



Economic Development Office (EDO) Update, Sharon Vegh
as of September 15, 2016

INVESTMENT DEVELOPMENT

Objective: To Support Economic Growth, Business Innovation and Productivity in North Simcoe

Business Retention and Expansion

- The third Manufacturers' Roundtable was held September 20, 2016. The next scheduled Roundtable is December 9, 2016.
- An EDCNS skilled trades planning meeting with the County of Simcoe and Weber Manufacturing Technologies Inc. resulted in developing a funding model for North Simcoe manufacturers to gain exposure outside of North Simcoe. This was approved by the manufacturers September 20, 2016.

Business Investment Progress

- A qualified prospect for purchase of the food certified plant submitted an offer to purchase to General Mills. A positive outcome is anticipated. We expect to know if the offer was accepted by the end of September.
- A renewable energy company, Perimeter Solar, signed a memorandum of understanding (MOU) with the Huronia Airport Commission.

Funding

North Simcoe Agricultural Expo Agricole Association (NSAEAA)

- The Canada 150 Fund (Department of Canadian Heritage) application was submitted by EDCNS on behalf of the Farm Fresh Food Fest event in the amount of \$50,000. There is a 26 week timeline for notice of approval.
- An application in the amount of \$10,000 was submitted to the Ontario150 fund.
- Five funding applications submitted and administered on behalf of the Farm Fresh Food Fest total \$161,000 in 2016.

MARKETING & COMMUNICATIONS

Objective: To Market North Simcoe and Create an Investment Climate

EDCNS will be profiled in the September 29, 2016 "Progress" issue of the Midland/Penetanguishene Mirror.

Business Outreach

- Seven hundred manufacturers were canvassed to market North Simcoe as a location for business investment.
- Five hundred follow-up telephone calls were made.
- In September, a local community survey will be sent to over 2,000 businesses and industry associations in North Simcoe to create awareness of EDCNS and to further clarify the value proposition of doing business in the area.

County of Simcoe Collaboration

- The Economic Development Office, in partnership with EDCNS and all 16 County municipal Economic Development offices, is organizing a two day familiarization tour with the Ontario Ministry of Economic Development and Growth and manufacturers located in Simcoe County on September 22 and 23. Two North Simcoe manufacturing locations will be visited on September 23, Raytheon ELCAN Optical Technologies and Weber Manufacturing Technologies Inc. The delegation will have lunch at Weber.
- The Warden's Dinner on September 22 will include representation from the four municipalities, EDCNS and manufacturers from across the County. Manufacturers representing North Simcoe include: Baytech Plastics, Industrial Filter Manufacturing, Raytheon Elcan Optical Technologies and Weber Manufacturing Technologies Inc.

Municipal Deputations

EDCNS presented bi-annual update in September to the Township of Tay and Tiny Township. Presentations will be delivered at the Town of Midland on September 26 and the Town of Penetanguishene on September 28, 2016.