

## PART 5 **ECONOMIC STRATEGY**

### **5.1. ECONOMIC STRATEGY**

#### **5.1.1. Introduction**

It is the intent of this Plan to protect and support the existing economic base of the Town while providing encouragement and support for diversification and growth. This Plan promotes economic growth and financial sustainability in the Town and supports the goal of the Town to be a **Centre of Excellence for Agriculture**.

The full range of agriculturally related activities including agricultural, agri-tourism and *farm diversification* uses play a crucial role in the municipality's economy, providing employment and generating business for support service and supply industries. Agriculturally related activities are a sector that has significant growth potential. The Town is known for its combination of high quality agricultural lands, scenic lands and waters, natural environment, cultural heritage, trails, farm markets and wineries. The policies of this Plan are designed to support the continued growth and development of the Town as a centre of agricultural excellence and a tourist destination while, maintaining or enhancing the natural and cultural amenities that make the municipality attractive to tourists, residents and businesses.

#### **5.1.2. Goals**

As a **Centre of Excellence for Agriculture** the Town is committed to the following goals:

- (a) To build a local body of knowledge to encourage business to business activity and identify current or potential gaps and assist with addressing identified gaps through dialogue with key stakeholders by building on the strengths;
- (b) To establish partnerships with other levels of government and key stakeholders to educate consumers about healthy food products from the Town;
- (c) To assist with the development of a branding and marketing programs based on food safety and quality;
- (d) To position agriculture, food processing, food and floral retail in the Town as a "great place to do business";
- (e) To create an environment to support business retention and expansion;
- (f) To create a system for examining alternatives to business closure; and
- (g) To establish partnerships with universities and colleges to identify synergies and emerging work force needs by becoming a partner in developing programs to support food and farming.

- (h) To ensure a coordinated, integrated and comprehensive approach is used in respect to the Town's Economic Strategy.

### 5.1.3. Objectives

- (a) To be a **Centre of Excellence for Agriculture**.
- (b) To support opportunities for industrial growth and employment within the Town.
- (c) To support opportunities for growth and diversity in the tourism sector.
- (d) To promote opportunities to educate visitors about the diversity of agricultural activities in the Town.
- (e) To support agri-tourism and *farm diversification* opportunities to compliment farming operations and the general appeal of the area.

### 5.1.4. Policies

- (a) Economic growth and stability shall be encouraged by:
  - (i) Implementing an economic development strategy to establish Lincoln as a **Centre of Excellence for Agriculture**.
  - (ii) Building on the Town's status as a Greenbelt Community.
  - (iii) Developing policies to provide for high quality industrial businesses at designated locations within the Town's Urban Area boundaries along the Queen Elizabeth Way, with special emphasis on the greenhouse industry and services, agricultural services, corporate head offices, distribution services, business services, small business and high technology industries.
  - (iv) Reinforcing the need for a Go Station in the Town with the Province.
  - (v) Promoting agriculture, agri-tourism and *farm diversification* uses to improve the economic value of agricultural products and to contribute to the sustainability and viability of farming in order to ensure the preservation of the agricultural land base and scenic quality of the agricultural landscape.
  - (vi) Facilitating opportunities for local food production and sale both on farm and in the urban areas.
  - (vii) Leveraging the presence of research facilities to attract educational and research services.
  - (viii) Promoting commercial, recreational, prestige residential and prestige industrial opportunities within designated areas.
  - (ix) Support the development of the Mid-Peninsula Highway as a means to assist in preservation of *Specialty Agricultural* land.
  - (x) Ensuring that a possible new escarpment crossing or the expansion of existing escarpment crossings are designed to minimize the impact on *Specialty Agricultural* lands in keeping with the Regional Smart Growth Strategy.

- (xi) To promote linkages and open spaces which provide a system of parks, trails and nature-based attractions for appreciating the wide variety of natural and cultural amenities. The routes include linkages for hiking, cycling, car touring, and water-based routes for canoes and other non-motorized vessels. The routes also link villages and wineries, market farms and restaurants.
- (xii) To support partnerships with the Region and other agencies to build a Centre of Excellence for Agriculture.
- (xiii) Promote walkable, bikeable neighbourhoods.
- (xiv) Planning for, protecting and preserving *employment areas* for current and future use.