

## INVESTMENT DEVELOPMENT

**Objective: To Support Economic Growth, Business Innovation and Productivity in North Simcoe**

### Business Retention and Expansion

- The third Manufacturers' Roundtable is September 20, 2016.
- A meeting will be held August 9 to discuss Skilled Trades with the County of Simcoe, Weber Manufacturing Technologies Inc., and EDCNS.

### Business Investment Progress

- A prospect has been qualified for the food certified plant and submitted an offer. A revised offer was requested and will be submitted in August.
- The renewable energy company presented to the Huronia Airport Commission on June 23, 2016. The land lease agreement was reviewed by the Commission/EDCNS and the comments were returned this week from their legal representation.
- A meat packaging company is reviewing options for a location. Their 3,000 square foot requirement may meet the 177 Robert Street location available in Penetanguishene. They are open to building a plant and there are locations available in Midland and Tiny. Zoning has been confirmed with our local Planning Directors. The next step is a location site tour in early August. The objective is to gain agreement on the Return on Investment (ROI) vs other locations where they are actively seeking a site outside of North Simcoe.

### Funding

- Advance payment was received from CRA for Canada Summer Jobs Program supporting the North Simcoe Agricultural Expo Agricole Association (NSAEAA).

## INVESTMENT DEVELOPMENT

### Funding

- The Canada 150 Fund (Department of Canadian Heritage) application will be submitted by EDCNS for NSAEAA.
- Municipalities are encouraged to submit applications to the Ontario 150 fund. The deadlines are in September. Sharon Vegh and Julie Cayley plan to develop an application to support NSAEAA.
- The EDCNS application to the County of Simcoe Economic Development Sub Committee Transitional Fund is on the August 9 County agenda.

## MARKETING & COMMUNICATIONS

**Objective: To Market North Simcoe by Creating an Investment Climate**

### Prosperity Summit 2016 "Accelerating Advanced Manufacturing Growth"

- The response to the EDCNS survey was positive. All respondents found value in attending the event. The survey results are attached.
- The Advanced Manufacturing Sector/Community Profile was launched at the Prosperity Summit.
- The video developed for the Prosperity Summit "The Magic of North Simcoe" is available on the EDCNS home page at [www.edcns.ca](http://www.edcns.ca).
- The Prosperity Summit highlights video is available on the EDCNS website [www.edcns.ca](http://www.edcns.ca).

### Municipal Deputations

EDCNS will be presenting a bi-annual update in September. The dates are:

- September 12, 2016 at Tiny Township
- September 14, 2016 at the Township of Tay
- September 26, 2016 at the Town of Midland
- September 28, 2016 at the Town of Penetanguishene



## Survey Results

# EDCNS Prosperity Summit 2016

Accelerating Advanced Manufacturing Growth  
(June 16, 2016)

Conference Planners: Roy Ellis & Sharon Vegh

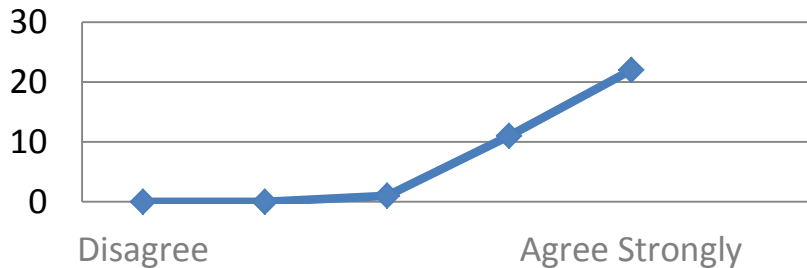
Prosperity Summit Committee Members:  
Doug Ewen, Lois Lipton, Kendall Scott

# SUMMARY

- The survey response rate was 32% with a 50% response rate from manufacturers.
- All respondents indicated the Summit was worthwhile.
- The program was rated high. The top two are Skilled Trades and Canadian Manufacturers and Exporters.

