AN EXTENSION OF THE LONGEST FRESHWATER BEACH IN THE WORLD

TINY BEACHES
THE LARGEST FRESHWATER MARINA IN CANADA

WYE HERITAGE MARINA
THE LARGEST COLLECTION OF GROUP OF SEVEN NORTH OF THE GTA

HURONIA MUSEUM
THE LARGEST BUTTER TART FESTIVAL IN CANADA

ONTARIO’S BEST BUTTER TART FESTIVAL
ONTARIO’S LONGEST-RUNNING WINTER CARNIVAL

PENETANGUISHENE WINTERAMA
3 Festivals & Events
Ontario Top 100 Events

First Light at Sainte-Marie
Ontario’s Best Butter Tart Festival
Pumpkin Inferno at Discovery Harbour
THE NATIONAL SHRINE TO THE CANADIAN MARTYRS

MARTYRS’ SHRINE
THE ONLY EDWARDIAN PASSENGER STEAMSHIP IN THE WORLD

S.S. KEEWATIN
ONE OF ONTARIO’S OLDEST GENERAL STORES

PENETANGUISHENEE CENTENNIAL MUSEUM
THE OLDEST EUROPEAN SETTLEMENT IN ONTARIO

SAINTE-MARIE AMONG THE HURONS
A PROVINCIALLY AND FEDERALLY SIGNIFICANT WILDLIFE SANCTUARY

WYE MARSH WILDLIFE CENTRE
A PROVINCIAL PARK

AWENDA PROVINCIAL PARK
A NATIONAL PARK

GEORGIAN BAY ISLANDS NATIONAL PARK
A CYCLER AND HIKERS’ PARADISE TRAIL SYSTEM ACROSS NORTH SIMCOE

TAY SHORE TRAIL
3 Destination Ontario Signature Experiences

S.S. Keewatin
Ontario’s Best Butter Tart Festival
Sainte-Marie Among the Hurons
<table>
<thead>
<tr>
<th><strong>Municipal Representation</strong></th>
<th><strong>Community Members</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Cher Cunningham</td>
<td>✓ Ema Canadic (Intern)</td>
</tr>
<tr>
<td>✓ Cindy Hastings</td>
<td>✓ Andrew Cywink</td>
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<td>✓ Roy Ellis</td>
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<td>✓ Doug Ewen (Chair)</td>
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<td>✓ Brent Graham (Secretary/Treasurer)</td>
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<tr>
<td><strong>Ex Officio</strong></td>
<td>✓ Lois Lipton</td>
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<tr>
<td>✓ Sharon Vegh</td>
<td>✓ Mark Losch</td>
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<td></td>
<td>✓ Paul Maurice (Vice Chair)</td>
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<td>✓ Chris McLaughlin</td>
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</tbody>
</table>
Governance - Board of Directors

Doug Ewen, Chair
Paul Maurice, Vice-Chair
Agriculture Ambassador
Brent Graham
Secretary/Treasurer
Healthcare Ambassador

Ema Canadic
Cher Cunningham
Andrew Cywink
Roy Ellis
Manufacturing Ambassador
Cindy Hastings
Gerard LaChapelle

Debbie Levy
Lois Lipton
Mark Losch
Manufacturing Ambassador
Chris McLaughlin
Sharon Vegh
What will EDCNS leverage in 2020 and beyond?

1. We market our value proposition
2. We engage
3. We scale
4. We add value through innovative partnerships
What will EDCNS leverage in 2020 and beyond?

4. We add value through innovative partnerships
Community Engagement
(Innovative Partnerships)
Agriculture Pillar

Highlights

- Agriculture adds $6.3 million in wages to the local economy and 260 jobs
- $84 million exports
- 172 farms
- Average 173 acres per farm
- 22% farm land
- Hay and soybeans account for 72% of the crops
- Capital value increase of $1 million in 2016 vs 2011 reported by 9 farms

Source: Statistics Canada, 2016 Census of Agriculture
Business Retention & Expansion
(Innovative Partnerships)

Industrie 2030
Manufacturing Growth, Innovation and Prosperity for Canada

Georgian
Industrial Mechanic, Industrial Electrician and Welder Pre-Apprenticeship Training Program

Are you 16 years of age or older, a Canadian citizen or a landed immigrant, and not already registered as an apprentice?
This program may be for you!
Our program offers academic upgrading, job readiness skills, and trade readiness experience.

Admissions Procedures
Submit application form and resume —
The application form is available from Georgian College — Midland Campus.
When submitting, please attach a current resume.

Attend an assessment session —
All applicants will be asked to attend a session to assess level in English and math.

Attend a personal interview —
All candidates will be asked to attend a personal interview.

Ensure you have the following —
Any reference or recommendation from employers or instructors in a related field and your resume. A valid driver’s license would be an asset.

START DATE
May 13, 2019

APPLICATION DEADLINE
April 27, 2019

To learn more, contact
Denise Wigginsworth
denise.wigginsworth@georgiancollege.ca

edcns.ca/jobs

BLUE COLLAR COOL
in North Simcoe
Seeking skilled trades, general labour and management professionals interested in working in North Simcoe manufacturing firms in the Heart of Georgian Bay.
Apply today.
Manufacturing Pillar

Job Growth: Adding 100 Jobs

- **Changes in Jobs**: 133
- **Changes in Wages**: $6,344,521

Source: EMSI Economic Modelling
Economic Overview

Job Growth Trend

Source: EMSI Analyst, Dataset 2017.3
Investment Attraction

Key Tactics

1. Lead generation
2. Contacting businesses for investment
3. Leverage relationships with brokers

Business Attraction Committee
Business Investment = Community Prosperity and Job Growth
We Live It, You’ll Love It!

