



THE POWER OF FOUR

A Vision for Prosperity

TOWN OF MIDLAND

Ted Salisbury, Board Chair
Economic Development North Simcoe

January 13, 2022

Municipal Representation

- ✓ Cher Cunningham
- ✓ Cindy Hastings
- ✓ Gerard LaChapelle
- ✓ Debbie Levy

Ex Officio

- ✓ Sharon Vegh

Community Members

- ✓ Ema Canadic
- ✓ Doug Ewen
- ✓ Jasmine Kaur (Intern)
- ✓ Allex Laurin
- ✓ Mark Losch
(Secretary/Treasurer)
- ✓ Paul Maurice (Vice Chair)
- ✓ Ted Salisbury (Chair)
- ✓ Adrian Sauvageot

Governance - Board of Directors



Ted Salisbury
Chair



Paul Maurice
Vice-Chair



Mark Losch
Secretary/Treasurer



Ema Canadic



Cher Cunningham



Doug Ewen



Cindy Hastings



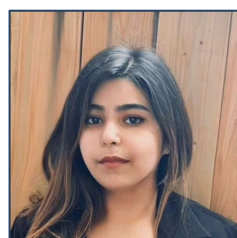
Gerard LaChapelle



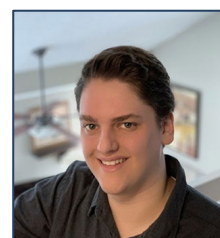
Alex Laurin



Debbie Levy



Jasmine Kaur
Board Intern



Adrian Sauvageot



Sharon Vegh

Fund Allocation / Budget



ECONOMIC DEVELOPMENT
Midland Penetanguishene Tay Tiny

DRAFT Budget: EDCNS / Heart of Georgian Bay
0.75% of 2020 municipal tax levy including policing;
same request as 2020 & 2021, no increase

2022

\$405,500
Revenue

\$230,000
Admin.

\$240,000
Programs

Balance
-\$64,500

2021

\$405,500
Revenue

\$230,000
Admin.

\$240,000
Programs

Balance
-\$64,500

EDCNS Program Funds 2020

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

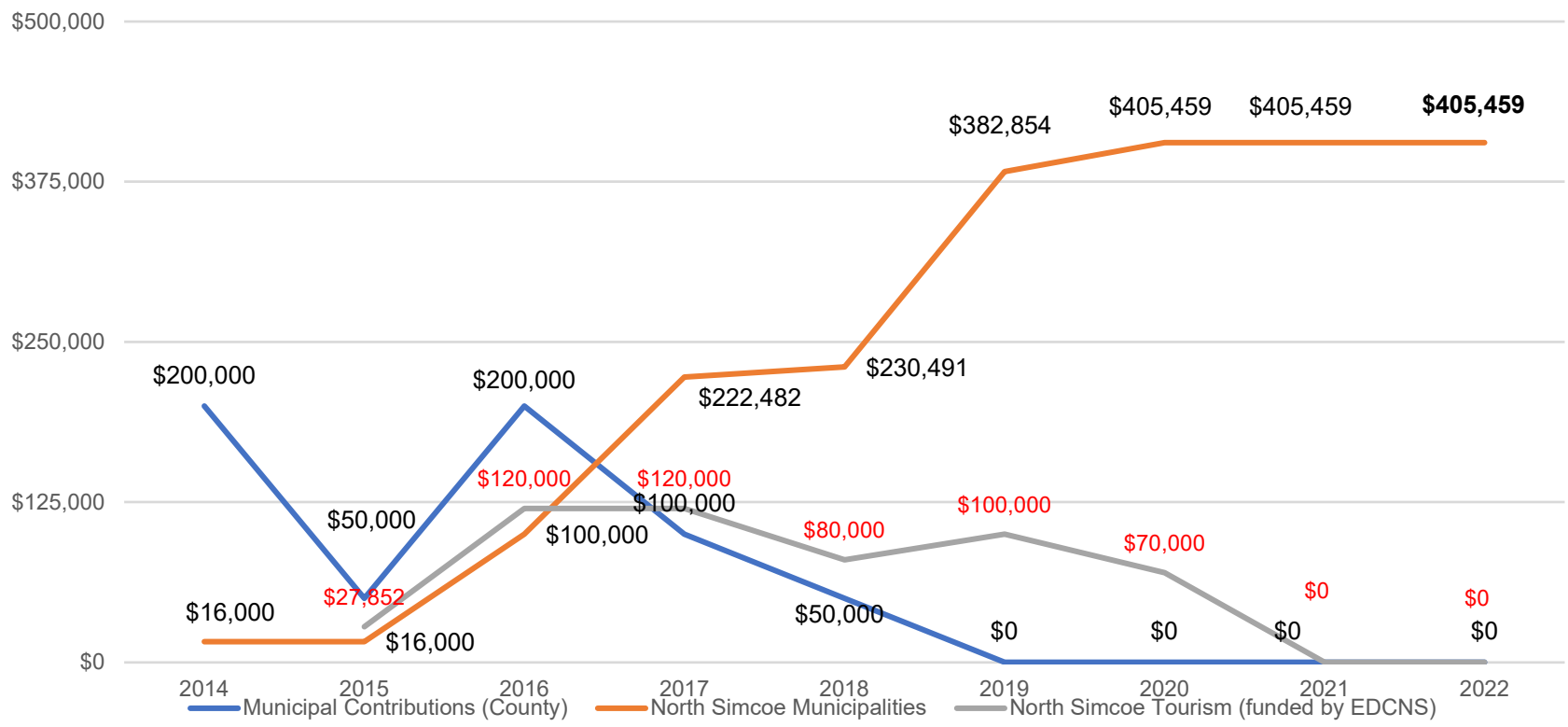
\$8,100
Fed/Prov

\$1,100
Misc.

TOTAL
\$45,700

Municipal Funding Town of Midland 2014-2021 & 2022

Municipal Funding EDCNS



| Town of Midland funding | | |
|-------------------------|-----------|----------------|
| 2020 | 2021 | 2022 (request) |
| \$168,814 | \$168,814 | \$168,814 |

A scenic sunset over Georgian Bay. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. A white motorboat is visible on the left side of the frame. The text is overlaid in the center.

POWER OF FOUR ADDING VALUE TOGETHER

ALL IN THE HEART OF GEORGIAN BAY

Midland | Penetanguishene | Tay | Tiny