

# **SARNIA-LAMBTON ECONOMIC PARTNERSHIP**

**5-YEAR STRATEGIC PLAN**

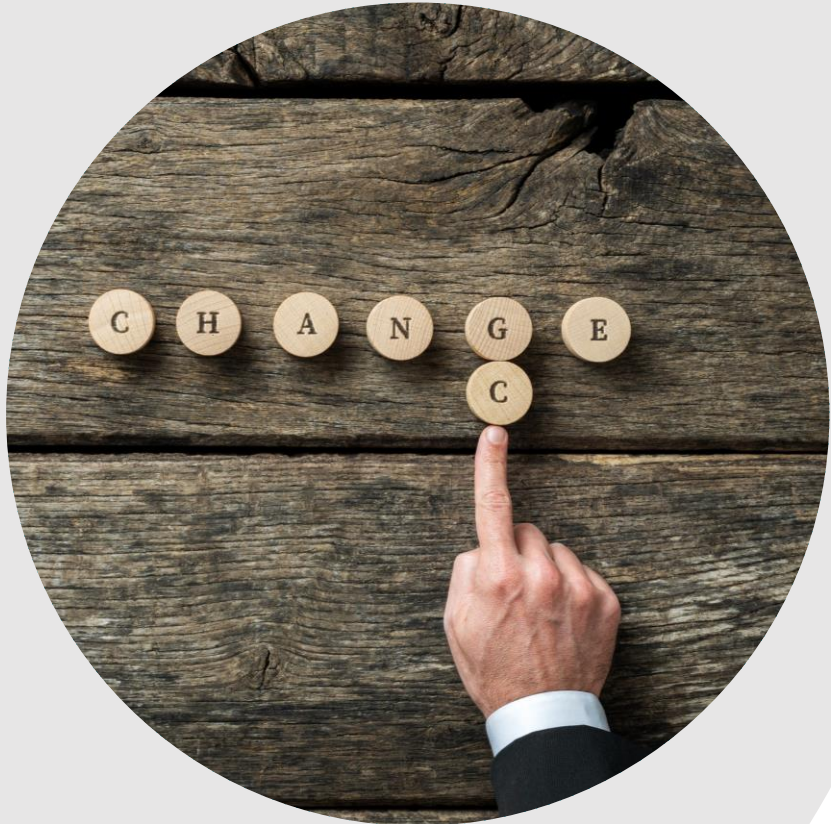
**2023**

# WE'VE GOT CHEMISTRY!



**SARNIA-LAMBTON ECONOMIC PARTNERSHIP**

[www.sarnialambton.on.ca](http://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.

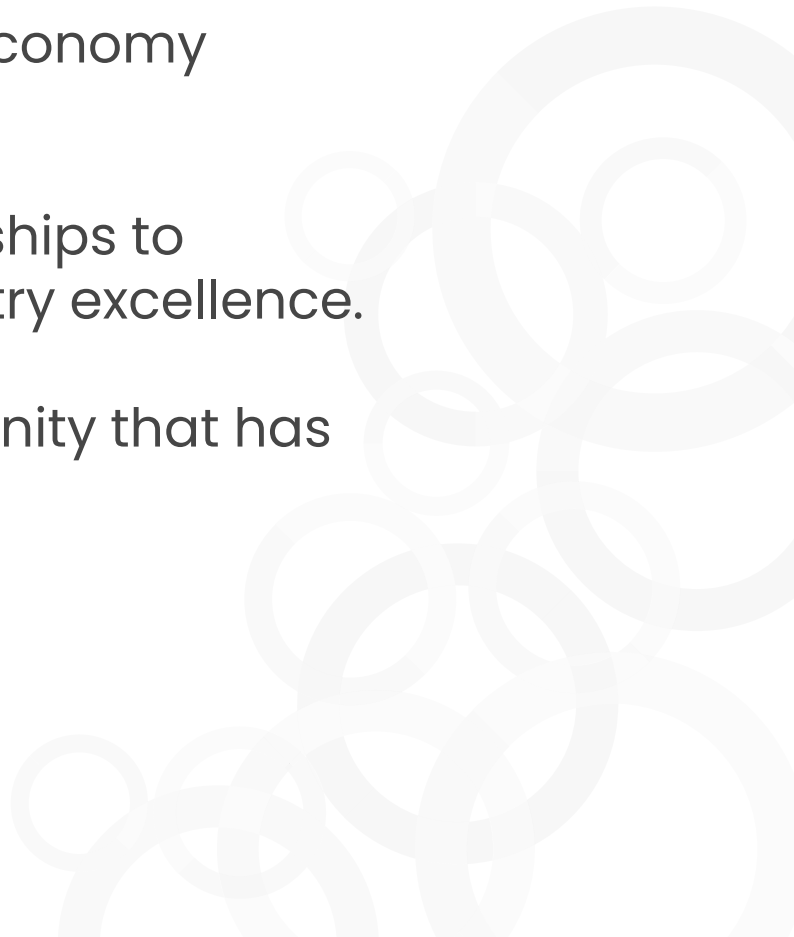
We lead and innovate in nurturing a circular economy towards environmental sustainability.

