



THE POWER OF FOUR

A Vision for Prosperity

TOWN OF MIDLAND

Sharon Vegh, Director
Economic Development North Simcoe

February 11, 2021

Municipal Representation

- ✓ Cher Cunningham
- ✓ Cindy Hastings
(Secretary/Treasurer)
- ✓ Gerard LaChapelle
- ✓ Debbie Levy

Ex Officio

- ✓ Sharon Vegh

Community Members

- ✓ Ema Canadic (Intern)
- ✓ Roy Ellis
- ✓ Doug Ewen (Chair)
- ✓ Allex Laurin
- ✓ Mark Losch
- ✓ Paul Maurice (Vice Chair)
- ✓ Ted Salisbury (Co-Chair)
- ✓ Adrian Sauvageot

Governance - Board of Directors



Doug Ewen
Chair



Ted Salisbury
Co-Chair



Paul Maurice
Vice-Chair



Cindy Hastings
Secretary/Treasurer



Ema Canadic



Cher Cunningham



Roy Ellis



Gerard LaChapelle



Alex Laurin



Debbie Levy



Mark Losch



Adrian Sauvageot



Sharon Vegh

What EDCNS will leverage in 2021 and beyond

1

Market our
value
proposition

2

Engaged

3

Scale

4

Add value
through
innovative
partnerships





TIAO GRANT AWARDED

**\$24,000 to promote the
Heart of Georgian Bay**

We applied for, and received, a \$24,000 grant to be used to promote tourism within the Heart of Georgian Bay.



TIAO GRANT AWARDED

**\$24,000 to promote the
Heart of Georgian Bay**

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TASTE, SHOP & EXPERIENCE THE HEART OF GEORGIAN BAY FALL 2020

- DEVELOPED AT THE REQUEST OF HGB STAKEHOLDERS
- GOAL IS TO DRIVE BUSINESS TO OPERATORS, STAKEHOLDERS, ATTRACTIONS
- 10+ RESTAURANTS
- 6 RETAILERS
- 4 EXPERIENCES
- OVER 300 VOUCHERS DOWNLOADED (TO DATE)

