EDCNS
ECONOMIC DEVELOPMENT
CORPORATION of NORTH SIMCOE

Objective

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

SKILLED TRADES TALENT RECRUITMENT CAMPAIGN PHASE II

mid October 2017 to January 2018

BramptonGuardian.com

CLASSIFIEDS

JOB central Simcoe • Muskoka

HERE WE GROW AGAIN!

YorkRegion.com

Simcoe.com

LOCAL NEWS

LocalWork.ca
YOUR BEST SOURCE FOR LOCAL JOBS

Browse Jobs Featured Employers Browse Employers

Five hundred thousand online impressions

SKILLED TRADES INITIATIVE PHASE II

- Statistics far exceed industry standard with the online digital impressions, demonstrating strong engagement in the ads.
- The main focus is digital complemented by print advertisements in the Midland/Penetanguishene Mirror, the Toronto Sun, and distribution to nine Ontario Colleges.

WEBSITE AND SOCIAL MEDIA MARKETING

- The EDCNS website steadily generates new traffic with 709 sessions in October, 2017, an 82 % increase in new visitors vs October 2016. Our social media channels recorded over 1,000 views. Increased traffic is attributable to EDCNS earned media with intensification attributed to the Skilled Trades campaign, media awareness at the Streit Manufacturing investment and Premier Kathleen Wynne's visit to Weber Manufacturing Technologies Inc. announcing the Southwestern Ontario Development Fund (SWODF) award. EDCNS and the four North Simcoe Mayors attended both investment media events.

INVESTMENT DEVELOPMENT

- North Simcoe's interested overseas business investor continues to undergo their long-term global strategy discussions. EDCNS remains in communication with the company and North Simcoe continues as an investment option.
- The sale of 187 Robert Street, Penetanguishene is in progress with expected outcomes in Q1-2018.

2018 PLANNING AND ADMINISTRATION

- Impact on investment readiness (greenfield and brownfield site development), job creation and continued awareness through marketing presence is planned for 2018.