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

BUSINESS RETENTION AND EXPANSION (BR&E)

Skilled Trades Talent Initiative Phase II launched in October

- Wanted over 200 talented employees now ! Digital advertising campaign delivering over 500 thousand impressions on media: BramptonGuardian.com, Simcoe.com, YorkRegion.com.
- The addition of 100 jobs created 133 direct, indirect and induces jobs and over $6.3 million in economic benefit to the community.

Weber Manufacturing Technologies Inc.

- Ontario Premiere Kathleen Wynne announced a $780,000 grant to Weber Manufacturing Technologies Inc. through the Southwestern Ontario Development Fund to support their $3.5 million equipment investment and the creation of 20 jobs. Premiere Wynne acknowledge the success North Simcoe is having with skilled trades recruitment.

WEBSITE AND SOCIAL MEDIA MARKETING

- The EDCNS website continues to generate new traffic with 709 sessions in October, 2017. An increase of 82% new visitors vs October 2016. Over 1,000 views on our social media channels intensified by the STREIT Manufacturing investment.