HEART OF GEORGIAN BAY | 2020 ACTIVITY REPORT

PARTICIPATING RESTAURANTS & CAFES



**BOATHOUSE
EATERY**



177 King Street, Midland



**CAPTAIN ROBERT'S
TABLE**



95 Jury Drive, Penetanguishene



**DILLON'S
WOODFIRED PIZZA**



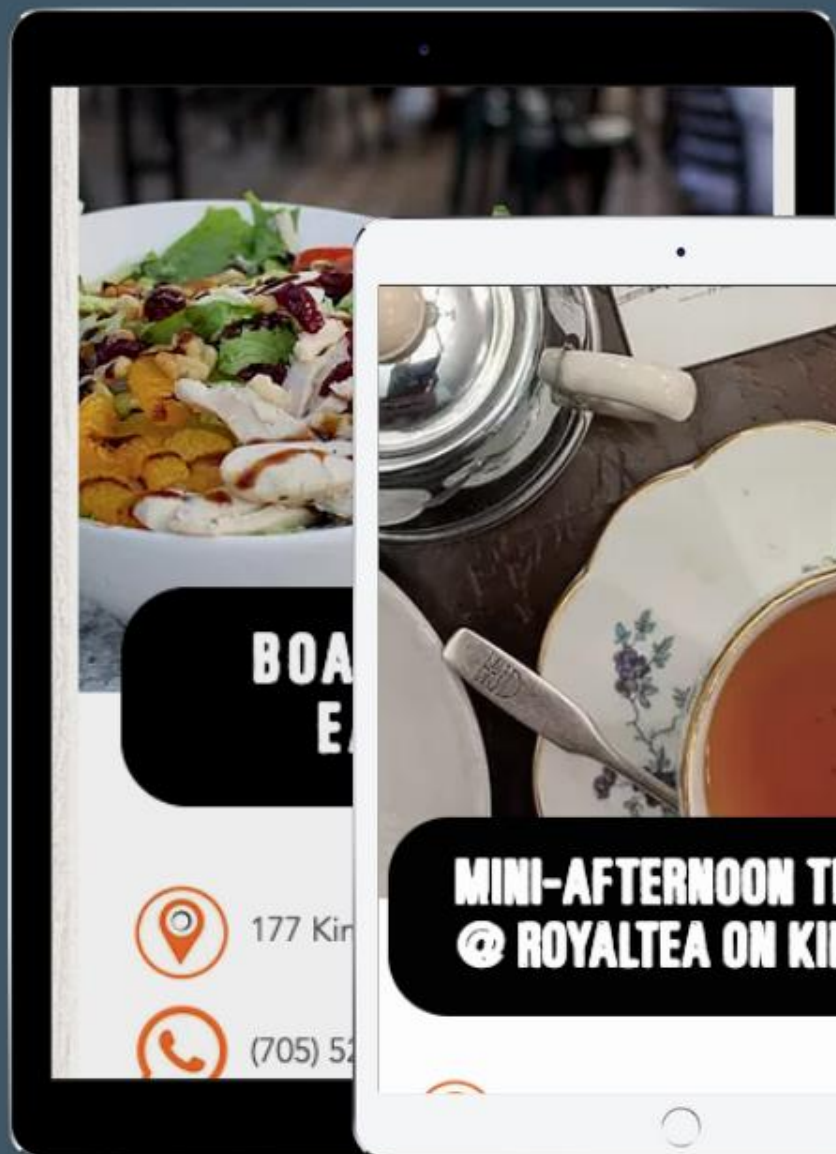
244 King Street, Midland

AFTER SEEING EARLY PROGRAM SUCCESS, THIS PROGRAM WILL BE EXPANDED TO ALSO RUN IN JANUARY/FEBRUARY 2021



PARTICIPATING BUSINESSES

- BOATHOUSE EATERY
- DILLON'S WOOD FIRED PIZZA
- CAPTAIN ROBERT'S TABLE
- GROUNDED COFFEE CO.
- ROYALTEA ON KING
- LA BAIE CREPERIE
- MEGAMINDFUL LIVING
- MY GBAY
- TAYLOR & CO. CLOTHIERS
- GROUNDED COFFEE CO.
- FLYNN'S IRISH PUB
- QUEEN'S QUAY BRITISH PUB
- GEORGIAN BAKERY
- NEWTON STREET ART BARN
- WYE MARSH WILDLIFE CENTRE
- DRAGONFLY DREAMS INN
- OLDE TOWN LIBRARY
- TINY GEMS
- WINDLEE FARMS MAPLE SYRUP



2021 WORKPLAN

Workplan is currently in draft form and subject to Board/stakeholder approval



2021 Discovery Guide



Taste, Shop, Experience the Heart of Georgian Bay



Partnerships & Relationship Building



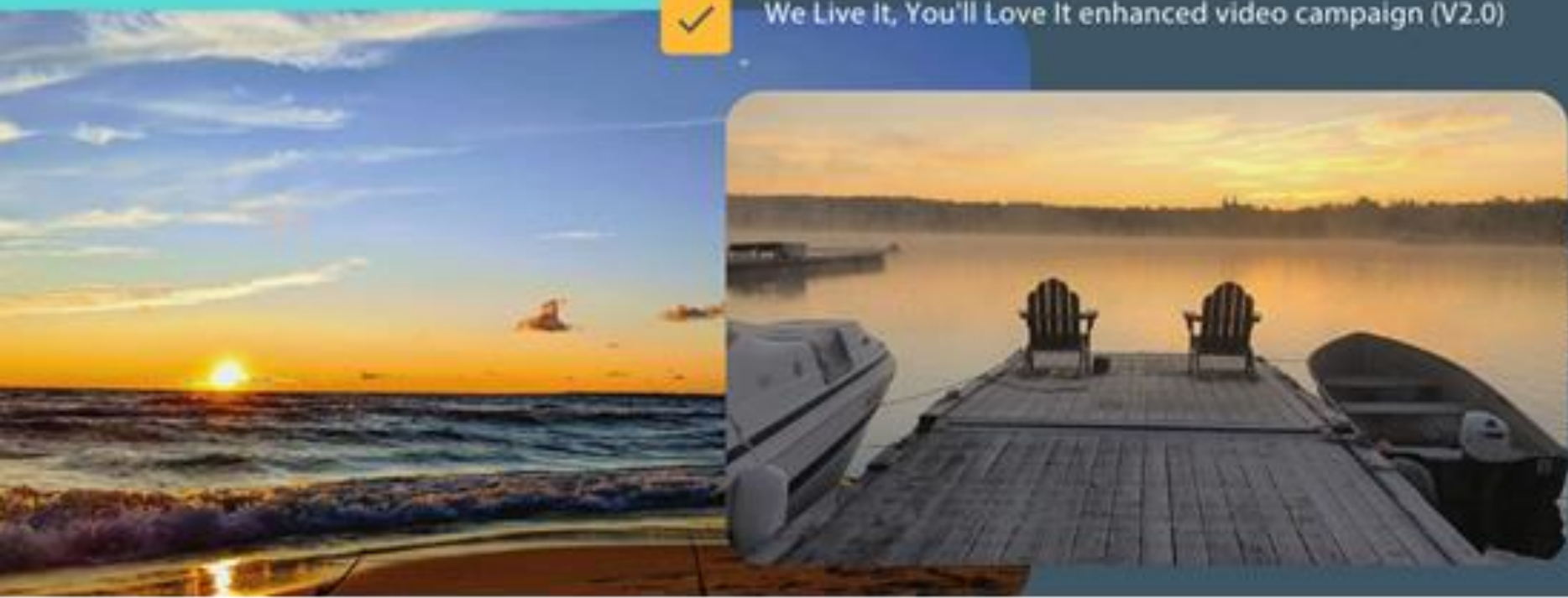
Marketing Projects tailored to provincial guidelines