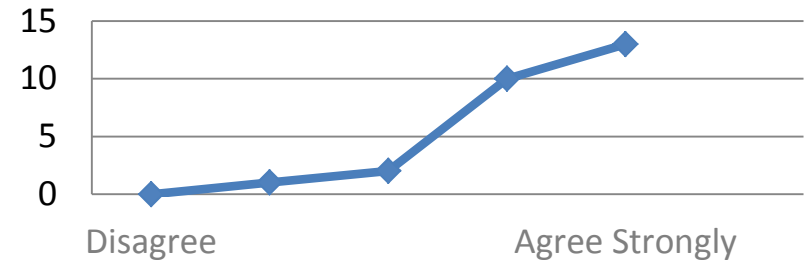
## Q1

Attending the Prosperity Summit was worthwhile



## Q3

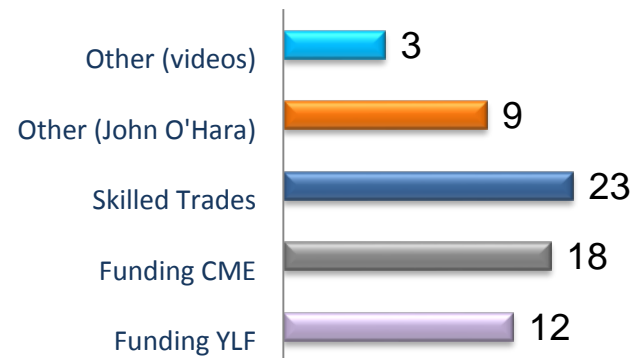
The Summit provided clarity of the role of EDCNS



## Q4

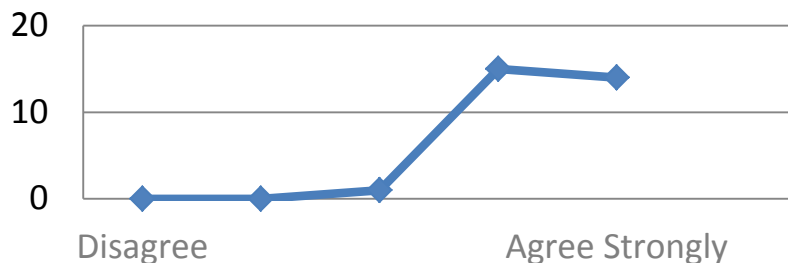
Which parts of the program were most interesting to you

■ Funding YLF ■ Funding CME ■ Skilled Trades ■ Other (John O'Hara) ■ Other (videos)



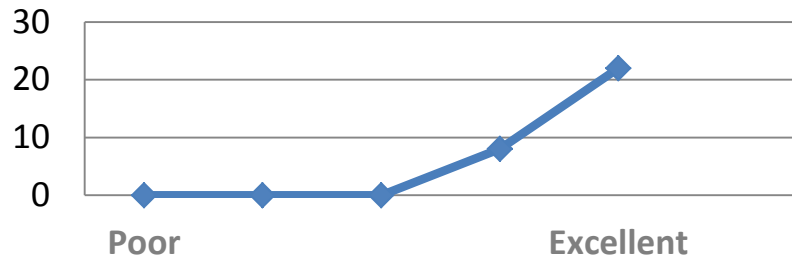
## Q2

The right partners were in the room to develop collaboration



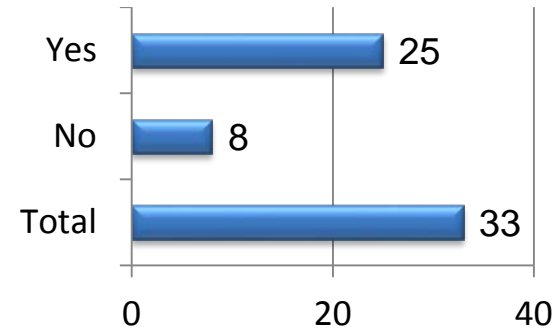
## Q5

How would you rate the video “The Magic of North Simcoe “



## Q8

May we use your comments for marketing ?



## Q6 & Q7

Please provide comments on your overall impression of the EDCNS Prosperity Summit.

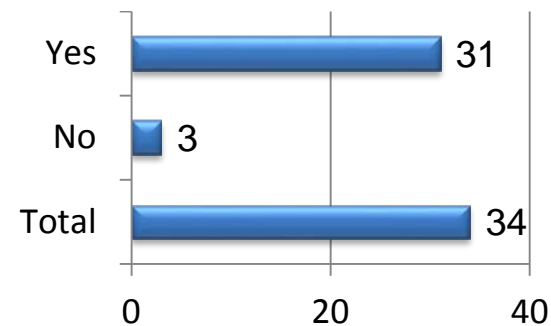
Do you have suggestions for improvement?

