



northsimcoe

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## Town of Midland, Special Council

February 22, 2018



Midland | Penetanguishene | Tay | Tiny

# AGENDA

- The Power of Four
- EDCNS Talent
- Funding
- Economic Overview
- North Simcoe Tourism
- EDCNS Work Plan 2018



# The Power of Four



## Municipal Representation

- ✓ George Cornell
- ✓ Robert Lamb
- ✓ Debbie Levy
- ✓ Mike Ross

## Staff

- ✓ Veronique Puderecki
- ✓ Sharon Vegh

## Community Members

- ✓ Roy Ellis
- ✓ Kathy Elsdon-Befort
- ✓ Doug Ewen
- ✓ Brent Graham
- ✓ Lois Lipton
- ✓ Mark Losch
- ✓ Paul Maurice
- ✓ Chris McLaughlin



## County Funded Power of Four

- Four x \$50,000 + \$4,000 each municipality
- 2017 - Four municipalities agreed to 0.5% of tax base
- 2017 = \$322,000 (County \$100,000)
- 2018 = \$273,000 (County \$ 50,000)
- 2019 = \$225,000 (County \$ 0)
- EDCNS funded NST \$120,000 in 2017
- EDCNS funded NST \$ 80,000 in 2018
- 2019 = ????????????????????