Redesign and relaunch www.gbay.ca



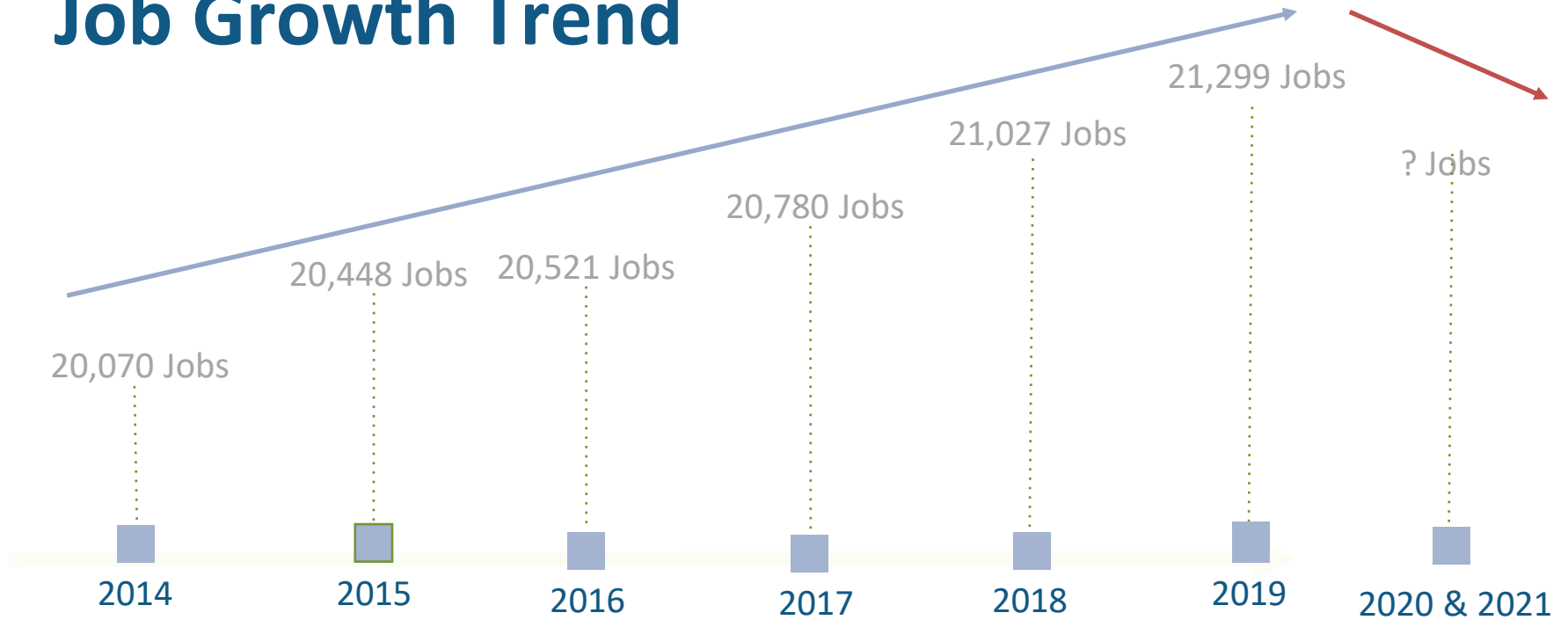
We Live It, You'll Love It enhanced video campaign (V2.0)





