

where *lifestyle*
grows good *business*

Invest



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

Prepared by:
Ann Weir, Economic Development Manager

Leeds Grenville Economic Development

The United Counties of Leeds and Grenville economic development areas of focus was established in 2014 after a comprehensive review. The following five strategic areas of focus for the Economic Development Department 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

Annually the Counties' Economic Development Department pursues 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.

At the end of 2017, the Counties Economic Development Department submitted a proposal to undertake a Multi-level Business Retention and Expansion (BR+E) program to the Rural Economic Development fund. In 2018, the Multi-level BR+E program was launched with its completion date summer of 2019. The results from the Counties report will provide primary quantitative and qualitative data that will assist in a review of the Counties strategic areas of focus.

The following table outlines the Department's program activities for 2019.

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 16, 2018 – 233 registered <ul style="list-style-type: none"> ○ 10th Anniversary • November 22, 2019
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 • 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 / Education, Colleges and Universities, ○ St. Lawrence Parks Commission ○ Regional Tourism Organizations – RTO 9, 10, 11 ○ Employment Agencies – KEYS, CSE, EEC ○ St. Lawrence College • 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 • Support Auto Sector Job Site Challenge submission
Familiarization Tours / Site Selection Reviews	<ul style="list-style-type: none"> • Facilitate site selector familiarization tours • Complete follow-up • Facilitate negotiations
Investment Aftercare	<ul style="list-style-type: none"> • Provide investment aftercare to ensure connection with various municipal, ministry and community services
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 • Maintain relationship with St. Lawrence Corridor Economic Development Commission

Business Retention and Expansion

Item	Activities
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"> • Continue to support marketing Chemours property • Complete a competitive analysis • Facilitate opportunities that would be of mutual benefit to current site tenants
Business Support	<ul style="list-style-type: none"> • Maintain communication and support to businesses of previous visitations
Partnerships	<ul style="list-style-type: none"> • Collaborate with municipal partners and industry partners for a Manufacturing / Transportation & Logistics Roundtable • Bio-industrial 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"> • Complete the Multi-level BR+E program and deliver reports for the Counties, Augusta, Rideau Lakes and Merrickville-Wolford • Continue follow-up on red and green flag concerns and opportunities

Tourism

Item	Activities
Visitor Services - Mallorytown ONroute Centre	<ul style="list-style-type: none"> • Provide visitor services for summer of 2019 <ul style="list-style-type: none"> ○ Refresh kiosk and signage ○ tourism staff trained and servicing guests • Renegotiated a contract with the Ministry of Transportation and HK Travel Centre L.P. to provide visitor services for summer periods of 2020 and 2021
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 • Continue follow-up with Leeds Heritage Society on interest for a Heritage Trail
Partnerships	<ul style="list-style-type: none"> • Support the Rideau Canal Working Group on its initial pilot project – creation of a new Rideau Canal website <ul style="list-style-type: none"> ○ RTO 9, 10, 11, Smiths Falls and Parks Canada • Determine next steps for Rideau Heritage Route Association • Collaborate with South Eastern Ontario Regional Tourism Organization (RTO 9) to promote Leeds Grenville businesses
Website	<ul style="list-style-type: none"> • Continue the integration of tourism micro website with the business directory • Consider 2019/2020 the development of 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 maintain current profiles • Consider redevelopment in 2020 with a review of languages supported.
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
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"> • Maintain Counties integrated business directory with 11 municipalities • Follow-up with Prescott and Gananoque on interest • Continue with significant database update from BR+E
Video – 2019/20	<ul style="list-style-type: none"> • Update video footage and products • Partner with RTO 9
Publications – 2019	<ul style="list-style-type: none"> • Renew – Discover 1000 Islands and Rideau Canal • Renew – 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"> • Maintain Invest micro website • Complete and maintain Discover micro website • Negotiate supplier for MLS commercial / industrial property listings and demographics

Economic Development Staff

Ann Weir, Economic Development Manager

Deanna Clark, Economic Development Officer

Joanne Poll, Administrator and Communications Support

Shelbi McFarlane, Business Development Officer / Jim Hutton (F/T temp) April 2019-2020

Samantha Kinsella, BR+E Administrative Assistant (P/T contract)

Review and Evaluation:

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