



Economic  
Developers  
Council  
of Ontario

## STRATEGIC PLAN 2016

EDCO is an independent, non-profit association of professionals engaged in economic development

### 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



### PRIORITY 1

#### Futuristic Vision

##### Objectives

- ◇ Position EDCO as a forward thinking organization in tune with evolving international global factors/trends affecting our communities
- ◇ Stay relevant & attractive to EDCO members and partners, both current & future

##### Outcome

EDCO will articulate a futuristic vision that compels stakeholders to actively engage with us.



### PRIORITY 2

#### Engagement

##### Objective

- ◇ Define target markets and customize value proposition for each: young professionals, seasoned professionals, new professionals, Indigenous Peoples and complimentary professionals

##### Outcome

EDCO will be recognized as the membership organization of choice for economic development.



### PRIORITY 3

#### Relationships

##### Objectives

- ◇ Increase joint economic development activities with other groups and government bodies
- ◇ Conduct a jurisdictional scan in search of other leading peer organizations for best practices. Partner to develop strategies and initiatives to fill gaps in economic development in Ontario
- ◇ Establish a central (Toronto) address contact point and a satellite office by 2017
- ◇ Pursue coordinated, collaborative opportunities for resources and initiatives
- ◇ Develop a list of target opportunities for collaboration
- ◇ Initiate a multi-organization strategy and linked events, activities and reports
- ◇ Develop a mass media strategy to establish EDCO as the voice of economic development in Ontario and Canada

##### Outcome

EDCO will develop relationships that strengthen the capacity of economic development in Ontario.