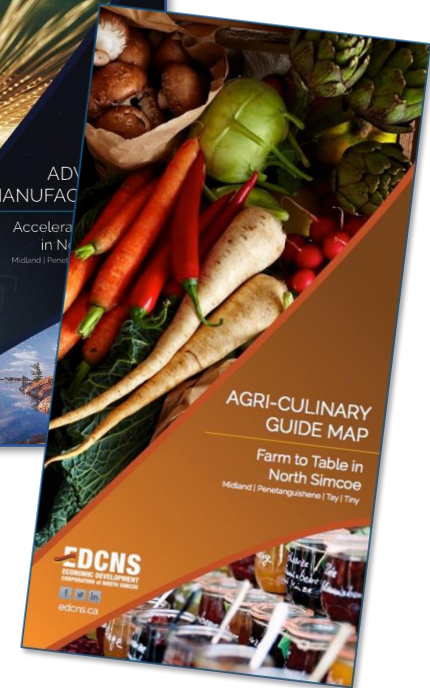
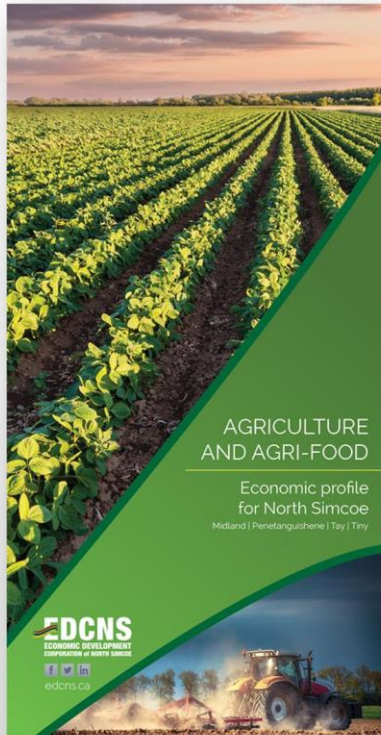
Economic Overview

Job Growth Trend



What did EDCNS leverage in 2020 and beyond?

ECONOMIC DEVELOPMENT
Midland Penetanguishene Tay Tiny



 **MARKETING CANADA AWARDS**
ECONOMIC DEVELOPERS ASSOCIATION OF CANADA

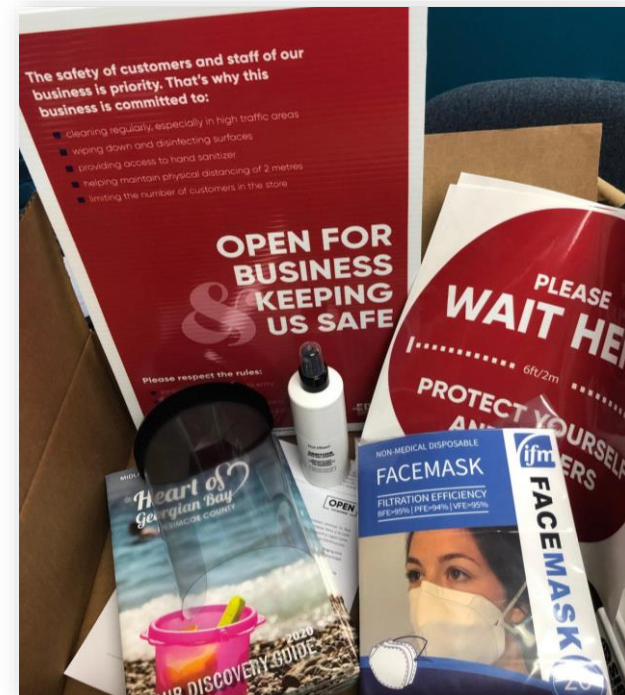
2019 WINNER / SINGLE PUBLICATION - LESS THAN 5 PAGES

