

SARNIA-LAMBTON ECONOMIC PARTNERSHIP

5-YEAR STRATEGIC PLAN

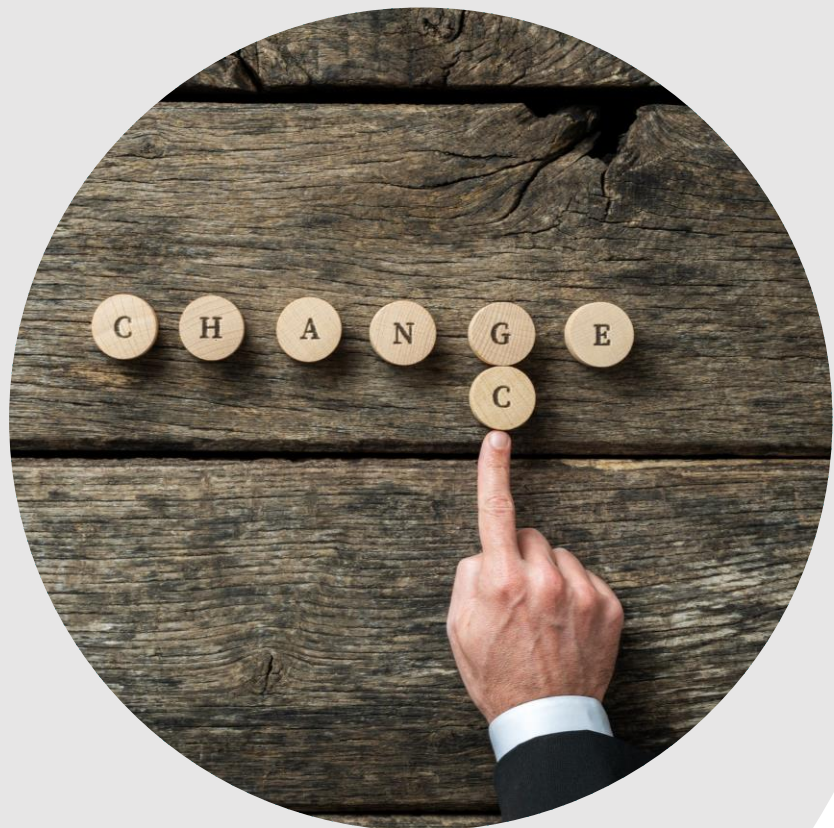
2023

WE'VE GOT CHEMISTRY!



SARNIA-LAMBTON ECONOMIC PARTNERSHIP

www.sarnialambton.on.ca



VISION STATEMENT

Chemistry that knows no bounds.

OUR STORY

Sarnia-Lambton is a centre of chemistry & energy excellence and innovation.

Agriculture and rural communities are integral to our economy.

Our legacy of industrial and economic assets are highly leverageable for the new low-carbon future.

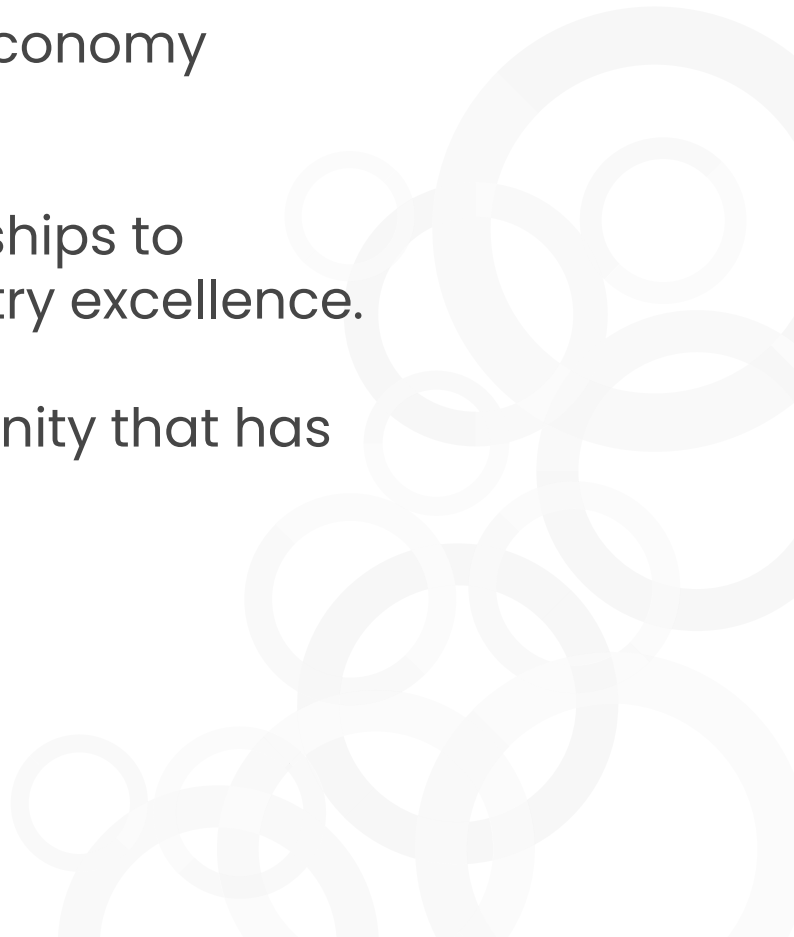
We lead and innovate in nurturing a circular economy towards environmental sustainability.

