

## FOCUS ON BUSINESS RETENTION AND EXPANSION & ASSOCIATED MARKETING

**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

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- The first Georgian Angel Network (GAN)/North Simcoe partnership event was hosted on May 31 at Georgian College Robbert Hartog campus.

*“The Economic Development Corporation of North Simcoe (EDCNS) is fostering a variety of new relationships aimed at moving the region forward.”*



Two articles on EDCNS were published in Metroland Media/Simcoe.com.

- Area partners receive international award for regional Agri-Food Study. To learn more about the Agriculture and Agri-Food Value Chain Business Retention and Expansion Study and for a copy of the Final Trends Report, please visit [simcoe.ca/agri-foodstudy](http://simcoe.ca/agri-foodstudy).
- EDCNS supported Huronia Airport with the redesign of their web presence. See [www.huroniaairport.com](http://www.huroniaairport.com).

### Lead Generation/Investment

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Remaining in the pipeline:

- Medical building expansion
- Two-acre industrial greenfield sites
- Prospective 25-acre land investment timeline 2020
- Prospective 3-year storage lease 10,000 sq. ft.
- Cannabis industry interest

### Non-Profit Board Internship

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EDCNS created a non-profit Board internship model welcoming Ema Canadic as the first Board Intern.