Business Recovery Program

ECONOMIC DEVELOPMENT

Midland Penetanguishene Tay Tiny

The screenshot shows the website for EDCNS (Economic Development Corporation of North Simcoe). The header includes the EDCNS logo and a 'SAY HELLO!' button with social media icons for Facebook, Twitter, LinkedIn, and Instagram. A navigation menu lists: NEW! BUSINESS RECOVERY 2020, DOING BUSINESS HERE, LIVING HERE, NEWS & EVENTS, SITE SELECTION, RESOURCES, and ABOUT. The main banner features a blue background with a globe and gears, and the text 'Business Support & Recovery 2020 SUPPORT'. Below the banner is a 'Stay Informed' section with a paragraph explaining EDCNS's commitment to supporting North Simcoe businesses during the COVID-19 pandemic. It includes a list of quick links to specific sections: BREAKING NEWS, BUSINESS RECOVERY, FEDERAL SUPPORT, PROVINCIAL SUPPORT, MUNICIPAL SUPPORT, WEBINARS, and SURVEYS & FORMS. At the bottom, there are links for 'SEE WHO'S OPEN FOR BUSINESS IN THE COUNTY OF SIMCOE', 'OPEN FOR TAKE-OUT AND DELIVERY | SHOP LOCAL', and a note for businesses operating under COVID-19.



'It's not looking as dismal as we thought,' local survey reveals

Economic Development Corporation of North Simcoe survey shows many businesses are on the road to recovery Aug 29, 2020 1:30 PM By: Mehreen Shahid



Municipal Task Forces Town Hall

ECONOMIC DEVELOPMENT

Midland Penetanguishene Tay Tiny

4

We add value
through
innovative
partnerships



Business Retention & Expansion

ECONOMIC DEVELOPMENT

Midland Penetanguishene Tay Tiny



2020
MANUFACTURERS
FORUM

NOVEMBER 17, 2020
8:30 a.m. - 12:00 p.m. // Zoom Conference

RSVP
Visit: bit.ly/manuforum2020
by November 4, 2020

SIMCOE **ORILLIA** **Barrie** **Georgian** **Lakehead**

iwantajob.ca/skillsatwork

Funded in part by: **EMPLOYMENT ONTARIO**

Ontario

Canada



BLUE COLLAR COOL
in North Simcoe

Seeking skilled trades, general labour and management professionals interested in working in North Simcoe manufacturing firms on the beautiful shores of Southern Georgian Bay. Apply today.

