 Media Release

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# “Made in Grey” County Economic Development Strategy gets County Council Stamp of Approval

Grey County is “Open for Business.” That’s the long-term vision of the “Made in Grey” County Economic Development Strategy approved by County Council on April 7.

The strategy was presented to Grey County Council on Tuesday and is centered on working closely with local municipalities and business partners to create a positive environment for businesses and investors. It will help guide policies and decisions at the County in the coming years.

“It’s been a steep learning curve becoming educated on what economic development is,” said Grey County Warden Kevin Eccles. “I believe this is the right place for the County to be and this strategy provides the framework needed to work towards the community we aspire to develop.”

Development of the strategy was led by a steering committee of business leaders, elected officials and supported by County staff and consultants McSweeney & Associates. It identifies seven key actions and themes where the County can add the most value to development:

* Becoming Investment Ready
* Creating a Business Friendly Environment
* Ensuring Key Infrastructure is in Place
* Developing Grey’s Workforce
* Communicating and Marketing Grey’s Greatness
* Tourism
* Agriculture, Farms and Local Food

“Economic development is a team sport and the County is thankful for the support of a steering committee comprised of prominent business leaders and County Councillors,” says Grey County CAO Sharon Vokes. “Their guidance, along with the input from the community, has led to the development of an economic development strategy to guide the County’s efforts in the coming years. The County is anxious to get moving in collaboration with its many partners to achieve meaningful results.”

The “Made in Grey” County Economic Development Strategy can be found on [investingrey.ca](http://www.investingrey.ca). The draft strategy was presented to Grey County Council in February and was followed by a public consultation period. Updates were made to the strategy before the final version was approved.

## Background

Grey County began work on the economic development strategy in 2014 as part of the County’s Strategic Plan*.* The public was engaged several times throughout the development process which included one-on-one interviews with stakeholders, online surveys, focus groups, an Economic Summit, and direct feedback.

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