Our unique blend of industry, agriculture, people, and quality of living positions us for unparalleled prosperity.



WE'VE GOT CHEMISTRY

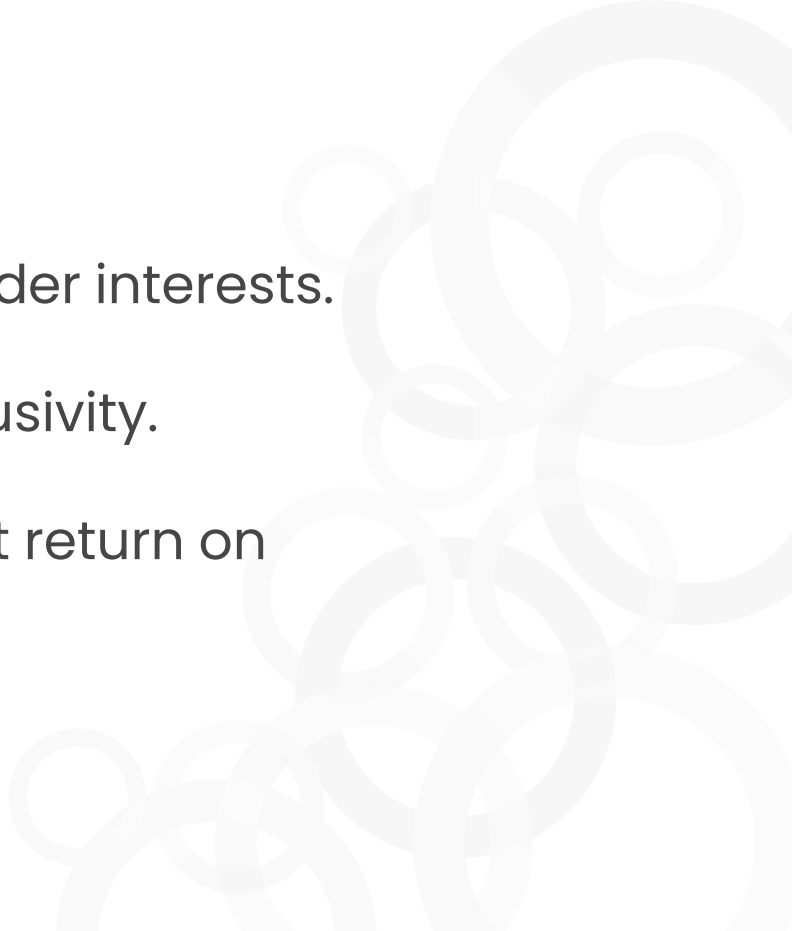
Sarnia-Lambton's Economic Development role is to:

- Nurture the transformation of Sarnia-Lambton's economy towards a low-carbon sustainable future.
 - We will do this through collaboration and partnerships to continue to be a centre of innovation and chemistry excellence.
 - Grow a prosperous, diverse, and inclusive community that has chemistry.
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CORE STRATEGY

The strategy has been built around core elements that matter:

- A. Simplify and unify direction.
 - B. Communicate strategic intent.
 - C. Deliver seamless service to investment and stakeholder interests.
 - D. Support an environment of equity, diversity, and inclusivity.
 - E. Focus on outcomes and initiatives that have the best return on investment (ROI) in pursuit of an ambitious future.
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6 CORE ELEMENTS

STRATEGIC SNAPSHOT

INNOVATION & MARKET READINESS

Grow innovation culture, support the growth of technology & leverage key partnerships.

