

## SECTOR FOCUS

### Showcase sector success from each municipality and each pillar

#### Objective to Promote Our Story

#### Agriculture

- Ambassador – Pierre Paul Maurice
- Rogers TV Showcase Business: Bulbs of Fire, Tiny Township

#### Health Care / Life Sciences

- Ambassador – Roy Ellis
- Rogers TV Showcase: Georgian Bay General Hospital, North Simcoe

#### Advanced Manufacturing

- Ambassador – Clare Boudreau
- Rogers TV Showcase Businesses: Industrial Filter Manufacturing, Town of Penetanguishene & Forte EPS Solutions, Town of Midland

#### Tourism

- Ambassador – Mayor Scott Warnock
- Rogers TV Showcase Business: SS Keewatin, Tay Township
- Consolidated response to Committee on TAP Business Plan

#### FUNDING APPLICATIONS – Agriculture, Manufacturing, Arts

## CORPORATE ADMINISTRATION

- Five EDCNS Board of Directors Meetings
- Financials transferred, corporate registration, insurance, policies

## BUSINESS DEVELOPMENT

### International Investment

#### Objective to Create EDCNS Awareness

- Attend Board Meetings and events with International Business Chambers of Commerce: Britain, Denmark, Finland, Norway and market EDCNS

### Investment Opportunities

#### Objective to Grow workforce & investment

- Industrial, Commercial, and Institutional (ICI) inventory (Simcoe County lead)
- A business investment opportunity is ongoing



- Sales pipeline and process

## COMMUNICATIONS & MARKETING

- EDCNS web site committee: Mayor George Cornell, Kevin Cowie, Marisa De Zotti. Marketing Chair: Kevin Cowie
- Boréal Collège Partnership (Francophone and Aboriginal) EDCNS remarks at event Feb. 25/26, 2015
- EDCNS Business Summit (tentative keynotes Don Tapscott & Idris Mootee), June 2015
- Corporate LinkedIn site, Media: Rogers TV, Radio Barrie