

## INVESTMENT DEVELOPMENT

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

#### Business Retention and Expansion

- The EDCNS skilled trades for North Simcoe manufacturers to gain exposure outside of North Simcoe includes 11 manufacturers. The skilled trades advertisement will be published within and outside of Simcoe County in Q1 2017 (February and March).
- Three execution tactics to market our advanced manufacturing sector talent requirements are placement of the advertisement (attached) in digital and print publications:
  - 1. Print and digital advertisement**  
Advertise in local newspapers located in North Simcoe (Metroland Media, The Mirror), Barrie, Sault Ste. Marie, Windsor, Sudbury, and Tillsonburg.
  - 2. Ontario Colleges, digital**  
Twenty-two colleges offer trade programming matching local manufacturers' needs. The top seven are: Georgian, Conestoga, Cambrian, Fanshawe, Mohawk, Seneca-Jane Campus, and Sault. Advertisements will be placed on five of their websites.
  - 3. Public talent boards, digital**  
Indeed and Job Central
- Sixteen North Simcoe manufacturers representing 2,333 employees and 601 skilled trades jobs responded to the EDCNS skilled trades survey.
- The next Manufacturers' Roundtable is scheduled for March 29, 2017.

## INVESTMENT DEVELOPMENT (continued)

#### Business Investment Progress

- A qualified prospect for purchase of the food certified plant continues due diligence.
- Two hundred telephone calls and thirty emails were made to prospective investors.
- Two requests for information (RFI) were submitted to the Investment Division of the Ministry of Economic Development and Growth for manufacturing investment of 20,000 square feet through the County of Simcoe.
- Support was provided to a realtor seeking a 10,000 square foot location for a well-known Canadian company.

#### Funding

##### Economic Development Corporation of North Simcoe

- The EDCNS application to Invest Canada Community Initiatives (ICCI) to cost share the required data upgrades to the EDCNS website was approved. The updated site will respond to those businesses seeking an investment location.
- One application was submitted to the Canada Summer Jobs program for EDCNS support.

##### North Simcoe Agricultural Expo Agricole Association (NSAEAA)

- The Farm Fresh Food Fest (FFFF) vent is scheduled for August 18/19/20, 2017 in the Township of Tiny. The annual Simcoe County Plowing Match will be held in conjunction with FFFF.
- Two applications were submitted to the Canada Summer Jobs program to support the FFFF.

## PLANNING AND ADMINISTRATION

- The EDCNS Visioning Session will include the North Simcoe Mayors/CAOs/Planners and the EDCNS Board of Directors on February 4, 2017 at the Brooklea Golf & Country Club.
- Deputations to the four municipalities are scheduled for March.