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
EDCNS Operational Funding

- Town of Midland (draft): ~$90,000\(^1\)
- Town of Penetanguishene: $47,998
- Township of Tay: $33,000 ($25k + $8k\(^2\))
- Township of Tiny: $49,564
- Simcoe County: $100,000 ($25k x 4)

2017 Total: ~$320,000

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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”
EDCNS Draft Work Plan

- 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
Pillar: Agri-Business

- Agri-business opportunity program
- Agri-business B2B event
- Farm Fresh Food Fest
Pillar: Manufacturing

- **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?