

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

BUSINESS RETENTION & EXPANSION/MARKETING

Business Retention and Expansion

- North Simcoe economy has and continues to grow significantly at 2.9 % growth from 2014 to 2015 across all industries. The latest statistics reveal North Simcoe outpaced growth both nationally (1.0 % growth) and provincially (1.9 % growth).
- An unique funding model was developed right here in North Simcoe to support the talent requirements of our growing manufacturers. A budget of \$15,000 with financial support from the manufacturers gained extensive exposure outside of North Simcoe . The skilled trades advertisement was published within and outside of Simcoe County in Q1 2017. The initiative is ongoing with resume’s continuing to be sent to EDCNS and the manufacturers. Talent requirements are 110 jobs open now with an additional 140 jobs open to meet growth demand within two years.
- Three execution tactics marketed our advanced manufacturing sector talent requirements. Publication eight times across Ontario; nine Ontario Colleges collaborating; digital talent job boards were engaged: Indeed; Simcoe.com (35,000 impressions March 15 to 31); and Job Central.

Manufacturers’ Roundtable

- The fifth EDCNS Manufacturers’ Roundtable was held on March 29 at Techform, a division of Magna Closures.
- The Deputy Minister of Advanced Education and Skills Development and his staff will meet with a few key EDCNS members, select manufacturers, and VP’s of Georgian College this spring. Through awareness gained of North Simcoe through our Manufacturers’ Roundtables, the Minister’s Office is keenly interested in supporting North Simcoe manufacturers.
- The inaugural local manufacturers consortium for growth companies targeted at support to companies with 100 employees and under is scheduled for May 11, hosted by Keebee Play.



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EDCNS ECONOMIC DEVELOPMENT CORPORATION of NORTH SIMCOE

Heart of Georgian Bay

COUNTY OF SIMCOE

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MAGNA WEBER Raytheon ELCAN Optical Technologies ZE TRW MRT Automation Ltd.

Baytech KINDRED DELUXE ADM keebee North Simcoe Tool ADM

RESEARCH AND ADMINISTRATION

- New visitors to the EDCNS website were up 384 % in February and % in March from January 2017 due to the skilled trades talent initiative and investment attraction actions.
- Deputations to the four municipalities by EDCNS, North Simcoe Tourism, and FFFF are scheduled on the following dates.
 - April 24 Township of Tiny (a.m.) | Town of Midland (p.m.)
 - April 26 Town of Penetanguishene
 - May 10 Township of Tay

INVESTMENT DEVELOPMENT

- General Mills sold the Pillsbury Plant to New Mill Capital. The broker, CBRE partnered with New Mill Capital to resell the plant. An offer is in play that is expected to deliver a good outcome for North Simcoe. Details on the second buyer will be released when the offer is firm.