding (to and around community)
EXAMPLE 2: Downtown improvement.	<ul style="list-style-type: none"> Incentivize vacant properties Improve street lighting New street signs and banners Improve parking Monthly community clean-up
Strategy X	

CASE STUDY

Tides of Change is a joint economic development strategy for the 'Namgis First Nation and the Village of Alert Bay on Cormorant Island - a small island off of the northeast coast of Vancouver Island.

Improvements on the harbour and marina were identified as the number one economic opportunity for the island, and an important way to capture tourism traffic, grow the fishing fleet and improve quality of life.

Examples of actions within this strategy area are as follows:

- Research funding opportunities and availability for harbour redevelopment
- Fuel dock business plan/feasibility study
- Harbour redevelopment plan
- Marina redevelopment

TIPS

- Feel free to brainstorm multiple options to action each strategic area.
- If you also have set specific goals for the strategic areas, you could include them as a column in the middle to direct your brainstorming.