Q6 & Q7 open response comments supported the favorable results.

Open comments are listed separately.

## Q9

Would you like to receive a link to the filming of the Prosperity Summit?



**Q6: Please provide your comments on the overall impression of the EDCNS Prosperity Summit.**

1. Very well organized. Organizers were polite, courteous, professional and very well prepared for the event. \*
2. The day was well organized and highly informative. The hard work of EDCNS is clearly evident and the future is bright for North Simcoe. Keep up the good work.
3. I want to congratulate you and the Team for a very informative and compelling session today. My expectations were exceeded and as a result [we] will share the requested skilled worker data and open up our doors, to the extent we don't break customer confidentiality, to tours for students, etc. to support this initiative. We are kicking the tires of having a tool room apprentice again.
4. John was a powerful speaker and we were lucky to have him.
5. Well planned and flawlessly executed.
6. Good
7. I absolutely loved the presentation from John O'Hara and the information he provided to me. I came away with some good ideas about "people" and hiring within the company.
8. It was a very well spent day, all the speakers were excellent and very high quality.
9. It was good to see a number of manufacturers represented at the Summit. Sometimes it is difficult to get these folks out of their buildings. I found the session to be informative and it appeared that there was ample time for and ample networking.
10. Good mix of both presentations and networking time. Topics were very relevant for all manufacturers. I loved The Magic of North Simcoe video; this can be used to both attract small business owners to the area, and also to attract prospective employee candidates to the area. \*
11. Well organized and well run, stayed to schedule.
12. Well attended and organized. Sharon Vegh and Roy Ellis did outstanding presentations.
13. For a high level event such as this, I thought it possessed the right proportions of "fire, fluff and fact" - a good seed. What now grows from this is what we all must tend to and take responsibility for.
14. The summit was very well organized and all presentations were very informative. Enjoyed the open dialogue.
15. EDCNS is one of the more active and influential business groups in the Simcoe area. The membership has made it very clear that, looking forward, skilled labour shortages are the biggest challenge facing businesses in North Simcoe. EDCNS has initiated some positive activity in this area - but must see it through to concrete results. \*
16. The keynote speaker and his story, and that of Techform and Magna was excellent. The idea of great work being done in our backyard and the synergy of the EDCNS, the manufacturers and education partners was a great highlight.
17. Would like to have seen more employers in the room.
18. Right people, right place, right time, right messaging!
19. Nice gathering today. Good energy.
20. Enjoyed the focus of this session over last year. Great group of people in the room. Clearly everyone in the meeting understands why this area is great for business, but we still need to figure out a way to share this with the outside business community. The video goes a long way!\*
21. Very well done.\*

22. Very well done!
23. Great event
24. Summit was informative and well organized.
25. Good impression of Midland. The potential for business is there ... Specifically which type of business is still under investigation.
26. Insightful across all disciplines.
27. I was encouraged that we could rebuild this region with significant manufacturing. EDCNS needs to focus on that step that Chris Weber [Chris Edwards of Weber] has taken on to create people resource.

\*Requested comments not be used for marketing purposes

### **Q7 Do you have any suggestions for improvement ?**

#### **Suggestions**

1. Emphasize on competitive advantages of area.
2. Interaction from the audience group (work shop style).
3. Consider having some individual success stories -- local people who have gone into the trades from our local schools and are succeeding (even the works in progress).
4. Sharing a longer term timeline of what EDCNS is trying to accomplish over the next 5-10 years.
5. The stage lighting was somewhat dark, giving it an impersonal feel. I would suggest brightening up the stage.

#### **Positive comments**

1. Keep up the good work.
2. Nothing for this event.
3. Not really an improvement, but rather reaffirming the decision to go to a half-day format. I think this worked out well.
4. Continue to keep it focused on the users e.g. industry and let government listen & learn.
5. Continue to try to get ALL significant local businesses / employers engaged in EDCNS efforts.