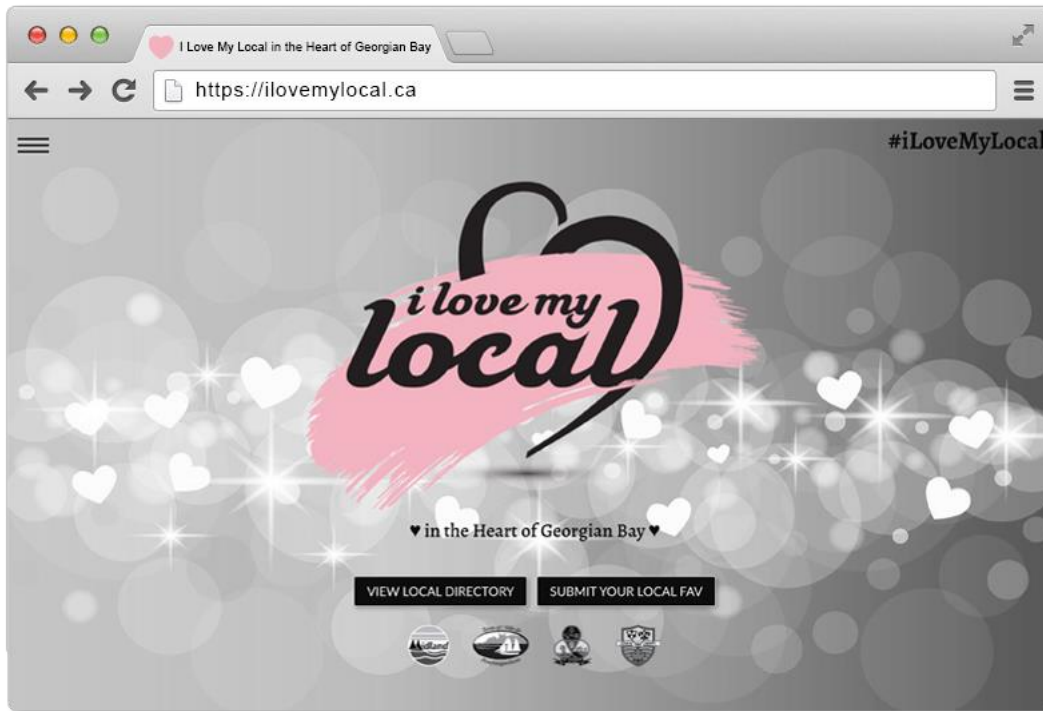
edcns.ca/jobs

EDCNS
ECONOMIC DEVELOPMENT CORPORATION OF NORTH SIMCOE

ADMI, DELUXE, PRINTEK, keebeg, LAKE AND RIVERS, MAKI, DELTA, NIST, ELCAN Optical Technologies, WEBER, ICF

Business Retention & Expansion (I Love My Local)

ECONOMIC DEVELOPMENT
Midland Penetanguishene Tay Tiny



- ✓ Dedicated microsite
- ✓ Radio 104.1 The Dock
- ✓ Press release
- ✓ Email newsletter
- ✓ Video production
- ✓ Branded t-shirts
- ✓ Storefront decals
- ✓ License plate frames
- ✓ Social media posts
- ✓ Social media paid ads
- ✓ Consumer prize draws
- ✓ Business prize draws
- ✓ Influencer awards

We Live It, You'll Love It!





INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

2020
*International
Economic Development Council
Silver Award*

Presented to

Economic Development Corporation of North Simcoe

In recognition of

“We Live It, You’ll Love It” WLIYLI

Multimedia/Video Promotion

Jane Jenkins
Chair, IEDC Awards Advisory Committee

Kenny McDonald
Chair, IEDC Board of Directors

Strategic Planning 2021 Focus



BUSINESS SUPPORT FOCUS GROUP
MANUFACTURING

SEP 14 | 8-10AM

EDCNS
ECONOMIC DEVELOPMENT
CORPORATION OF NORTH SIMCOE

COUNTY OF SIMCOE

Sessions are limited to eight participants.



BUSINESS SUPPORT FOCUS GROUP
TOURISM

SEP 14 | 1-3PM

EDCNS
ECONOMIC DEVELOPMENT
CORPORATION OF NORTH SIMCOE

COUNTY OF SIMCOE

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BUSINESS SUPPORT FOCUS GROUP
AGRICULTURE

SEP 14 | 7-9PM

EDCNS
ECONOMIC DEVELOPMENT
CORPORATION OF NORTH SIMCOE

COUNTY OF SIMCOE

Sessions are limited to eight participants.



BUSINESS SUPPORT FOCUS GROUP
ENTREPRENEUR/INNOVATOR

SEP 18 | 1-3PM

EDCNS
ECONOMIC DEVELOPMENT
CORPORATION OF NORTH SIMCOE

COUNTY OF SIMCOE

Sessions are limited to eight participants.

GOAL 1 Residents - labour force and local spending

GOAL 2 Tools and resources - expansion of existing business

GOAL 3 Investment attraction - Unique/innovative value added

GOAL 4 Tourism - North Simcoe top Ontario tourist destination

2021 Rebranding



ECONOMIC DEVELOPMENT

Midland Penetanguishene Tay Tiny



FARM CRAWL 2020

Get to know the local area and support our neighbouring farmers in the Heart of Georgian Bay.



