

## INVESTMENT DEVELOPMENT

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

#### Business Retention and Expansion

- The EDCNS skilled trades for North Simcoe manufacturers to gain exposure outside of North Simcoe includes 11 manufacturers. The skilled trades advertisement will be published within and outside of Simcoe County in Q1 2017 (February and March).
- Three execution tactics to market our advanced manufacturing sector talent requirements are placement of the advertisement (attached) in digital and print publications.

#### 1. Print and digital advertisement

Advertise in local newspapers located in North Simcoe (Metroland Media, The Mirror) and across Ontario: Barrie, Ingersoll, Sault Ste. Marie, Windsor, Sudbury and Tillsonburg. A media release will be issued to the newspapers.

#### 2. Ontario Colleges, print and digital

Twenty-two colleges offer trade programming matching local manufacturers' needs. The top seven are: Georgian (2 locations), Conestoga, Cambrian, Centennial, Fanshawe, Mohawk, Seneca-Jane Campus, St. Clair, and Sault. Advertisements will be placed on their job boards and websites.

#### 3. Public talent boards, digital

- Indeed
- Job Central

#### Manufacturers' Roundtable

- The next Manufacturers' Roundtable is scheduled for March 29, 2017 at Techform, a division of Magna Closures.

## INVESTMENT DEVELOPMENT (continued)

#### Business Investment Progress

- Eighty phone calls and emails were made to prospective investors.
- The Pillsbury Plant, owned by General Mills, is sold conditionally to February 28. The name of the buyer will be released when the purchase is firm.

#### Funding

#### Economic Development Corporation of North Simcoe

- The EDCNS application to Invest Canada Community Initiatives (ICCI) to cost share the required data upgrades to the EDCNS website was approved for the full amount, \$17,000. The updated site will be launched on February 28 to respond to those businesses seeking an investment location.
- One application was submitted to the Canada Summer Student Jobs program for EDCNS support.

#### North Simcoe Agricultural Expo Agricole Association (NSAEAA)

- The Farm Fresh Food Fest (FFFF) event is scheduled for August 18/19/20, 2017 in the Township of Tiny. The annual Simcoe County Plowing Match will be held in conjunction with FFFF.
- Two applications were submitted to the Canada Summer Student Jobs program to support the FFFF.

## PLANNING AND ADMINISTRATION

- Deputations to the four municipalities by EDCNS and North Simcoe Tourism are scheduled for the following dates.
  - April 24 Township of Tiny
  - April 24 Town of Midland
  - April 26 Town of Penetanguishene
  - May 10 Township of Tay

## COMMUNICATION AND MARKETING

- CTV News Barrie produced short films highlighting EDCNS success. They will air February 28 to March 2, 2017.