

Objective: To Create Awareness of North Simcoe resulting in Economic Growth, Business Innovation and Productivity and Investment

BUSINESS RETENTION & EXPANSION

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 was 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 in digital and print publications within Ontario, with our partners and at colleges.

1. Print and digital advertisement

The manufacturing talent initiative was published in these local newspapers located in North Simcoe and across Ontario: Midland/Penetanguishene Mirror (Feb.23), Barrie (Mar.2), Sault Ste. Marie (Mar.11) and Sudbury (Mar.18). Advertisements scheduled: Ingersoll and Tillsonburg (Mar.22); Midland/Penetanguishene Mirror (Mar.23); Windsor Star (Mar.25). Some North Simcoe municipalities and local businesses have posted the advertisement. All are encourage to post the ad.

2. Ontario Colleges, print and digital

Seven Colleges have posted the advertisement on their internal electronic job boards and notice boards. Some have posted it on social media. The participating 9 Colleges are: Georgian (2 locations), Conestoga, Cambrian, Centennial, Fanshawe, Mohawk, Seneca-Jane Campus, St. Clair, and Sault.

3. Public talent boards, digital

- Indeed
- Simcoe.com (35,000 impressions March 15 to 31)
- Job Central

Manufacturers' Roundtable

- The fifth EDCNS Manufacturers' Roundtable in scheduled for March 29, 2017 at Techform, a division of Magna Closures.

INVESTMENT DEVELOPMENT

Business Investment Progress

- Since the February monthly report 35 phone calls and 20 emails and were made and two meetings held with prospective investors.
- A Huronia Airport innovation prospect is in progress.
- The sale of the Pillsbury Plant, owned by General Mills, is expected to close this month. The name of the buyer will be released when the purchase is firm.

PLANNING AND ADMINISTRATION

- New visitors to the EDCNS website was up 384 per cent. The assumption is this is due to the skilled trades talent initiative and investment
- North Simcoe Agricultural Expo Agricole Association (NSAEAA) program planning continues for the Farm Fresh Food Fest (FFFF) event scheduled for August 18/19/20, 2017 in the Township of Tiny in conjunction with the annual Simcoe County Plowing Match.
- Deputations to the four municipalities by EDCNS, North Simcoe Tourism, and FFFF 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 a series of three short films highlighting EDCNS success which aired February 27 to March 1, 2017.



PART I: Introduction
(Mayors & EDCNS)



PART II: Manufacturers
Growth & Talent
(Weber & IFM)



PART III: Manufacturing
Healthcare Innovation
(Franke Kindred)