



ECONOMIC DEVELOPMENT SERVICES

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The Corporation of the County of Prince Edward
332 Main Street
Picton, ON K0K 2T0

Dear Prince Edward County Council:

Re: The Rural Creative Economy – Leadership Role

I am writing to thank and commend Prince Edward County for taking a leadership role in raising the awareness of the importance and potential of the creative economy in rural Ontario. Your County has become a Provincial model for the development of the creative economy - and the significant opportunities that creative industries generate for economic development in rural jurisdictions.

We have been fortunate to be one of the partner municipalities in Southwestern Ontario that formed an alliance to develop a comprehensive study of the potential of the creative economy in our region. The Southwestern Ontario Study would not have been possible without the foresight of Prince Edward County and your Economic Development Officer, Dan Taylor. This Study, combined with the corresponding Eastern Ontario Study will become powerful tools for leveraging provincial and federal funding as we move forward with developing this area of our respective economies.

Prince Edward County and Huron County share many of the same natural attributes that bring us the quality of life (and place) that is essential for attracting creative workers. As a result of the success stories coming from PEC and other jurisdictions, we are experiencing a significant level of interest and support for the further development and promotion of creative economy opportunities within our County.

Over the last several years we have come to learn the importance and value of cross-sector creativity among our four economic pillars: agriculture, manufacturing, tourism and creative industries. Striking a balance between creative economy opportunities and traditional industries such as agriculture is essential as we move forward to fully realize and capitalize on the potential of this aspect of our economy. Your Economic Development Officer's work with Ryerson University on this matter is another example of PEC's proactive approach to economic development.

Again, I would like to congratulate Prince Edward County for your award-winning work in developing and promoting the creative economy within rural Ontario. We look forward to continuing the connection between our two Counties and the other partnering municipalities within Ontario. Together we can ensure that rural Ontario is positioned to profit from the job and wealth creation that will result from investment into creative economy initiatives and the strategic diversification of our economies.

Yours truly,

Michael Pullen,
Senior Economic Development Officer