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FARM FRESH

Midland Penetanguishene Tay Tiny

Program Delivery & KPIs



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Midland Penetanguishene Tay Tiny

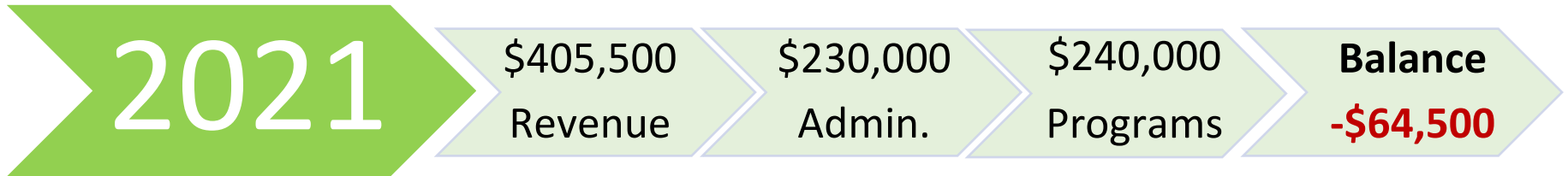
Scorecard: Core Strategies 2020	Outcome
Business Retention + Expansion (40%)	2020 & 2021 (80%)
We Live It, You'll Love It Live Work Play Georgian Bay.ca	<ul style="list-style-type: none"> ✓ International award for 38 videos (https://www.youtube.com/c/EDCNSimcoe) + BR+E Tourism attraction (https://liveworkplaygbay.ca/)
Manufacturers' Roundtable	<ul style="list-style-type: none"> ✓ Scheduled for April, cancelled due to COVID-19. ✓ Delivered focus group and collaborated with County on recovery / rebuild webinars – Nov. 17
Skilled Trades Initiative	<ul style="list-style-type: none"> ✓ Q1 2020 completed ✓ paused due to COVID-19 sensitivities – County job board
Investment Attraction (60%)	2020 & 2021 (20%)
Value Proposition	<ul style="list-style-type: none"> ✓ Ongoing
Media Platform Enhancement	<ul style="list-style-type: none"> ✓ Enhance / maintain EDCNS.ca, SEO, Partner websites (NSFF, Huronia Airport, Heart of Georgian Bay) + Business Recovery, I Love My Local microsite (ilovemylocal.ca)
Target Event	<ul style="list-style-type: none"> ✓ Event completion, min. 50 participants
Business Attraction Committee	<ul style="list-style-type: none"> - Develop attraction strategy
Communication	2020 & 2021
Municipal Council Reporting	<ul style="list-style-type: none"> ✓ EDO Report
Municipal Planner Partnership	<ul style="list-style-type: none"> ✓ Site readiness, Official Plan support, min. 2 meetings
Supporting Strategies	

Fund Allocation / Budget

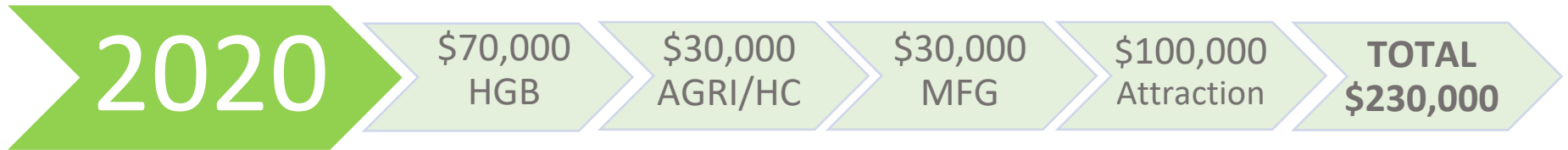


ECONOMIC DEVELOPMENT
Midland Penetanguishene Tay Tiny

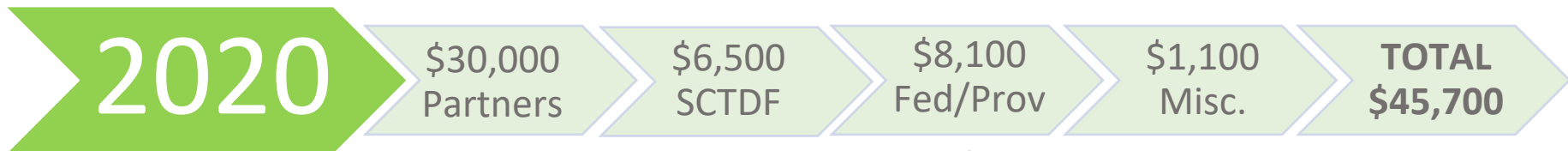
DRAFT Budget: EDCNS / Heart of Georgian Bay (to be approved by EDCNS Board)



