



**MORDEN
CHAMBER OF
COMMERCE**

BOLD

**BOLD IS DRIVEN BY THE ENERGY OF BRINGING
FORWARD BOLD IDEAS AND IDENTIFYING
BOLD INITIATIVES.**

**BOLD IS ABOUT DRIVING CHANGE THROUGH
ENGAGEMENT.**

**THE INTENT OF THE BOLD PLATFORM IS TO
PROMOTE INNOVATIVE LONG-TERM VISION,
THOUGHT AND ACTION FOR MORDEN**

**THE VOICE
OF
BUSINESS**

TOURISM

THINK BOLD...

A list of brainstorming ideas from Bold Conference:

- Tourism destination centered around eco-tourism and the natural landscape
 - Floating/inflatable waterpark at the lake - Bruce coming out of the lake
 - Suspension/floating bridge across the lake to connect pathway
 - Winter activities at the lake with year round facility/resort feel
- Focus on food tourism
 - Farm to table
 - Local brewery
- Downtown square
 - Walking traffic only
 - Cover from elements/used year round
- Year round climate controlled greenhouse/park
- Amazon Sphere
- Adopt the CFDC theme for entire city/downtown/lake
- Create a convention centre
- Commercial spaceport tourism
- Enhance our website - Top things to do in Morden

TOURISM

Visitor spending contributes greatly toward the financial success in the accommodation, retail, commercial, food and beverage, events, attractions and the entertainment sectors of our local economy.

It was obvious from the workshop that tourism is one of the key elements that should be part of Morden's vision for the future. A strong brand reinforces our identity and is a source of community pride.

BE BOLD...

CHAMBER RECOMMENDATIONS:

- Review & develop a strong brand for the City of Morden.
- Create a tourism marketing plan.
- Focus on further development of our existing tourism products – develop a multi-phase plan to enhance our existing tourist attractions & create new ones.
- Explore ways to maximize the opportunities at Lake Minnewasta



ECONOMIC DEVELOPMENT

THINK BOLD...

A list of brainstorming ideas from Bold Conference:

- Tech Hub - Attract tech businesses
- Expand Industrial Park
- Proceed with North Forge
- Business/Entrepreneur Support Centre
 - Mentorship
- Brand Morden to attract business
- Be known for a specific industry/sector/niche market
- Market Morden/branding
- Economic Development a priority

ECONOMIC DEVELOPMENT

Economic development is the engine that provides jobs and supports growth in our community. Economic growth and prosperity generates the tax base to provide the amenities and services which make Morden an attractive community to live in or move to. Identifying Morden's strengths and advantages will help us to capitalize on them. Success in economic development will provide Morden with the means to provide the community services that will make Morden a more attractive place to live.



BE BOLD...

CHAMBER RECOMMENDATIONS:

- Identify our SWOT (particularly our strengths) in terms of attracting new business.
- Take the necessary steps to identify our niche market and create the environment that will attract new business.
- Fill the Economic Development position(s) and create an environment to achieve highly successful outcomes.
- Ensure that economic development is part of the Morden branding exercise and that staff have the tools and funding to market economic development in Morden.
- Chamber will further explore developing a mentorship program for start-up businesses.

COMMUNITY

THINK BOLD...

A list of brainstorming ideas from Bold Conference:

- Purposely grow/City Planning
- Increase housing density
- Incent complete neighbourhoods
- Create a culture shift that brings people together
 - Public art/gathering spaces/town square/attract young people
- Move up yard set backs/better use of land/smaller yards
- Target post secondary presence in Morden/attract young people
- Better access to affordable housing
- Free wi-fi in public spaces
- Hostel/temporary accommodations for newcomers
- Create a comprehensive sports park
- Increase City communications with citizens
 - Not just Facebook
 - Website overhaul
 - Marketing materials
- Partner with another City - transfer knowledge

COMMUNITY

Economic development and growth is good if done in such a way that Morden remains desirable, livable and affordable.

Workshop participants expressed the importance of growth and livability in Morden being in balance. The workshop identified multiple ideas to make Morden both affordable, progressive and attractive at the same time. Some ideas were put forward that should provide a balanced approach to growth and the protection of community values.

BE BOLD...

CHAMBER RECOMMENDATIONS:

- Generate a sense of community by creating community spaces (downtown, parks, sports parks) and community services. Protect & develop land set aside for community spaces.
- Develop a strong communications strategy to keep citizens informed & involved.
- Attract a post secondary institution to provide field education, cooperative opportunity between students and business and also attract and retain talent.

TRANSPORTATION



THINK BOLD...

A list of brainstorming ideas from Bold Conference:

- Incent healthy lifestyles & active transportation
- Useable or rentable bikes/App
- Rentable scooters
- Bike racks
- Use the railway for public transportation between Morden/Winkler
- Well planned walking & biking paths
- Electric car charging stations
- Public transportation / Ubers
- Integrated bike lanes/clear snow
- Re-vamp transportation plans as a whole (big trucks to bikes)

TRANSPORTATION

There was general consensus that citizens would like to see improved vehicular traffic circulation and safety, particularly at the lighted intersections and along PTH #3. The results of the workshop also indicate that there is a need to explore some form of public transportation, within Morden and between Morden and Winkler. A major focus of the workshop was the need to accommodate healthy lifestyles and active participation in Morden. There appears to be a need for a planned network of biking and hiking paths for recreational purposes and to interconnect major destination areas within the city.



BE BOLD...

CHAMBER RECOMMENDATIONS:

- Undertake a comprehensive transportation study for the City of Morden. The study should include vehicular traffic solutions, explore options for public transportation and place an emphasis on providing a network of hiking and biking trails to promote active participation in the community. This is most likely a multi-phase project.