AGENDA

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

[Logos of Midland, Penetanguishene, Tay Township, and Tiny Township]
# EDCNS Talent

## Municipal Representation
- George Cornell
- Robert Lamb
- Debbie Levy
- Mike Ross

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

## Staff
- Veronique Puderecki
- Sharon Vegh
Funding

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
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<tbody>
<tr>
<td>2011</td>
<td>46,651</td>
</tr>
<tr>
<td>2016</td>
<td>47,646</td>
</tr>
<tr>
<td>2031 Forecasted</td>
<td>57,400</td>
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### Average Household Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
</tr>
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<tbody>
<tr>
<td>2011</td>
<td>$70,055</td>
</tr>
<tr>
<td>2016</td>
<td>$79,288</td>
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### Average Wage

<table>
<thead>
<tr>
<th>Year</th>
<th>Wage</th>
</tr>
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<tbody>
<tr>
<td>2016</td>
<td>$43,901</td>
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(89% of national average)

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Sources: 1) Census 2011, 2016  
2) Growth Plan for the Greater Golden Horseshoe  
3) EMSI Analyst, Dataset 2017.3
Job Growth Trending Upward

2014: 20,070 Jobs
2015: 20,448 Jobs
2016: 20,521 Jobs
2017: 20,780 Jobs
2018: 21,027 Jobs

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)

<table>
<thead>
<tr>
<th>Business Retention</th>
<th>Metrics</th>
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</table>
| Manufacturers’ Roundtable | • Two events completed  
                           • Minimum of 11 participant companies  
                           • Feedback/Follow-up Matrix |
| Multi-trades Initiative | • Initiative in place  
                           • # students/manufacturers participating |
| Skilled Trades Recruitment | • Phase II competed, Phase III execution |

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<tr>
<th>Investment Attraction</th>
<th>Metrics</th>
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| Media Platform Enhancement | • Maintain and enhance the EDCNS website  
                               • Maximize Search Engine Optimization (SEO) including video development and social media links |
| Prosperity Summit 2018 | • Plan and hold a summit with local and external manufacturers, including healthcare innovators  
                          • Expand and dive deeper into synergies, shared obstacles and actions to encourage growth and relocation |
| Business Attraction Committee | • 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.  
                               • Attract and secure 1-2 new smaller businesses to North Simcoe |
| New/Relocated Business Support | • Establish documented process for initial support for new/relocated businesses while connecting them to Roundtable events |

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<th>Partnerships</th>
<th>Metrics</th>
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<tr>
<td>North Simcoe Tourism</td>
<td>• Trademark “Heart of Georgian Bay”, support recruitment, operational funding</td>
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</table>
| Educators    | • Ministry of Advanced Education and Skills Development (MAESD)  
               • Georgian College |
| Government   | • Land Inventory with Municipal Planners: Drive to get selected sites in each municipality certified provincially as development ready  
               • County Business Retention and Expansion (BR&E)  
               • Doug Griffiths’ “13 Ways” |
The Power of Four