EDCNS
ECONOMIC DEVELOPMENT
CORPORATION of NORTH SIMCOE

Economic Development Office (EDO) Report
Sharon Vegh, August 31, 2018

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

BUSINESS RETENTION AND EXPANSION

Prosperity Summit 2018 "Convergence of Healthcare with Manufacturing"

- Success stories of North Simcoe's innovative businesses continue to appear in Metroland Media's Mirror. An introductory piece interviewing Roy Ellis, the EDCNS Chair, was followed by articles on Sean Desroches of Franke Kindred and Mark Losch of North Simcoe Tool. More articles highlighting North Simcoe's manufacturing successes to come… All news articles are available on Simcoe.com and the newly designed EDCNS website (www.edcns.ca).

- The EDCNS Board of Directors is priming two local innovative manufacturers for investment and expansion, stay tuned!
- Streit Manufacturing manufactured a vehicle for Loomis. EDCNS will issue a media release in September on an open house invitation.
- Skilled Trades Talent Initiative 3.0 begins September 20, 2018 with a full page ad in the Mirror.

INVESTMENT ATTRACTION PIPELINE

- The medical device company from the GTA continues their investment strategy. Follow-up with businesses that were invited to Prosperity Summit 2018 is ongoing.

MARKETING & COMMUNICATONS

- Meetings and briefings delivered by the EDCNS Chair resulted in MPP Jill Dunlop presenting to the Ontario Legislature on the importance of skilled trades. EDCNS Board Directors attended the session. The official transcript is attached.
- The 6.5 minute Prosperity Summit 2018 highlights reel has been created. The short and long video versions are on the EDCNS website.
- Monthly visitation to the EDCNS website continues its steady climb at 89 % new visitors to the site in August 2018.