

where *lifestyle*
grows good *business*



Athens | Augusta | Edwardsburgh Cardinal | Elizabethtown-Kitley | Front of Yonge
Leeds and the Thousand Islands | Merrickville-Wolford | North Grenville | Rideau Lakes | Westport

Leeds Grenville Economic Development

In 2014 the United Counties of Leeds and Grenville undertook a review of its economic development activities. The review recommended five strategic areas of focus for the Economic Development Department, which were accepted by Counties Council.

Strategic Areas of Focus

- Leadership and Capacity Building
- Business Investment and Attraction
- Business Retention and Expansion
- Tourism
- Marketing and Communications

The Counties' Economic Development Department has been able to pursue activities in support of these strategic areas, while adjusting activities based on economic trends and opportunities. The Department remains flexible and able to quickly react and address impacts on the local and regional economy.

The following table outlines the Department's program activities for 2018.

Leadership and Capacity Building

Item	Activities
Economic Development Summit	<p>Annual event that profiles local and regional businesses, increases networking, recognizes leadership in economic development and provides professional development opportunities.</p> <ul style="list-style-type: none"> • November 17, 2017 – 205 in attendance • November 16, 2018 <ul style="list-style-type: none"> ○ 10th Anniversary
Community Capacity	<ul style="list-style-type: none"> • Conduct communication outreach on economic development services • Communicate and support, based on available resources <ul style="list-style-type: none"> ○ 10 member municipalities – Councils, Economic Development Committees • New – Regional Economic Development Meetings / BR+E Leadership Team
Relationships / Partnerships	<ul style="list-style-type: none"> • MP , MPP • 4 Partner Municipalities – Brockville, Gananoque, Prescott, Smiths Falls • Neighbouring municipalities – Lanark, Kingston, Stormont, Dundas & Glengarry • Small Business Enterprise Centres – Leeds Grenville, Lanark / Smiths Falls • Launch Lab, Regional Innovation Centre, Excellence in Manufacturing Consortium • Ontario East Economic Development Commission. Economic Developers Council of Ontario, Economic Development Association of Canada • Provincial Ministries & Agencies <ul style="list-style-type: none"> ○ Economic Development, Job Creation and Trade / Tourism, Culture and Sport / Agriculture, Food and Rural Affairs ○ St. Lawrence Parks Commission ○ Regional Tourism Organizations – RTO 9, 10, 11 • Federal Agencies <ul style="list-style-type: none"> ○ Fed Dev & Community Development Corp. <ul style="list-style-type: none"> ▪ 1000 Islands, Grenville, Valley Heartland ○ Parks Canada

Business Investment and Attraction

Item	Activities
Investor Cultivation / Development	<ul style="list-style-type: none"> • Respond to any regional information requests that is issued by site selectors, investors, Ministries, Economic Development Council of Ontario and Ontario East Economic Development Commission
Familiarization Tours / Site Selection Reviews	<ul style="list-style-type: none"> • Facilitate site selector familiarization tours • Complete follow-up • Facilitate negotiations
Relationship / Partnerships	<ul style="list-style-type: none"> • Membership with Ontario East Economic Development Commission Sector Teams – Tourism, Food Processing, Transportation & Logistics, Advanced Manufacturing and Rural Economy • Initiate and build provincial / federal ministerial and agency relations for investor support • Continue relationships with Launch Lab / Regional Innovation Centres • Build relationships with St. Lawrence Corridor Economic Development Commission

Business Retention and Expansion

Item	Activities
Feihe International Inc.,	<ul style="list-style-type: none"> • Support and explore supply chain opportunities in collaboration with Kingston Economic Development Commission in coordination.
Kemptville College	<ul style="list-style-type: none"> • Support the renewal and revitalization of the campus in coordination with the Municipality of North Grenville.
Maitland Industrial Park	<ul style="list-style-type: none"> • Support the Chemours property transition • Coordinate Ministry familiarization tour with current tenants • Facilitate opportunities that would be of mutual benefit to current site tenants
Business Support	<ul style="list-style-type: none"> • Provide investment attraction aftercare to new businesses established • Maintain communication and support to businesses of previous visitations
Partnerships	<ul style="list-style-type: none"> • Collaborate with municipal partners to host a Manufacturing / Transportation & Logistics Roundtable • Bioindustrial Innovation Canada
eNewsletter	<ul style="list-style-type: none"> • Showcase a business in each edition
Multi-level Business Retention & Expansion	<ul style="list-style-type: none"> • Coordinate BR+E programs to deliver reports for the Counties, Augusta, Rideau Lakes and Merrickville-Wolford

Tourism

Item	Activities
Visitor Services - Mallorytown ONroute Centre	<ul style="list-style-type: none"> • Renegotiated a contract with the Ministry of Transportation and HK Travel Centre L.P. to provide visitor services for summer periods of 2018 and 2019 • New kiosk adjustments completed • 2018 Tourism staff trained and servicing guests
Product Development	<ul style="list-style-type: none"> • Support new product development that encourages visitation and visitor spending. • Continue to support and develop the 1000 Islands and Rideau Canal Garden Trail • Host Heritage Trail roundtable discussion
Partnerships	<ul style="list-style-type: none"> • Support Rideau Heritage Route Association transition in partnership with Smiths Falls, Ministry, RTO 9, 10, 11. <ul style="list-style-type: none"> ○ Facilitate industry partnerships • Collaborate with South Eastern Ontario Regional Tourism Organization (RTO 9) to promote Leeds Grenville businesses
Website	<ul style="list-style-type: none"> • Coordinate the development of a new integrated tourism micro website • 2018-19, Develop a customized, integrated, multi-functioning calendar framework

Marketing and Communications

Item	Activities
eNewsletter	<ul style="list-style-type: none"> • Continue regular communication • Support business retention and expansion through business profiles, notification of workshops / seminars and funding opportunities,
Community Profiles	<ul style="list-style-type: none"> • Continue to update as required
Social Media	<ul style="list-style-type: none"> • Launch of Eco Dev Facebook page • Increase content on LinkedIn page • Launch of Twitter Account
Photo Bank	<ul style="list-style-type: none"> • Continue to grow Economic Development photo bank • Partner with RTO 9
Branding / Merchandise	<ul style="list-style-type: none"> • Continue to support brand development and Counties merchandise
Advertising	<ul style="list-style-type: none"> • Continue intra-regional awareness, education and engagement ads (Island Life Magazine)
Online Business Directory	<ul style="list-style-type: none"> • Relaunch the Counties integrated business directory with 11 municipalities • Complete significant database update • Integrate directory within tourism micro website
Video – 2018/19	<ul style="list-style-type: none"> • Update video footage and products • Partner with RTO 9
Publications – 2018/19	<ul style="list-style-type: none"> • Update and republish – Discover 1000 Islands and Rideau Canal • Update and republish – Invest Leeds Grenville
Trade Meetings / Shows / Missions - Investment Attraction	<ul style="list-style-type: none"> • Consider opportunities presented by Ontario East Economic Development, various ministerial offices to attend and/or showcase the region based on resources
Website (Central Repository)	<ul style="list-style-type: none"> • Complete and maintain Invest micro website • Complete and maintain Discover micro website • Support the integration of info with Counties main website

Economic Development Staff

Ann Weir, Economic Development Manager
Deanna Clark, Economic Development Officer
Joanne Poll, Administrator and Communications Support
Simon Chapelle, Business Development Officer

Review and Evaluation:

These activities cover 2018 with some initiatives spreading into the following year. Upon the completion of the Counties Business Retention and Expansion Report in early 2019, the strategic areas of focus will be reconsidered as a new Economic Development plan is developed.