

Budget Presentation to Midland Council - January 25, 2023



# Land Acknowledgement

*The EDCNS acknowledges that our work takes place on the traditional land of the Anishinaabe and includes the Ojibwe, Odawa, and Potawatomi Nations, collectively known as the Three Fires Confederacy. The Wendat and the Haudenosaunee Nations have also walked on this territory over time. EDCNS values and respects the honour that it is to work in this remarkable place.*



# Executive Summary

EDCNS launched an **Engagement Strategy** in the Fall of 2022 to generate input and data to **ignite a new direction** for the organization for 2023-25 that supports the needs expressed from all **Four Economic Development Sectors**. We held **19 Engagement opportunities** from November 10 - 30, 2022 via sector meetings, public events and a web survey. As a result, we heard from **each Sector, all age groups**, students to retirees, employers, employees, the underemployed, and the self-employed. **Common themes and solutions** emerged from all the **Sectors**.

This **Strategic Plan** identifies the **actions, objectives, and KPIs** that EDCNS will take to **lead initiatives** and prepare the groundwork to achieve the **goals**. Ultimately, this Plan ensures **EDCNS** as an **inclusive organization** where people can come to develop their **Business ideas into actions** and help **North Simcoe prosper**.

# Marketing

Utilize The Heart of Georgian Bay and gbay.ca

- **KPI** - New EDCNS Website launch. Q4-2023
- **KPI** - Public Education Campaigns on Made in the Heart of Georgian Bay: for example, in Agriculture - what to expect at harvest time; in Manufacturing - innovation history; Culture - studio tours. Start Q2-2023. (Studio tours Q3-2023)

Increase public messaging effectiveness with EDCNS and the 4 Municipalities.

- **KPI** - Collaborative public communications process established with EDCNS and the 4 Municipalities. Q4-2023
- **KPI** - New Relationships established between EDCNS and the community, with a focus on diversity and inclusion. Continuous.

Intensify regional marketing support for Culture and Tourism, special events, Agri-tourism and key natural assets.

- **KPI** - EDCNS Tourism Committee to identify and prioritize marketing projects for Simcoe County to deliver for North Simcoe. Q1-2023

Streamline access to information for Business Attraction and Retention.

- **KPI** - Lead the strategy to develop marketing & communication materials with community partners to provide information on creating additional suites, available funding, etc for homeowners and employers. Q4-2023

Support the potential for new Businesses, Tourism opportunities, community assets, and services to reflect the essence of The Heart of Georgian Bay brand.

# Marketing

Support Sector campaigns for talent attraction.

- **KPI** - Host or Co-Host a minimum of 2 events a year. For 2023: 1. High School Student Sustainability & Innovation Competition focused on local solutions for additional-suite housing. Q2-2023 2. Agriculture Business Symposium (see Goal #4 - Business Development) Q4-2023.

Utilize social media channels to the best capacity and explore options for developing apps for Tourism.

- **KPI** - Identify a suitable app to further engage Tourists in local assets and experiences during their visitation. Q1-2023
- **KPI** - Update strategy for social media established with an external provider. Q1-2023

# Housing

*Short Term:* Maximize existing resources in North Simcoe and support new opportunities

- **KPI** - Plan and host a Developer's Forum by Q2-2023.

*Long Term:* Support a collaborative, strategic approach to tackling specific housing issues within the 4 Municipalities. This includes sharing of information, resources, and knowledge with employers, the community, education and developers.

- **KPI** – Support the strategy to develop marketing & communication materials on creating additional suites, funding, etc for homeowners and employers. Q2-2023

# Youth Engagement

Design youth-oriented projects and programs to engage young people in Sectoral career exploration and community Economic Development initiatives.

- **KPI** - Student Sustainability & Innovation Competition Winner announced. Q2-2023
- **KPI** - Container-greenhouse project produces food. Q4-2023

Identify Business opportunities in the community which have youth as their target market.

- **KPI** - Launch the Welcome to the Heart of Georgian Passport for college students & young entrepreneurs in the community in partnership with community organizations. Q2-2023

# Business Development

Streamline access to information and protocols for investment attraction and Business growth.

- **KPI** - Investment Attraction information provided to Simcoe County. Q2-2023
- **KPI** - ABC Start-Up Guide for navigating zoning, by-laws etc. for new businesses created. Q2-2023
- **KPI** - Asset Mapping for directory of land, buildings. On-going

Grow the local economy through Business support, knowledge and mentorship.

- **KPI** - Implementation of the Silver Wave Knowledge Mentorship program. Q3-2023
- **KPI** - Tourism Business Symposium. Q4-2023.

Educate the community on Sector activities, for example, on the work that farmers do in planting and harvesting season where they are required to use the road with large equipment (safety, share the road, appreciation) or where there is specific skill set demand in the workforce.

- **KPI** - One communication a month issued for public awareness on local sector activities. Starting Q2-2023

Identify gaps in infrastructure required for sustainability and efficiencies in Sector activities.

- **KPI** - BR&E for Tay Township launched. Q3-2023

Support opportunities for hot leads to become realities.

Grow or add new Tourism Sector products.



# Organizational Development

Strengthen the financial contribution from the 4 Municipalities for the work of EDCNS.

Be the lead organization in Economic Development in North Simcoe.

- **KPI** -EDCNS policy, procedures, mandate review and revisions. Q4-2023
- **KPI** - Development of Database. Q1-2023
- **KPI** - Maintaining Database of Economic Development KPIs and Data Points: [Economic Development KPIs and Data Points](#)

Strengthen Board knowledge and capacity in the role.

- **KPI** - Board Governance training. Q2-2023

Strengthen EDCNS's capacity in the community.

- **KPI** - Provide a consolidated report to each Municipal Council quarterly. Q2-2023

# Organizational Development

Enhance partnerships, collaborations, and initiatives with community diversity to increase the relevance and capacity of Economic Development in the community.

- **KPI** - Formalization of 8 new partnerships within the community for collaborative projects to include: Georgian Bay Native Friendship Centre (GBNFC), Georgian Bay Native Women's Association (GBNWA), Midland Cultural Centre (MCC), Midland Campus Georgian College, Georgian Bay District Secondary School, Midland Public Library, YMCA Simcoe-Muskoka Midland Site, The Workforce Development Board. Q4-2023

Develop human resources required to fulfill the Strategic Plan.

- **KPI** - Full-time Business Development Assistant starts. Q1-2023

# Request for Midland Council to Approve Proposed 2023 Budget

[Proposed 2023 Budget](#)

# Moving Forward

EDCNS is off to a new start in 2023 with a **Strategic Economic Development Plan** that is ambitious, actionable, and most importantly, collaborative. It has big ambitions with doable follow-through that involves the community with inclusion, results, and transparency throughout the lifecycle of the Plan.

We can't wait to get started.