

EDCNS Draft Work Plan 2017

A Presentation to Town of Midland Budget 2017 Meeting

Kevin Cowie, Chair
Economic Development Corporation
of North Simcoe

March 10, 2017

“Which came first ...”

- **Our work plan and funding resources are the classic “chicken & egg” for our “army of one” (plus volunteer Board)**
- **Current plan is based on 2016 funding and direction, but there are “winds of change”**
 - **EDCNS Strategy Workshop – Feb/2017**
 - **Tourism Simcoe County funding model**
 - **North Simcoe Tourism strategy workshop March 9/2017**
 - **Town of Midland EDCNS funding**



- **Town of Midland (draft): ~\$90,000¹**
 - **Town of Penetanguishene: \$47,998**
 - **Township of Tay: \$33,000 (\$25k + \$8k²)**
 - **Township of Tiny: \$49,564**
 - **Simcoe County: \$100,000 (\$25k x 4)**
- 2017 Total: ~\$320,000**

(1) Penetanguishene, Tay & Tiny funds are approved; Midland is in the budget process. Without presuming, EDCNS budget is based on Midland's prior indications of 0.5% of tax levy.

(2) \$8,000 of Tay funding is dependent upon other 3 municipalities also committing 0.5% of tax levy.

- **Investment Attraction**
 - County RFI system; EDCNS lead generation; investment readiness
- **Marketing & Promotion**
 - Promotion to site selectors; media & publications; promotional activities
- **Municipal Ecosystem**
 - Huronia Airport, grant applications for business
- **Outreach & engagement**
 - County EDO; industry engagement (manufacturers, Georgian College, CMA); investment “after care”

- **Labour market support**
 - Skilled Trades Talent initiative; Simcoe-Muskoka Workforce Development Board; skilled trades recruiting
- **Municipal collaboration**
 - Engagement of Councils & staff; performance measurement & reporting
- **Committee Liaison**
 - SWIFT / North Simcoe Fibre Broadband initiative, NSCFDC, County of Simcoe Network
- **North Simcoe Tourism**
 - \$120k Direct Operational Funding

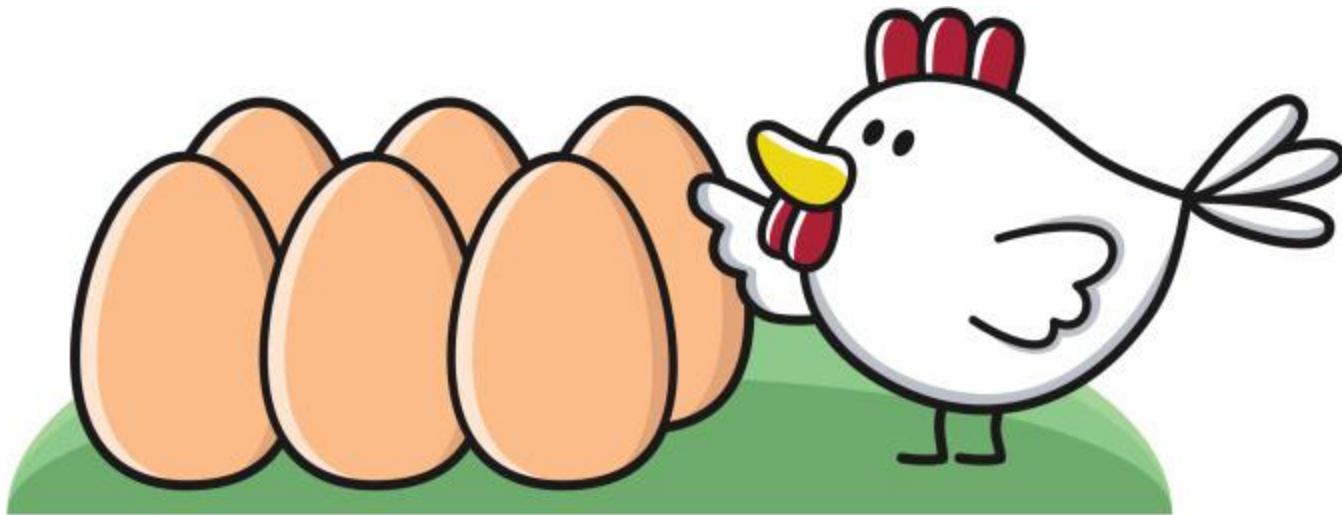
- **Agri-business opportunity program**
- **Agri-business B2B event**
- **Farm Fresh Food Fest**

- **Labour market support**
 - Recruitment landing page; OYAP; labour data collection; recruitment ad campaign; investigate potential training initiatives
- **BR&E and B2B**
 - Facilitate inter-business meetings
- **Manufacturers' Roundtable**
 - Explore expansion to include suppliers & partners; initiative for smaller businesses
- **Manufacturer Asset Mapping**
 - Simcoe County database

- **Synergies & opportunities for locally developed products and services targeted at health care sector**

- **Website Enhancement (Experience Pages: Cycling, Boating, etc.)**
- **Digital Advertising Campaign (Stakeholder Buy-In)**
- **Travel Media Engagement (FAM Tours)**
- **Primary Research (visitation data, occupancy, target segmentation)**
- **Agri-Culinary Product Development & Marketing**
- **Enhance & Promote “Cycle & Stay” Program**
- **Video Production Partnership (Stakeholder Buy-In)**
- **Photo Production Partnership (Stakeholder Buy-In)**
- **Stakeholder Engagement (FAM Tours, Workshops)**
- **Waterways Campaign (Photo, Video, Digital Promo)**

- **2016: \$100k project funding through Tourism Simcoe County**
- **2016: ~\$188k matching prov/fed funds**
- **2017: Tourism Simcoe County is considering a different administration approach and implications aren't clear. For now, we aren't counting our chickens before they hatch!**



Questions?