EDCNS Program Funds

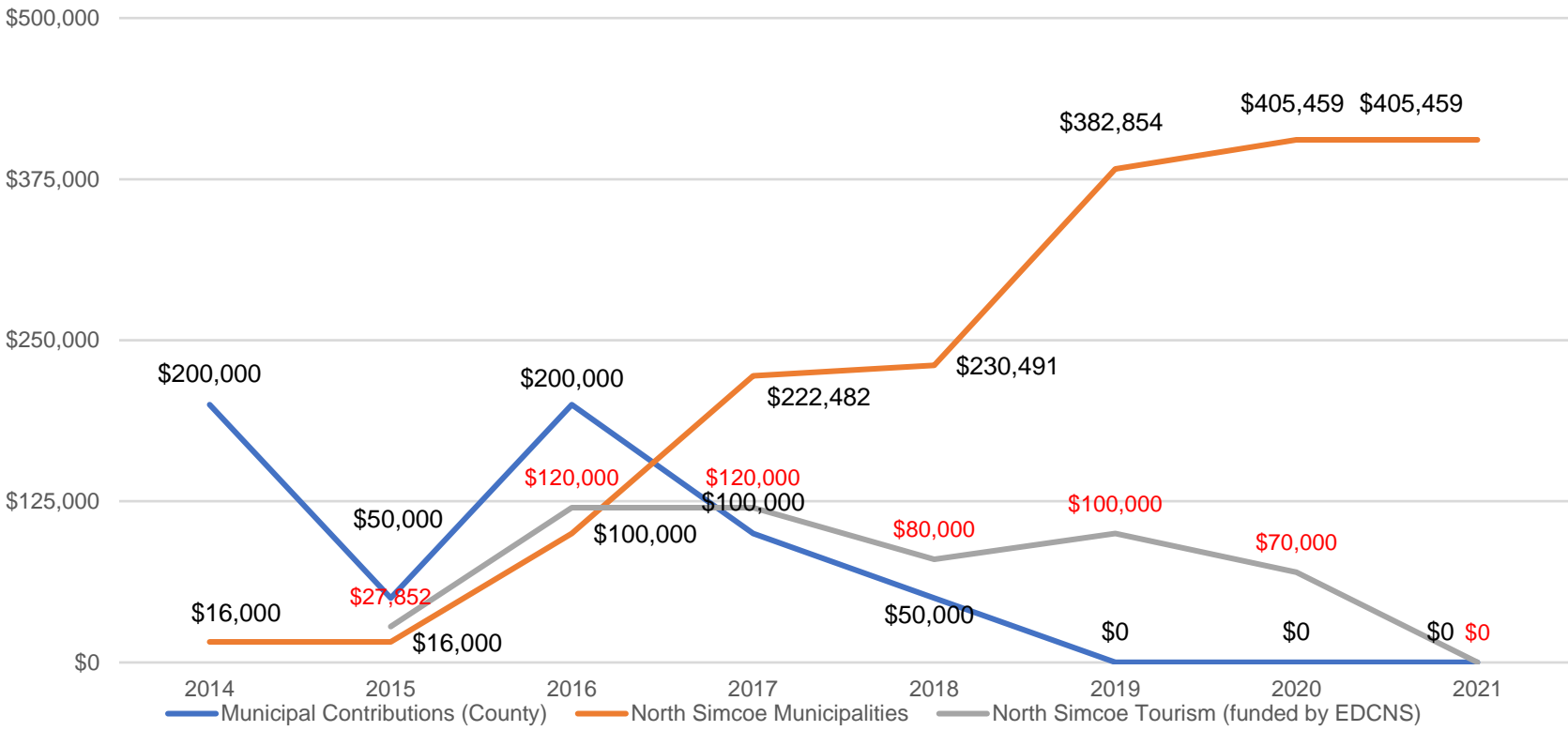


North Simcoe Tourism (HGB) Leveraged Funds



Municipal Funding 2014-2020 & 2021

Municipal Funding EDCNS



A scenic sunset over Georgian Bay. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. A white motorboat is visible on the left side of the frame. The text is overlaid in white, bold, sans-serif font.

POWER OF FOUR ADDING VALUE TOGETHER

ALL IN THE HEART OF GEORGIAN BAY

Midland | Penetanguishene | Tay | Tiny