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## **MEDIA RELEASE**

**February 7, 2022**

**(For Immediate Release)**

### **AUGUSTA & PRESCOTT COUNCIL ENDORSE JOINT ECONOMIC DEVELOPMENT & LAND DEVELOPMENT STRATEGY RECOMMENDATIONS**

Members of Prescott & Augusta Council's participated in a joint meeting to receive and endorse the recommendations of a joint Economic Development Strategy and Land Development & Needs Analysis Study. Distinct five-year Economic Development Strategies were also developed and recently endorsed by Augusta & Prescott in support of this joint initiative.

These strategies will serve as the blueprint for economic development activities throughout Prescott & Augusta over the next five years. Municipal partners will be developing joint and individual implementation plans to deliver on the immediate and long-term strategic priorities moving forward. Municipal partner staff will be reporting back to Council on an annual basis with measurements around key performance indicators.

Council members were pleased to welcome special guest MPP Steve Clark who brought greetings and commended the partners for their vision in working together on this progressive initiative and innovative utilization of Municipal Modernization funding.

"We're using Prescott & Augusta's collaboration as an example for other municipalities to emulate with regard to working together; not just on economic development, but also on housing, recreation, shared services, digital and other important initiatives," said Steve Clark, MPP for Leeds-Grenville-Thousand Islands and Rideau Lakes.

"This project is an important step in ensuring Prescott and South Grenville region is positioned to take advantage of the opportunities that lie ahead for us. Prescott will continue to invest in priority areas, placemaking and transformational projects in support of these critical recommendations, that will benefit not only our economy but our community as a whole" said Brett Todd, Mayor for the Town of Prescott.

"We are excited to continue to build on our shared initiatives to the benefit of all businesses and residents through collaborating on economic development initiatives. A high priority for us will be to initiate the process of reviewing our planning policies to attract investment and become more developer friendly" said Doug Malanka, Mayor for the Township of Augusta.

## **Project Background**

In February of 2021, the Town of Prescott and Township of Augusta partnered to commission the development of two distinct five-year Economic Development Strategies, as well as a joint Economic Development Action Plan and Land Development/Needs Analysis. The development of these studies was a critical action identified by the Augusta-Prescott Joint Task Force, which was established as an outcome of the 2020 Service Delivery Review completed in partnership. The project received funding support through the Municipal Modernization Grant, received from the Province of Ontario in 2019. In April of 2021, MBD Insight, industry renowned Economic Development consulting firm; was commissioned to complete the studies, supported by subconsultants from EVB Engineering, Fotenn Planning and Design, and FBM.

The goal of these studies is to strengthen the economic base of the region and to contribute to sustainable economic prosperity for all while retaining youth and attracting new talent. These strategies will also set the future direction for economic development to increase opportunities for growth of existing businesses, establishment of new firms, increased employment and housing opportunities, and development/growth of new sectors combined with workforce renewal and upskilling.

Significant work was carried out by the consulting team over the past several months including stakeholder, public and Council/staff consultations, environmental scan and review of supporting reports/studies, municipal infrastructure, and market research data. The resulting Economic Development Strategies and Land Needs Analysis Study outline several critical priorities and supporting actions, to support the realization of the unique and overlapping opportunities for development that exist throughout Prescott and Augusta.

### **Key project outcomes:**

- 1) Two Distinct 5-year Economic Development Strategies developed for the Town of Prescott and Township of Augusta. Priority areas, actions and ongoing performance measures have been identified for individual pursuit under each of these strategies.
- 2) Joint Economic Development Action Plan outlining collaborative actions across the Township of Augusta and the Town of Prescott, in the following priority areas:
  - a. Business Retention and Expansion
  - b. Investment Attraction
  - c. Tourism Development and Resident Attraction
- 3) Joint Land Development/Needs Analysis to identify appropriate lands for future growth and provide for municipal infrastructure/servicing requirements.

Visit our websites at [www.prescott.ca](http://www.prescott.ca) and [www.augusta.ca](http://www.augusta.ca) to learn more and view the completed studies.

**Additional Resources:**

- [Joint Special Meeting Jan 31-2022 Video Feed](#)
- [Town of Prescott Economic Development Strategy](#)
- [Township of Augusta Economic Development Strategy](#)
- [Prescott/Augusta Joint Economic Development Action Plan](#)
- [Prescott/Augusta Joint Land Development/Needs Analysis](#)
- [Prescott/Augusta Joint Technical Report](#)

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**Media contacts:**

Prescott	Augusta
Brett Todd, Mayor <a href="mailto:btodd@prescott.ca">btodd@prescott.ca</a>   (613) 925-2812 Ext. 6212  Dana Valentyne, Economic Development Officer <a href="mailto:dvalentyne@prescott.ca">dvalentyne@prescott.ca</a>   (613) 925-2812 Ext. 6221	Doug Malanka, Mayor <a href="mailto:dmalanka@augusta.ca">dmalanka@augusta.ca</a>   (613) 297-0985  Steve McDonald, CAO <a href="mailto:smcdonald@augusta.ca">smcdonald@augusta.ca</a>   (613) 925-4231 Ext. 102