- September 2019
- Business retention and expansion
- Business investment
- Lifestyle of local businesses
- Their success
- Why they chose to live in the “Heart of Georgian Bay”
Nicole French – Collaborative Haus Marketing
https://youtu.be/ys045twKJAo

Christine van der Weg – Georgian Bay Reinforcement Fabrics
https://youtu.be/kij7qE1TJgA

Riina & Stephen Makk – Makk Design
https://youtu.be/j6LdHfij5EA

Marlon Gibbons – Music Composer
https://youtu.be/1u72-FYbHoo

Riina & Stephen Makk – Makk Design
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Christine van der Weg – Georgian Bay Reinforcement Fabrics
https://youtu.be/kij7qE1TJgA

Nicole French – Collaborative Haus Marketing
https://youtu.be/ys045twKJAo
Natalie Dusome – Poppy & Peonies  https://youtu.be/ToqkmENfIBs

Nathanha Woods – Make a Mess Art Studio  https://youtu.be/rpxWo2do2Nw

James & Deanna – Haunted Huronia / Good Morning Apocalypse  https://youtu.be/FU0u4prWY20

Jen & Mike – Action Play Centre  https://youtu.be/L1eAmajnzol
Mike Cillis – North Simcoe Signs
https://youtu.be/PFYWACgFMjU

Marc Kanik - Keebee Play/Ambient Activity Technologies
https://youtu.be/Co0fD-4TAVM

Barbara & Jim Lowe – Assisting You Social
https://youtu.be/BSNIZaLzaCQ

First Light – Sainte-Marie Among the Hurons
https://www.youtube.com/channel/UC6GH7HBUacFzZMVevbGnuA
MP Jill Dunlop / Skilled Trades briefing, EDCNS
Excerpt, 1st Session, 42nd Parliament, 26 July 2018

Orders and Notices Paper Facilitated et Avis
No. 10
1st Session
1st session
4th Legislative
Thursday
Judi
July 26, 2018
26 juillet 2018

ORDERS AND NOTICES
PRIVATE MEMBERS’ PUBLIC BUSINESS
(Affaires d’intérêt public émanant des députés)
(Prochaine en accord avec l’ordre du jour)

AGENDA
Manufacturers’ Roundtable 10.0
Economic Development Corporation of North Simcoe (EDCNS)
Thursday, October 10, 2019
3:00 to 5:00 p.m.

HOST
Chris Johnston, ZF Automotive Canada

LOCATION
ZF Automotive Canada (TRW), 140 Bay Street, Midland, ON, 2nd Floor

FACILITATORS
Doug Ewen, Mark Losch

3:00 Welcome Remarks

Short Film Project Attraction (Brent Graham, Sharon Vegh)
“We Live It, You’ll Love It” video series

Roundtable introductions from manufacturers: 2019 outcomes, 2020 plans (ALL)

Office of MPP Dunlop, update from January 18, 2019 (Stuart Spiers)

County of Simcoe EDO (Hannah Conny, Nancy Huether)
• County of Simcoe Manufacturers’ Forum, November 7, 2019 and updates

Georgian College (Mirai Ray)
• $4-million funding (NSERC) implications for North Simcoe manufacturers

Ministry of Training Colleges and Universities, MTCU (Christine Cook)
• Programs for manufacturers

North Simcoe Skilled Trades Initiative
• “Blue Collar Cool” (Sharon Vegh)
• Georgian College Multi-Trades Initiative (Mac Greaves)
• Skilled Trades Educators PA Day (Mark Losch)

Manufacturing Innovations VII: North Simcoe Tool (Mark Losch)
Past manufacturing innovation presentations: Franke Kindred Limited, Keebee Play, Streit Manufacturing, Techform, a division of Magna Closures, Weber Manufacturing Technologies Inc., ZF TRW (now ZF Automotive Canada)

4:50 Next steps and networking

Late afternoon refreshments will be provided
# Project Monitoring

## 2019 Scorecard

<table>
<thead>
<tr>
<th>Scorecard</th>
<th>2019</th>
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<td>Agriculture event</td>
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<td>Agriculture sector profile</td>
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<td>Manufacturers’ Roundtables</td>
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# Project Monitoring

## 2020 Scorecard

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<td>- Healthcare Focus</td>
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</table>
Fund Allocation / Leveraging

EDCNS Program Funds

2020
$70,000
HGB
$30,000
AGRI/HC
$30,000
MFG
$100,000
Attraction
TOTAL
$230,000

North Simcoe Tourism (HGB) Leveraged Funds

2020
$30,000
Partners
$6,500
SCTDF
$8,100
Fed/Prov.
$1,100
Misc.
TOTAL
$45,700
POWER OF FOUR
ADDING VALUE
TOGETHER

ALL IN THE HEART OF GEORGIAN BAY

Midland | Penetanguishene | Tay | Tiny