

## 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**