

STRATEGIC DIRECTION #4

Economic and
Community
Development
Leadership

In commenting on “the single most important thing the Town could do to capitalize on its strengths and opportunities”, key informants spoke of supporting organic private business growth (tapping into MTA’s training resources where appropriate), with a focus on entrepreneurship and existing small to medium-sized businesses. This was seen as a strategy to reduce the dependence on a limited number of larger employers and therefore, decrease the employment risk, should one of these employers shut down or move out of town.

The Town was seen as a body which could provide favourable business incentives, and take a leadership role in business community building through networking events, seminars, etc.

ACTION 9: ADOPT A BUSINESS DEVELOPMENT STRATEGY

Objective	Timing	Metrics
Create and promote a positive environment for business.	Dec. 2017	CFIB Business Confidence Index
Pursue and support start-up business ventures.	Dec. 2017	New business permits, business occupancy
Attract and support local small/medium business growth opportunities.	Dec. 2017	Commercial tax revenues
Facilitate the re-establishment of an organizational structure to further the business community of Sackville.	Dec. 2017	CFIB Business Confidence Index