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



# WE'VE GOT CHEMISTRY

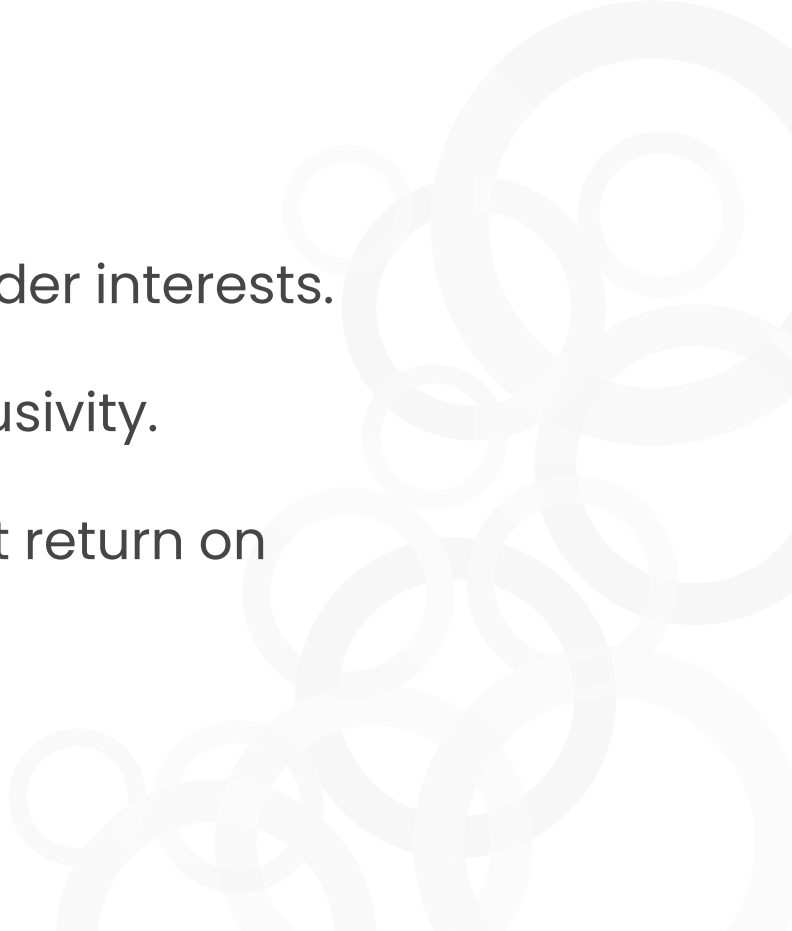
Sarnia-Lambton's Economic Development role is to:

- 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

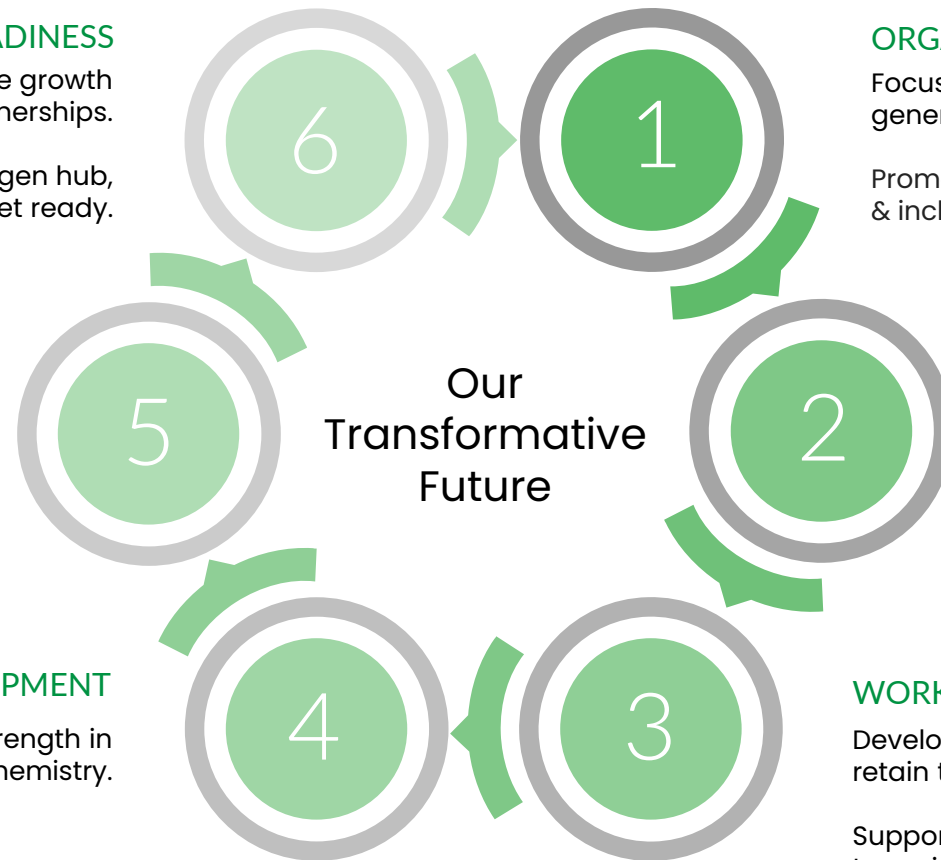
Develop a powerful brand & story to attract attention, investment, talent & population.

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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