

Objective: To Create Awareness of North Simcoe in the “Heart of Georgian Bay” resulting in Business Growth, Productivity, Innovation and Investment

BUSINESS RETENTION & EXPANSION/MARKETING

Business Retention and Expansion

- The execution tactics built from the unique funding model designed and developed right here in North Simcoe to support the talent requirements of our growing manufacturers is featured.
- To support North Simcoe’s strong growth the slogan “110 Talented Employees Wanted Now - in North Simcoe (Midland, Penetanguishene, Tay, Tiny)” was published eight times across Ontario; nine Ontario Colleges collaborated; and digital talent job boards were engaged: Indeed; Simcoe.com (35,000 impressions March 15 to 31); and Job Central.
- The initiative is ongoing with applications continuing to arrive and vetted by the manufacturers. To the right is a visual snapshot of the ongoing EDCNS Skilled Trades Initiative.

Manufacturers’ Roundtable

- The sixth EDCNS Manufacturers’ Roundtable will be held June 23, 2017 at ZF TRW.
- The Deputy Minister of Advanced Education and Skills Development and Assistant Deputy Ministers will be in North Simcoe to address the needs of our innovative manufacturers. The Director of the Simcoe County District School Board will also attend as will leadership from Georgian College. 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 to focus on businesses with 100 employees and under will be hosted by Keebee Play in September 2017.

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 has not been released.



EDCNS Manufacturing Talent Recruitment Tactics

1 Newspapers Digital and Print

- metrolandmedia
- MIRROR
- POSTMEDIA
- Ingersoll
- Tillsonburg
- WINDSOR

2 Colleges

- Georgian Midland and Barrie
- Centennial Toronto
- Conestoga Doon, Waterloo, Ingersoll, and Cambridge
- Cambrian Sudbury
- Fanshawe Simcoe and St. Thomas
- Mohawk Hamilton
- Seneca Jane Campus, Toronto
- Sault Sault Ste. Marie

3 Talent search engines

- indeed
- Simcoe.com
- JOBcentral

The Power of Four

RESEARCH AND ADMINISTRATION

- Deputations to the four municipalities by EDCNS, North Simcoe Tourism, and Farm Fresh Food Fest (FFFF) were held in April and May, 2017 resonating our collaboration with the Agriculture and Tourism Sectors with a dynamic team of over 30 community volunteers. The next round of municipal deputations will be in the fall of 2017.
- EDCNS Nominating Committee is recruiting talent for the Board of Directors in alignment with the third EDCNS Annual General Meeting (AGM). An advertisement appeared in the Midland/Penetanguishene Mirror May 4 and May 11.
- Your attendance at the AGM to be held June 15, 2017 in the EDCNS Boardroom is welcome with advance registration as indicated on the EDCNS website.

Program Funding

- The application to the Ontario150 Community Celebration Program was approved to support FFFF being held August 18/19/20. See the website www.farmfreshfoodfest.ca to learn more about this inaugural event expected to bring 10,000 people to the Heart of Georgian Bay.
- The application for a grant for three summer students was approved by the Canada Summer Jobs Program. One student will support EDCNS; two will support FFFF and be housed at North Simcoe Tourism.