

# Grey County Economic Development

OPPORTUNITY LIVES HERE

## LiveGreyBruce.ca

This is a web site that will connect . . .

**Skilled professionals** who already dream of living the Grey-Bruce lifestyle with **Employers** interested in learning about when someone with certain skills is interested in moving to the area. [livegreybruce.ca](http://livegreybruce.ca)

## The Four County Labour Market Planning Board has hit the airwaves!

Gemma Mendez-Smith plays host to a lively conversation on workforce issues. Workforce Focus can be heard the first and third Thursday of every month. Tune in to

[bluewatterradio.ca](http://bluewatterradio.ca) or 91.3 FM to listen live or visit [planningboard.ca/workforce-focus](http://planningboard.ca/workforce-focus) to listen at your leisure. You can also send your workforce issue or question to [focus@planningboard.ca](mailto:focus@planningboard.ca)

## GREY COUNTY ECONOMIC DEVELOPMENT REPRESENTED AT THE

# Zoomer and Boomer Shows in Toronto!



The County of Grey, City of Owen Sound, Municipalities of Grey Highlands and Meaford, and the Townships of Georgian Bluffs and Southgate partnered up and attended the Zoomer and Boomer Shows in Toronto in October and November. Both shows were well attended and staff had many opportunities to spread the gospel of Grey to potential visitors, businesses and retirees!



# Collingwood to Blue Mountain Transit Link Up and Running!

The Town of the Blue Mountains was very excited to welcome the Town of Collingwood's transit system extension. The transit link runs from Collingwood to Blue Mountain Resorts returning back via their tourism office at the Craighleith Depot. This transit link, which also connects to Wasaga Beach by a transfer in Collingwood, will greatly assist moving the people needing work to the jobs available at Blue Mountain Resorts. Tourists are able to use the link to access the Blue Mountain Village. This initiative is funded for a six month trial period by Blue Mountain Resorts, the Blue Mountain Village Association, the Town of Collingwood and The Town of The Blue Mountains.

## Southgate Adopts Strategic Plan!

Southgate is celebrating the adoption of its first ever strategic plan. Council adopted the "Southgate Community Action Plan 2018" on November 6, 2013. The planning process involved extensive community engagement throughout 2013, with a random sampling survey, focus groups and interviews with community members, staff and Council. The plan includes goals to improve municipal governance, support small business development and capitalize on designated highway commercial areas. Southgate thanks Bill Winegard and Associates for their excellent work on this project.



It was a  
busy 2013  
for the  
Town of  
Hanover!



The introduction of our  
new logo and  
re-branding revamped  
our image and helped  
us make a mark locally,  
regionally and even  
globally.

Top accomplishments for 2013  
range from the Provincial  
Lifeguard Championships to  
Downtown Revitalization and from  
our Landfill Expansion to our  
Youth Friendly Gold Designation.  
For our Top 10, please visit  
[hanover.ca/top10](http://hanover.ca/top10).

In 2014, watch for Downtown  
façade upgrades, a renewed focus  
on our youth, and don't forget to  
join us for Homecoming 2014:  
Hanover's Biggest Block Party –  
110 Years in the  
Making! Visit us  
at [hanover.ca](http://hanover.ca) and  
here's to 2014!



# CONNECTED COMMUNITIES TOP PRIORITY FOR Grey County and the Southwest Economic Alliance!



SWEA will be proceeding with the Community Benchmarking Phase of its Intelligent Region Initiative in the first quarter of 2014. A pilot study conducted in Grey County this past summer has been completed. A copy is available at this link ([swea.ca/swea-intelligent-region-project-proceeds/](http://swea.ca/swea-intelligent-region-project-proceeds/))

The Intelligent Region initiative has several components:

- Benchmarking each of the SWEA communities for their level of preparedness for the strategic application of broadband and ICT technologies to their local economies.
- Using the results of the benchmarking to develop a road map for broadband and ICT applications in the local community. This will include a high level of community engagement.
- Annual benchmarking under the framework of the Intelligent Community Forum. This will provide annual measurements for the scope and effectiveness of the community investments. The ultimate aim is to link all community benchmarks into a regional benchmark that will enable the region to be recognized internationally as an Intelligent Region.

SWEA has contracted Cisco Systems Canada to conduct the community benchmarking through its Smart+Connected Communities unit. This involves extensive field interviews, online surveys and consultations with community leadership.

