



ORILLIA

**5-YEAR ECONOMIC
DEVELOPMENT
STRATEGIC PLAN
2025-2029 AT A
GLANCE**



MISSION

The Orillia Business Development Office will promote and foster economic and tourism growth to benefit the residents and business community within the City of Orillia.

VISION

A vibrant, thriving, connected Orillia that is celebrated for its diverse and innovative business community and high quality of life for residents. The City enables and attracts investment that adds value to its existing employer base and is responsive to the needs of the community.



2025-2029 Economic Development STRATEGY AT A GLANCE

Orillia's new economic development strategy was based on extensive background research and community consultation. The strategy development process revealed that Orillia and the surrounding region have many high-quality assets to support the economic base of the community. With an established foundation, this strategy provides the guidance required to leverage and maximize the potential of those assets and the opportunities they present. To do this, the strategy presents a mission, a vision, and 4 guiding goals that encompass 17 strategic objectives with 54 recommended key actions. Each action is complemented by rationale, a timeline for implementation, and a measurement indicator of success.



GOAL 1:

Increase jobs and Orillia's average income through targeted investment attraction and workforce development.

1

Objective 1:

Attract and enhance Orillia's sectors of opportunity, as well as retail and service industry.

2

Objective 2:

Stimulate and support transformative investment to meet the needs of the community.

3

Objective 3:

Improve local and regional workforce attraction and development efforts.

4

Objective 4:

Improve access to employment opportunities for residents facing barriers.



GOAL 2:

More businesses start and grow in Orillia.

1

Objective 1:

The local economic development and tourism support ecosystem and business communities are well-connected to facilitate growth.

2

Objective 2:

Fuel Innovation is utilized to catalyze a culture of innovation in Orillia.

3

Objective 3:

There is an established Business Visitation Program to monitor trends and provide support for organizational needs, challenges, and opportunities.

4

Objective 4:

It's easy and desirable to start and grow a business in Orillia.

5

Objective 5:

Post-secondary institutions and students are well-integrated into the community and are key contributors to local economic development.



GOAL 3:

Orillia is an ideal location for living and visiting to attract and retain a stable workforce.

1

Objective 1:

A coordinated community brand and strategy to support placemaking across the community is developed.

2

Objective 2:

The City advocates for and supports the attraction of diverse, attainable housing development.

3

Objective 3:

Orillia is a place where students and newcomers feel at home.

4

Objective 4:

Improved public transit service and active transportation corridors better meet the needs of employers and the student community.

5

Objective 5:

There is an improved perception of safety in and access to the downtown area.

6

Objective 6:

Economic development goals are an important consideration when making planning decisions.



GOAL 4:

The tourism sector grows by maximizing opportunities to increase visitor spending year-round.

1

Objective 1:

Formal channels for marketing, communication, and collaboration with and amongst local tourism stakeholders results in improved visitor attraction.

2

Objective 2:

Orillia boasts strong shoulder season product development and appeal.