Ensure "product" (lands, hydrogen hub, oversized load corridor) is market ready.

AGRICULTURE & RURAL COMMUNITIES

Better leverage agricultural assets & integrate with industry.

Support rural, downtowns, & entrepreneurs.

ENERGY & CHEMISTRY CLUSTER DEVELOPMENT

Fully leverage our key industry strength in energy & chemistry.

ORGANIZATION

Focus organizational role, structure, & relationships to generate a seamless investor & stakeholder experience.

Promote & foster an environment of equity, diversity, & inclusivity.

BRAND & MARKETING

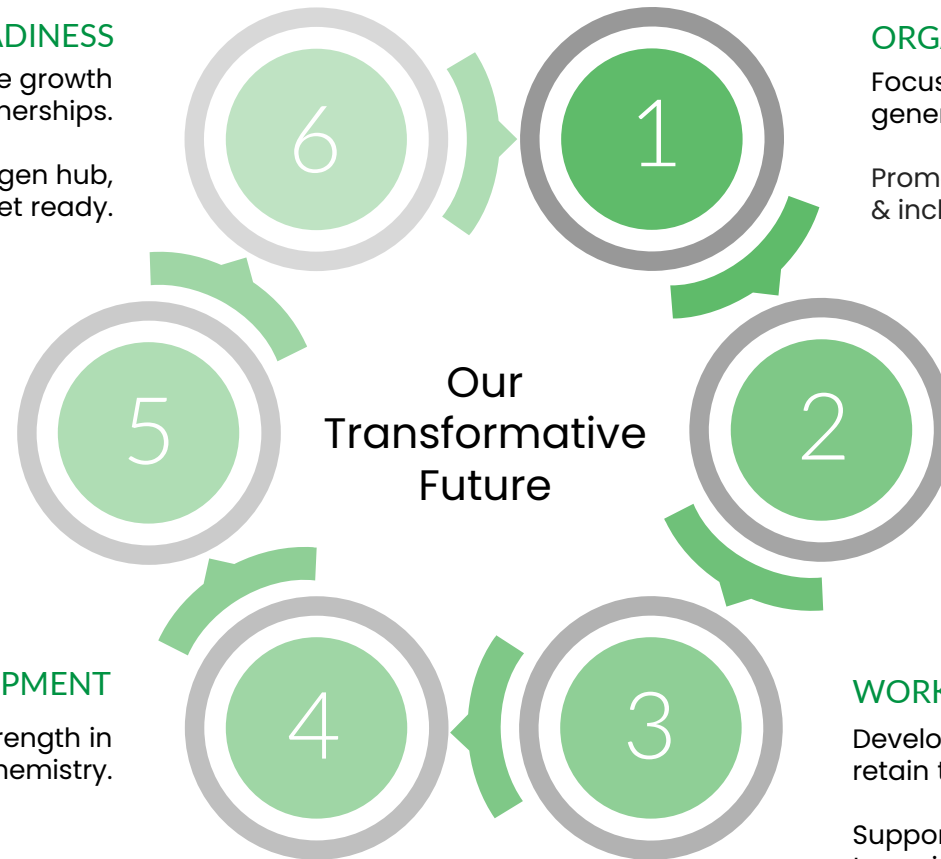
Develop a powerful brand & story to attract attention, investment, talent & population.

Leverage market position to influence & advocate on key issues.

WORKFORCE

Develop a coordinated workforce program to attract & retain talent.

Support immigration and new resident attraction efforts to assist with local industry needs.



WE MATTER

Connect our unique people, places, and opportunities!

Our strategy has been built around core elements that are **rooted in our strengths.**



Collaborative chemistry & energy cluster.



Transportation access to Southern ON and USA in high traffic corridors.



Lambton College: Leader and top-ranking research college in Ontario and Canada.



Bioindustrial Innovation Canada and Western Sarnia-Lambton Research Park.



Support local labour demands through immigration, retention of youth, and workforce development.



Affordable housing. High quality of life. Lower cost of living.

WE'VE GOT CHEMISTRY!

People, Community, Equity, Diversity & Inclusiveness

Innovation & Market Readiness

Our Organization and Team

Branding & Marketing

Energy & Chemistry

Agriculture & Rural

Workforce

Advocacy

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