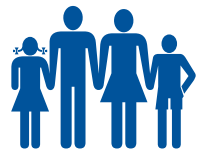


# Economic Overview



# Population and Income Increased

## POPULATION



2011	2016
46,651	47,646
2031 Forecasted – 57,400	



## AVERAGE HOUSEHOLD INCOME



2011	2016
\$70,055	\$79,288

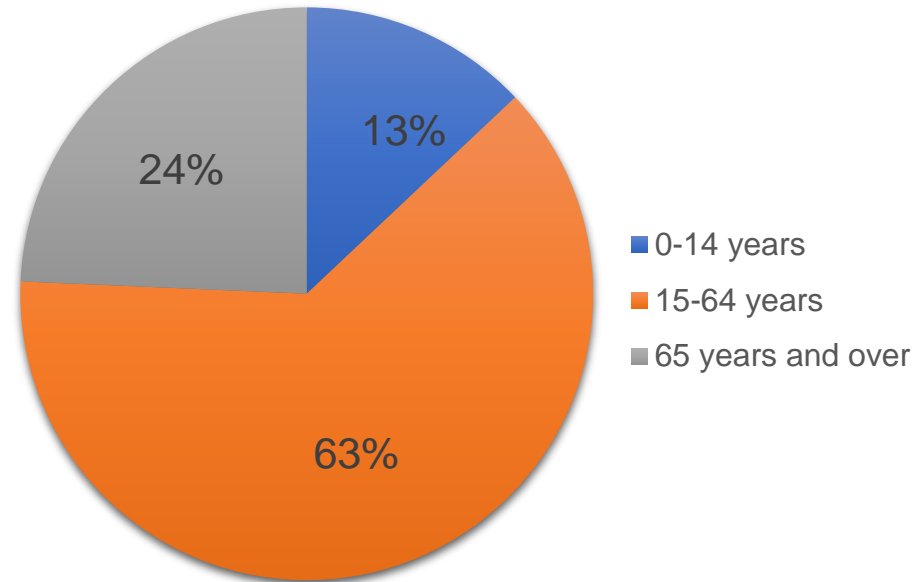


## AVERAGE WAGE

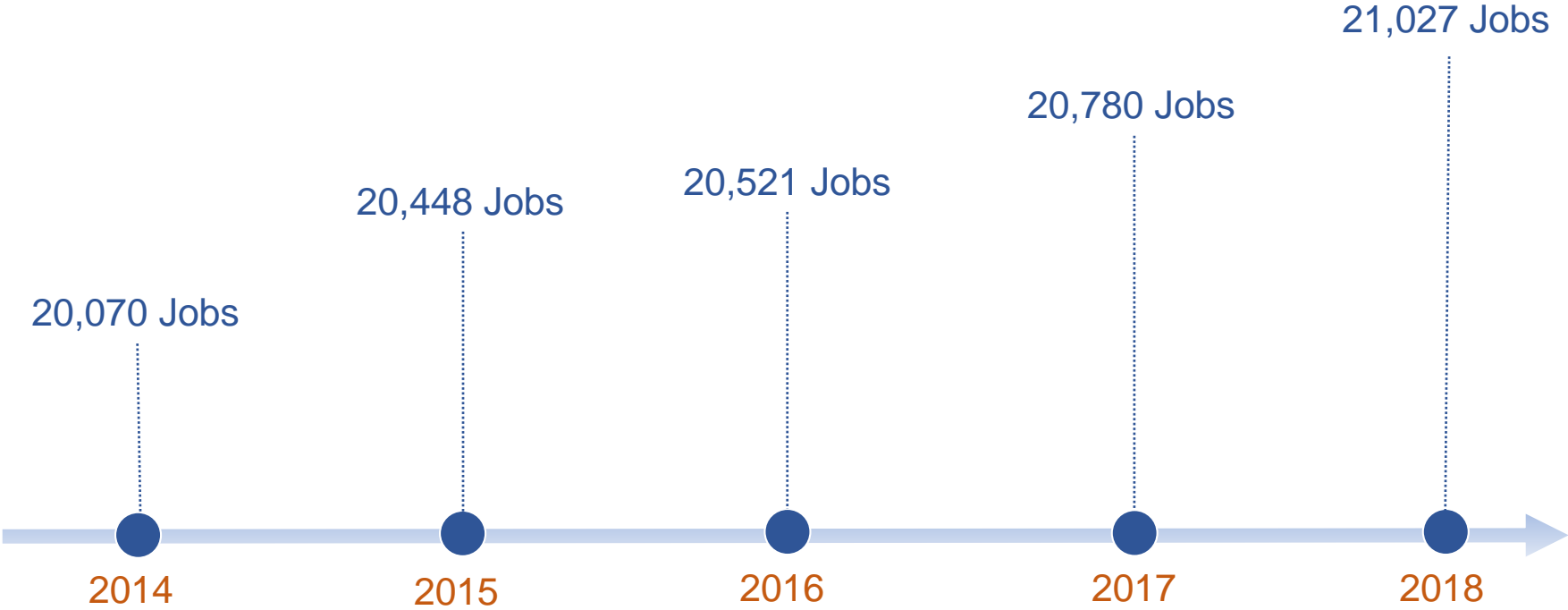


2016  
**\$43,901**  
(89% of national average)

## Age Groups



# Job Growth Trending Upward

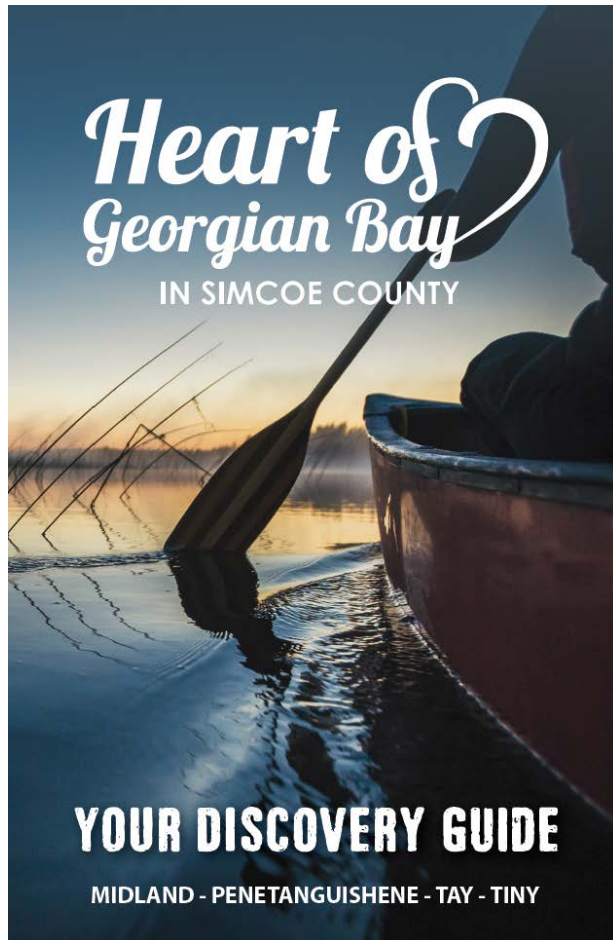


Source: EMSI Analyst, Dataset 2017.3





# North Simcoe Tourism



- 2018 Discovery Guide
- CTV Commercials
- Alignment with new County model
- Internet / branding / social media channels
- Supported economic impact of over \$1 million
- Special events calendar
- “On the Bay” experiences (fishing, paddling, Georgian Bay Coastal Route)
- Welcome Brianne Dubeau



# Work Plan 2018 (key initiatives)

Business Retention	Metrics
Manufacturers' Roundtable	<ul style="list-style-type: none"> <li>• Two events completed</li> <li>• Minimum of 11 participant companies</li> <li>• Feedback/Follow-up Matrix</li> </ul>
Multi-trades Initiative	<ul style="list-style-type: none"> <li>• Initiative in place</li> <li>• # students/manufacturers participating</li> </ul>
Skilled Trades Recruitment	<ul style="list-style-type: none"> <li>• Phase II completed, Phase III execution</li> </ul>
Investment Attraction	Metrics
Media Platform Enhancement	<ul style="list-style-type: none"> <li>• Maintain and enhance the EDCNS website</li> <li>• Maximize Search Engine Optimization (SEO) including video development and social media links</li> </ul>
Prosperity Summit 2018	<ul style="list-style-type: none"> <li>• Plan and hold a summit with local and external manufacturers, including healthcare innovators</li> <li>• Expand and dive deeper into synergies, shared obstacles and actions to encourage growth and relocation</li> </ul>
Business Attraction Committee	<ul style="list-style-type: none"> <li>• Fill the pipeline with at least 10 medium to large sized prospects. Medium size is 10-30,000 sq. ft.; large size is 50-100,000 sq. ft.</li> <li>• Attract and secure 1-2 new smaller businesses to North Simcoe</li> </ul>
New/Relocated Business Support	<ul style="list-style-type: none"> <li>• Establish documented process for initial support for new/relocated businesses while connecting them to Roundtable events</li> </ul>
Partnerships	Metrics
North Simcoe Tourism	<ul style="list-style-type: none"> <li>• Trademark "Heart of Georgian Bay", support recruitment, operational funding</li> </ul>
Educators	<ul style="list-style-type: none"> <li>• Ministry of Advanced Education and Skills Development (MAESD)</li> <li>• Georgian College</li> </ul>
Government	<ul style="list-style-type: none"> <li>• Land Inventory with Municipal Planners: Drive to get selected sites in each municipality certified provincially as development ready</li> <li>• County Business Retention and Expansion (BR&amp;E)</li> <li>• Doug Griffiths' "13 Ways"</li> </ul>



# The Power of Four