As learned through the Grey County pilot, community engagement is a key success factor in the benchmarking project. To assist communities in this process, SWEA has preliminary approval for a Job Creation Partnership (JCP) through the Ontario Ministry of Training, Colleges and Universities. Under this program, SWEA will place staff in participating communities to help coordinate community education, engagement and the benchmarking interview process. They will be available for up to 42 weeks throughout 2014.

For more information contact Serge Lavoie  
**519-859-7763** or by emailing [slavoie@swea.ca](mailto:slavoie@swea.ca).

## Accessibility is Good for Business!

The Conference Board of Canada has created a free Employers' Toolkit to help Ontario businesses tap into a vibrant and underutilized labour pool—people with disabilities—and to assist employers in meeting the Employment Standard of the Accessibility for Ontarians with Disabilities Act. To access this FREE resource, visit [conferenceboard.ca/e-library/abstract.aspx?did=5258](http://conferenceboard.ca/e-library/abstract.aspx?did=5258)



County of Grey Economic Development Office

102599 Grey Road 18  
Owen Sound, Ontario N4K 5N6

877 • 733 • 4739  
[ecdev@grey.ca](mailto:ecdev@grey.ca) • [investingrey.ca](http://investingrey.ca)

# Western Ontario Wardens' Caucus Takes SWIFT Action: Endorses Regional Area Broadband Network Proposal



**Western Ontario Wardens' Caucus (WOWC) supports creation of ultra-high speed, high capacity regional broadband network for southwestern Ontario. A WOWC-commissioned feasibility study has demonstrated the critical need for a regional broadband network in Southwestern Ontario.**

The broadband project, named SWIFT (South West Integrated Fibre Technology), seeks to bring high capacity, universal fibre optic infrastructure to the entire southwest region – regardless of population density – and promises to level the playing field for service providers, foster competition and drive down the cost to providers and users.

"To attract investment in today's hyper-competitive global economy, communities must have robust fibre optic broadband Internet access to fully support emerging technologies," said WOWC Chair Duncan McKinlay. "There are significant gaps in service availability and access to affordable high speed, high capacity Internet services across the southwest region, which is preventing many communities, both urban and rural, from realizing their full social and economic potential."

## **What would SWIFT look like?**

The proposed SWIFT network consists of the following elements:

**1. Network Design:** Once fully established, the network would serve over 300 communities, encompassing 3 million residents – including rural areas with population densities as low as 4 persons per square km. Users across the region would be encouraged to connect to partner providers' systems and user fees would sustain the system. The network would have three infrastructural components:

- a) Transport fibre optic – a fibre optic transport network inter-connecting all major centres in Western Ontario, operating at 100 gigabits per seconds (Gbps) with additional high capacity facilities to Toronto to connect with other telecommunications carriers and content providers worldwide.
- b) Aggregation fibre optic – a fibre optic transport network connecting 40 Gbps aggregation points in each county.
- c) Access fibre optic – each access aggregation point would be connected to 10 Gbps access nodes in over 300 communities in the region, with last mile fibre access to public institutions, private enterprises and residences.

**2. Governance:** A not-for-profit corporation governed by both service providers and WOWC members, and possibly other major public and private sector users (e.g. school boards) would be created to operate the SWIFT network. A management team,

reporting to a board of directors, would be responsible for the day-to-day management and operation of the system.

**3. Capital Structure:** Funding for SWIFT would come from equity, debt, and grants from county and upper levels of governments. The operating model is premised on securing large commercial users, municipalities, universities/colleges, school boards and health care organizations as early adopters to provide the necessary cash flow and critical mass of activity to sustain the system. Introducing home, small business and farm users with access provider partners will provide the blanket coverage required to achieve our region's economic and social aspirations.

**4. Cost:** The capital cost of building the proposed network is estimated at \$234 million, which could be reduced by 20-30% if existing infrastructure in the region can be used as part of the network. Day-one operating expenses for the proposed not-for-profit management function are estimated at \$9.65 million.

More information about can be found at [WOWC.ca](http://WOWC.ca), including the WOWC Broadband Feasibility Study and details about next steps for the SWIFT project.

For more information, please contact:  
Lance Thurston, CAO of Grey County and SWIFT Project Lead, **519-372-0129, ext. 1292** or [lance.thurston@grey.ca](mailto:lance.thurston@grey.ca)



# Know a Student?

## Help them discover Summer Company!

The Business Enterprise Centre delivers a program locally called Summer Company. This program is designed for student's age 15-29 years old that are returning to either secondary or a post-secondary institution. Summer Company will give young entrepreneurs the following:

- Start-up money to kick-off a new summer business
- Advice and mentorship from local business leaders

**Maximum grant:** \$3,000

Check out the guidelines and application form along with the business plan template at [ontario.ca/summercompany](http://ontario.ca/summercompany)

Need more information? Call The Business Enterprise Centre at

**519-371-3232** or by emailing

[businesshelp@owensound.ca](mailto:businesshelp@owensound.ca)

It's never too early to live your dream!



