

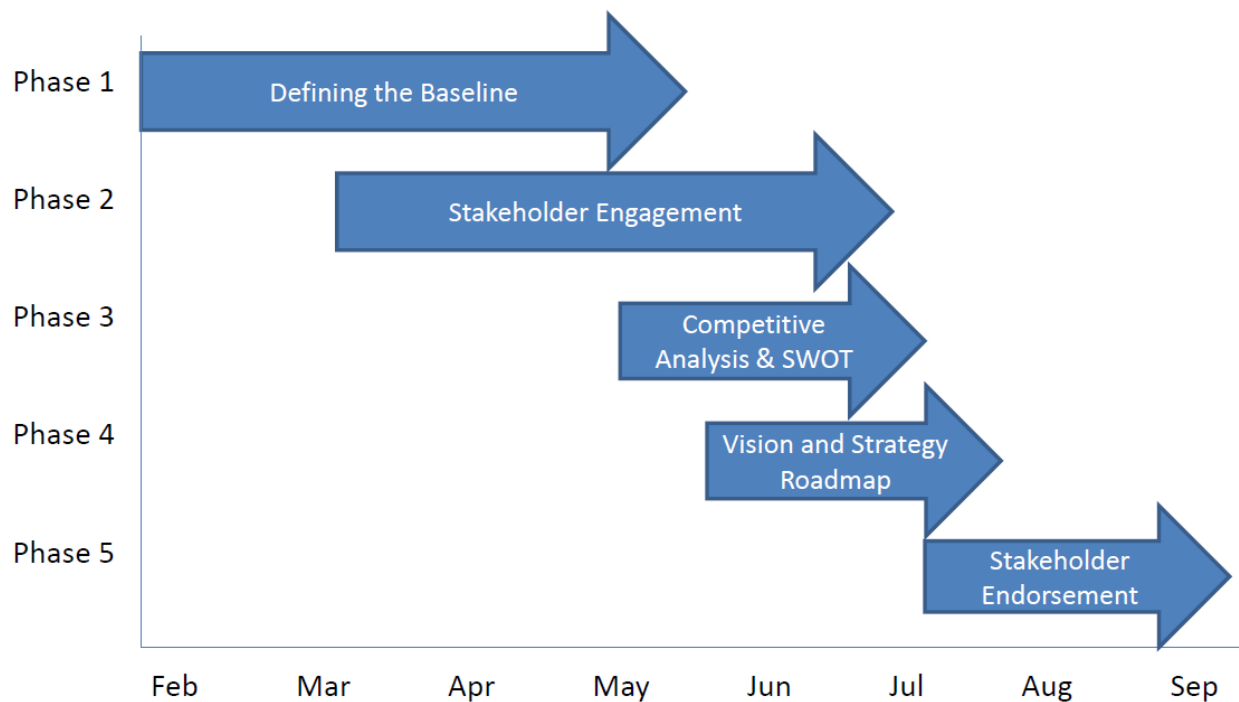
Burlington Vision 2025

Burlington Vision 2025 will be the roadmap to the long term economic prosperity of Burlington. Underpinned by research it will allow our community to fully understand the current situation of Burlington and our competitiveness in an evolving global economy. Engaging stakeholders in collaborative discussions will shape the definition of Burlington's key opportunities and our barriers to achieving them. The result will be a focused economic strategy that lays out our short and long term objectives and the strategies that will allow us to achieve them. Burlington Vision 2025 will unite stakeholders in working together towards a shared vision for Burlington and ensure we remain a competitive and thriving city.

Burlington Vision 2025: Engagement and Development process

There will be 5 key elements to the development of Burlington Vision 2025:

1. Defining the Baseline
2. Stakeholder Engagement
3. Competitive Analysis & SWOT
4. Vision and Strategy Roadmap
5. Stakeholder Endorsement



1. Defining the Baseline

Paramount to any visioning exercise is understanding our baseline ie where Burlington is now. This will provide a basis for fact based discussions of the strengths and weaknesses of our community as well as the gaps and opportunities that face us in achieving our economic vision. Through a combination of secondary and primary research a comprehensive picture of the community will be formed including data such as:

- Demographic, labourforce and employment trends
- Land and infrastructure
- Business profile and key sectors
- Tax assessment base
- Competitiveness

2. Stakeholder Engagement

The foundation of the process will be stakeholder engagement on the key issues and challenges facing Burlington and defining a meaningful economic vision for Burlington. To support the development of Burlington Vision 2025 an Advisory Committee will be formed including representatives from:

- City of Burlington
- Burlington Chamber of Commerce
- BEDC
- McMaster University
- Region of Halton
- Burlington Business Community
- Burlington Development Community

The Advisory Committee will be responsible for overseeing the development of the economic vision and providing input throughout the process. The public will be engaged in coordination with the Burlington Strategic Plan. In depth stakeholder engagement will take place with over 90 stakeholders through a mix of surveys, in person interviews and workshops which will allow stakeholders to focus on specific areas such as:

- Business & Labourforce
- Policy & Land Development
- Infrastructure & Transportation
- Economic Policy

3. Competitive Analysis & SWOT

Burlington will be compared to communities both nationally as well as locally to form a picture of our competitiveness as a community. The identification of the Strengths, Weaknesses, Opportunities and Threats (SWOT) for Burlington will be an integral part of this process. At every stakeholder workshop we will look to identify strengths, opportunities and gaps for specific issues with a core outcome of the stakeholder engagement and competitive analysis being the generation of a comprehensive SWOT for the city of Burlington. The SWOT will help inform the development of all goals and strategies aligning with the key opportunities and gaps that stakeholders and broader research has identified.

4. Vision and Strategy Roadmap

The Advisory Committee will be tasked with translating the stakeholder input into a structured strategy that defines key areas of focus with strategies, tactics and performance measures which will allow us to gauge our success in achieving our economic vision. This will provide a roadmap to the Burlington community and partners to coordinate activities and resources in working together to achieve our shared economic vision for Burlington.

5. Stakeholder Endorsement

The key outcome of the stakeholder engagement process will be the creation of an economic vision that represents the interests of the Burlington community. This will result in a strategy endorsed and supported by all stakeholders that allows Burlington to work in concert to achieve our goals. As part of this process key stakeholders will be asked to formally endorse Burlington Vision 2025 and all contributions will be formally recognised in the final strategy.