



Township of

North Dundas

COUNCIL REPORT

To:	CAO, Mayor and Members of Council
From:	Rob Hunter, CMM
Date of Meeting:	September 13, 2011
Subject:	Economic Development Report

1.0 Economic Development Plan

Finalized and presented the Economic Development Work Plan to Township Council at the August Council meeting.

2.0 Investment Attraction

2.1 Industrial Site Enquires

- a) I had an enquiry that was received by my office and I have sent along the information requested for this fact finding request. There would be numerous partners and agencies that would have to be contacted and information reviewed by the contact before any further action takes place. **(FILE ID # I-0811-AA)**
- b) I had an enquiry came into my office that came with a list of specific site criteria. We did not meet all of the required site criteria for the request and there is no further action in regards to this request. This enquiry has been filed for information purposes. **(FILE ID # I-0811-BB)**
- c) I had an enquiry that came to my office in late August. The information requested has been provided and we are currently in a hold and wait position for this specific enquiry. **(FILE ID # I-0811-CC)**

2.2 Summary of Industrial Site Enquiry Process

I would like to provide Council with a summary of the process that is utilized when enquiries come into my office.

a) Initial contact usually comes from one of the following sources listed below:

- i) Site Selector
- ii) MEDT (Ontario Ministry of Economic Development and Trade)
- iii) Ontario East Economic Development Economic Development Corp
- iv) Corporate Legal Departments
- v) Business Owners and/or Senior Executives

b) Once enquires are received my first step is to discuss zoning with the Planning Department. Once the zoning has been determined, the zoning and other information requested is sent to the contact person.

c) We are then in a hold position as we wait for further contact for additional information. This second request could take several months even up to a year depending on the complexity of the company in question. It is generally not customary for them to contact us if we have not made the short list. I will keep the file open for 18 months and if no further contact is made, I will file it for information purposes. We are rarely in a position to contact the company directly if the request has come through a third party.

2.3 Retail and Service Sector Enquiries

a) I had a meeting with a company to discuss a retail opportunity. This was an initial discussion and I am currently waiting to hear back from the company in question to determine the path-forward. **(FILE ID # R-0811-AA)**

b) I had a meeting with a business principle to discuss a service related business opportunity. I am currently working on some zoning issues with them and this opportunity could take a couple of months to come to fruition. **(FILE ID # S-0811-AA)**

3.0 Marketing and Communications

3.1 Gateway Signage

Developed and produced a Tender for Gateway, Village/Hamlet and Park signage. The signage is based upon the design approved by Council at the August 9, 2011 meeting. Tenders are due Monday September 19, 2011 at 12noon.

3.2 Media Relations

- a) Developed a Media Contact List for various Newspaper, Radio and Television media outlets. The list is made up of both local and regional outlets.
- b) Participated in interviews with the Winchester Press, Chesterville Record and Kemptville Advance in regards to the Economic Development Plan. News stories about the plan were profiled in each of these newspapers in August.

3.3 Networking

- a) Attended the August meeting of the North Dundas Chamber of Commerce to discuss the adopted Economic Development Plan. The feedback provide during the meeting was very positive.
- b) Met with Joyce Gravelle who is the EDO for the United Counties of SD & G to discuss issues related to investment attraction. We are in the process of arranging meetings with senior officials from the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and also the Ontario Ministry of Economic Development and Trade (MEDT) to discuss investment attraction.
- c) Met with Angela Besner from the Business Development Bank of Canada (BDBC). We discussed the current BDBC funding programs that are available to existing and start-up businesses. I have this information on file in my office to provide to new and existing businesses.
- d) Met with Linda Wilson who is the new manager of Cornwall and Seaway Valley Tourism. During this meeting, I received renewed commitment for the supply of the tourism signage and tourism rack. We also had an initial discussion in regards to 2012 tourism advertising.
- e) Met with Denis Thibault of the Eastern Ontario Training Board. Denis provided me with an overview of their available programming and services. I received a commitment from Denis for assistance in the future where/when the needed.

4.0 Research and Information Management

4.1 Community Profile

Researched and compiled the draft content for the Township of North Dundas Community Profile. This profile will be produced in hard copy for handing out to potential investors and at various tradeshow. It will also be made available in electronic format so it can be viewed on the Township website.

5.0 Other Economic Development Activities

5.1 Retail Holiday Act Public Meeting

Prepare the draft Retail Holiday Act Bylaw and related materials for the public meeting to be held on September 13, 2011 at 6:00pm.

5.2 Funding Programs

I have research and compiled a comprehensive listing of thirty (30) funding programs that are available to support industrial and commercial economic development initiatives. This list will be provided to site selectors and perspective businesses. Also, some of these programs will be highlighted under the Financial Assistance section in the Community Profile document.

5.3 Organization Membership and Event Attendance

The Economic Development Office is now has membership in the following organizations:

- a) Ontario East Municipal Economic Development Commission
- b) Economic Development Association of Canada
- c) Economic Developers Council of Ontario

I am registered and will be attending the following conferences this fall:

- a) Ontario East Municipal Conference (September 14, 15 and 16th)
- b) Economic Development Association of Canada Conference (October 2, 3 and 4th)

Submitted by:



Approved by:


