EDCNS
ECONOMIC DEVELOPMENT
CORPORATION of NORTH SIMCOE

Economic Development Office (EDO) Report
Sharon Vegh, August 15, 2019

FOCUS ON BUSINESS RETENTION AND EXPANSION (BR+E) & INVESTMENT ATTRACTION

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

Marketing and Media

A community event "North Simcoe Agriculture Trends," will present the international award-winning Business Retention and Expansion (BR+E) report. To register visit edcns.ca/events or call (705) 790-1539.

EDCNS redesigned the agriculture pillar website "North Simcoe Farm Fresh," to be launched on September 26, 2019.

"Project Attraction," a four pillar / eight week video marketing campaign pilot to be released on social media channels in early September, stay tuned !

Lead Generation/Investment

Remaining in the pipeline:

- Medical building expansion
- Additional two-acre industrial site
- Prospective 25-acre land investment
- Prospective 3-year storage lease 10,000 sq. ft.