Summer  
Company

# Skills Gap Study Almost Complete!



**Four County**  
Labour Market Planning Board  
*Serving Bruce Grey Huron Perth*

**Four County Labour Market Planning Board**  
**'Skills Gap Study' is almost ready.**

We are working with the information to create the County profiles. On March 6, 2014 we will launch the study results and share key options for moving forward. Employers have been participating to ensure their voice is heard. Residents have been involved, letting us know their future career and learning goals. Students have ensured we know what they think the future holds for them in Bruce, Grey, Huron and Perth counties. The action items will be implemented, by community partners through collaboration, over the next several months. Please to attend the launch in 2014. [fclmpbevents.eventbrite.ca](http://fclmpbevents.eventbrite.ca)

## Community Seminar FOR Food Entrepreneurs

The John Di Poce South Georgian Bay Campus of Georgian College, in partnership with local

municipalities and economic development partners in Grey County and the County of Simcoe, the South Georgian Bay Small Business Enterprise Centre in Collingwood and Foodland Ontario, will host a Community Seminar for Food Entrepreneurs on Monday, Feb. 24, 2014.

The seminar will focus on helping local food entrepreneurs and aspiring artisan food producers understand how to cultivate a successful food business. The event includes a showcase of local food

entrepreneurs who have launched a successful product or concept, an expert panel of food entrepreneurs, special guest speakers and a lunch catered by a local chef. Admission is free but space is limited.

For more information please contact

[mary.whittaker@georgiancollege.ca](mailto:mary.whittaker@georgiancollege.ca)



SBDC Collingwood logo

GEORGIAN  
COLLEGE



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102599 Grey Road 18  
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# FREE Session to Introduce NEW Food Safety Training Program

**WHAT:** Introduction to "Food Safety Training for Business Owners" Curriculum  
**WHEN:** Monday, January 13th, 2014 – 4-5pm  
**WHERE:** Elmwood Hall (following Eco Day at Grey Bruce Farmers' Week)  
**WHO:** Food Producers, Processors, Organizations and other Stakeholders  
**WHY:** Learn How the New Course Will Support Local Farm and Food Businesses

If you have any additional questions, please contact me at the email or number below.

Philly Markowitz, Economic Development Officer, Local Food

Phone: **519-376-3365 ext. 6125**

Mobile: **519-379-6318**

**Philly.Markowitz@grey.ca**

Grey County and Georgian College are pleased to announce the development of a new curriculum for food entrepreneurs, created and supported in partnership with Bruce County and Simcoe County, and with input from the Grey Bruce Health Unit and other industry advisors. The Food Safety

Training for Business Owners course will support the training needs of small- and medium-sized food businesses adding value to agricultural products, and those hoping to start or expand food-related businesses in Grey Bruce and surrounding areas.

Join us for a "sneak peak" and to find out how this first-of-its-kind comprehensive program will benefit farms and food businesses. You're invited to ask questions about curriculum development and make suggestions about course delivery.

RSVP to Mary Whittaker at Georgian College by Friday January 10th:

**Mary.Whittaker@GeorgianCollege.ca**

Reserve your spot now - space is limited.



## Community Futures Development Program



**The Community Futures Development Program is alive and well in both the Bruce CFDC and the Saugeen EDC catchment areas.** Both Corporations are led by volunteer Boards of Directors. Our core business of providing loans and counseling to businesses is followed closely by our mandate to engage in community economic development. The geography for Bruce CFDC includes most of Bruce County, the City of Owen Sound and the northern parts of Grey County. Saugeen EDC covers most of Grey County, some parts of southern Bruce County and northern parts of Wellington County. Both offices have been operating for over 26 years and have assisted many new and existing businesses.

The Bruce CFDC and SEDC are proud of the significant investments which have been made in our communities. As of March 31, 2013, we have leveraged over \$67.8 million in owner and third party contributions, disbursed over \$32.5 million and created/maintained over 6,063 jobs, through our investments in businesses. The combined \$3.75 million initial investment funds received from the Federal Government has grown to a portfolio over \$12M million.

For further information please contact our General Managers:

Barb Fisher - Bruce CFDC **519-396-8141 x111** or **1-888-832-2232**

Rose Austin - Saugeen EDC **519-799-5750 x 1** or **1-877-335-7332**