

OBJECTIVE

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

2017 SCORECARD ACHIEVED

Alignment with County and Municipalities North Simcoe value proposition

Execute Investment Attraction Plan

- Lead generation
- Contact businesses for investment
- Leverage relationships with brokers
- Land inventory (County & Municipalities)
- 2017 Agriculture FFFF event

Business Retention & Expansion

- Manufacturers' Roundtables
- Trades Talent Media Campaign Initiative Phase I (complete)
- Trades Talent Media Campaign Initiative Phase II (500,000 online impressions)
- Business Innovation & Growth Workshop

INVESTMENT WINS IN COLLABORATION WITH THE FOUR MUNICIPALITIES

111 PILLSBURY DRIVE

- Streit Manufacturing Inc.

163 ROBERT STREET EAST

- Sold January 2, 2018

WEBSITE VISITS INCREASED 75% in 2017 vs 2016