

Grey County Economic Development

OPPORTUNITY LIVES HERE

TOWNSHIP OF CHATSWORTH BUSINESS SHOWCASE 2014

May 2nd, 5:00pm – 8:00pm

May 3rd, 10:00am- 4:00pm

5 TORONTO STREET,
CHATSWORTH COMMUNITY
CENTRE

519-794-3232

FREE ADMISSION

Local Products & Services

Over 80 Booths

Businesses – Trades- Vendors

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.

County branding initiative wins EDCO award

Grey County was presented with an award for its “Colour It Your Way” rebranding initiative at the 57th Annual Economic Developers Council of Ontario (EDCO) Conference in Toronto February 6, 2014.

Warden Brian Milne accepted the award on behalf of the County, alongside Grey County Economic Development and Communications staff. “I’m delighted by EDCO’s recognition of our rebranding initiative,” said Warden Milne. “Grey County is a family of vibrant communities with a rich heritage and a bright future – and our new brand reflects that character.

The rebranding initiative has been challenging and exciting and it’s rewarding to see those efforts recognized. We can be proud of the new logo and tagline and what they represent for economic development, tourism and community building in Grey County.”

The County’s rebranding initiative won in the category for Marketing and Branding for communities with a population under 250,000.

Grey County worked with YFactor Inc. to develop the new logo and tagline, engaging community partners, residents, visitors and businesses in the process of developing the new



identity for the County.

“We are impressed with the vision of the leaders in Grey County and the collaboration and community participation that we experienced while developing the new brand. We are honoured to have been a part of this exciting process,” said YFactor’s CEO Anya Codack.

EDCO is an independent, non-profit, incorporated association of individuals engaged in economic development. The Council provides leadership, professional development and advocacy for professional economic development officers. For more information about EDCO, please visit edco.on.ca/about-us

Grey Bruce Annual Brochure Swap

It's that time again to catch up with fellow tourism partners and swap this year's brochures. We are sticking with the simple "swap & go" format. When everyone is done swapping, you are free to network and sample some of Lake Huron's finest local treats.

This event is **FREE** for everyone!

When: Tuesday May 6th, 2014

Where: Kincardine Davidson Centre
601 Durham St, Kincardine, ON

Time: 10am - 12 Noon

Why:

1. There will be some local Bruce County refreshments.
2. You will save cost on distributing brochures
3. This is the quickest and effective way to distribute brochures
4. You will be the first to get hot off the press brochures
5. Grey't networking opportunities
6. In previous years we have had more than 70 Grey and Bruce tourism operators attend

Who: All Grey and Bruce County Tourism Operators, Businesses, Visitor Information Centres and Chambers of Commerce.

RSVP: explorethebruce.com/brochure-swap.php



GREY COUNTY LOCAL FOOD UPDATE

Following the huge success of the **Community Food Seminar** at the John di Poce campus of Georgian College in February, Grey County has entered into a formal working group to produce additional agri-food entrepreneurship educational and networking events in the area. Other members of the group include Georgian College and municipal EDOs from across Grey

and Simcoe counties. The sold-out event in February attracted close to 150 participants and another 70 would-be participants remained on a waiting list. The appetite for information about (and networking opportunities for) food-related businesses is growing and the working group partners look forward to meeting the needs of this constituency in the years to come.

Work continues on the **Food Safety Regulatory Training** course, a four-way partnership between Grey County, Georgian College, and Bruce and Simcoe counties with input from the Grey Bruce Health Unit and others. Curriculum development is currently underway, and the partners look forward to offering the course in Owen Sound at the end of 2014. (See RED funding story on page 3 for more information.)

Grey County continues to support the efforts of the **Grey County Chefs' Forum** to establish a permanent food hub location from which member producers can aggregate and distribute food to restaurant clients. The Forum recently established a board of directors, and committees are working to support producers in Grey and grow markets in and outside the

area through various education, networking and marketing initiatives.

Grey County is pleased to welcome the new president of the **Grey Bruce Agriculture and Culinary Association (ACA)**, Steacy den Haan of Prime Ridge Holsteins. The County wishes to thank outgoing president, Jenny Amy, for her many years of devoted service to the local food business community. The Grey Bruce Agriculture & Culinary Map for 2014 is now available, please call Philly Markowitz at 519-376-3365 ext. 6125 if you would like copies for your business, office or event.

In partnership with Grey Roots Museum & Archives, Simcoe County Cultural Network (SUMAC) and RT07 (BruceGreySimcoe.com), Grey County is developing new **Saints and Sinners** tourism packages

that focus on the area's wine, beer and cider producers. There are two pilot projects in development, one in downtown Owen Sound, and another focused around a harvest event on a hop farm in Meaford. Both projects aim to support local businesses by tying the rich history of alcohol production, temperance, prohibition and bootlegging in Grey to today's producers.

Local food marketing efforts for 2014 include print, radio and web ads, social media, trade shows and events and include partnerships with Grey County Tourism, Bruce County (through Foodlink Grey Bruce), the ACA, the Apple Pie Trail, RT07 and others. The new Grey County Tourism website, currently in development, will also feature local food prominently.

County of Grey Economic Development Office

102599 Grey Road 18
Owen Sound, Ontario N4K 5N6

877 • 733 • 4739
ecdev@grey.ca • investingrey.ca

Start Living your Self-Employment Dream Today!



The Business Enterprise Centre – Owen Sound and Area

(BEC) co-ordinates the OSEB Program in Grey and Bruce. This Employment Ontario program is designed to provide “Employment Insurance (EI)

eligible” or “Reachback” clients with income and entrepreneurial support. Get the necessary training and counselling and personal income support to launch a full-time new business. The application process consists of eligibility, suitability, business planning training, and plan assessment. If accepted, income, mentoring, and business

development training support is available for the first 42 weeks of business operations.

Call us today and begin to live your dream by creating your own job right here in Grey/Bruce!

519-371-3232

businesshelp@owensound.ca,

owensoundbusiness.ca.

Economic development gets the green light with **RED funding**



Grey County's economic development initiatives are receiving a boost this spring in the form of Rural Economic Development (RED) funding support from the provincial government.

Minister of Rural Affairs Jeff Leal announced RED funding for two Grey County led initiatives. The County will receive funding for the development of its Economic Development Strategy and for the delivery of a food safety regulations training program, which is being developed in partnership with Georgian College and Bruce and Simcoe Counties.

The Economic Development Strategy is an action plan that will provide Grey County with a roadmap to best focus its efforts in economic development.

The Strategy will help guide the County in diversifying the regional economy, growing assessment and jobs supports, and support excellent quality of life for all Grey County residents.

The Food Safety Regulations Training program is a four-part course designed to help food-business owners better understand and navigate the regulatory environment to build and expand successful businesses. The first-of-its-kind course is being created with input from the Grey Bruce Health Unit and other food industry advisors and will be offered at the Owen Sound campus of Georgian College in late 2014.

Grey County Warden Brian Milne commented, “Economic Development is one of Grey County's top priorities.

We are excited to be receiving RED funding, both for an innovative project to support our local food businesses and for our longer term economic development strategy.”

The RED Program provides funding to support rural communities in removing barriers to community development. The program promotes economic growth to support sustainable rural

economies and regions through supporting communities in developing the capacity, tools and flexibility they need to become stronger, more prosperous communities.

For more information, please contact Bryan Plumstead, Economic Development & Tourism Manager, at **519-376-3365 ext. 6110** or **bryan@plumstead@grey.ca**



Chapman's Ice Cream
+ Rick Mercer Report
+ supporting Spread the Net
= Grey't things happening in Grey County!

The Rick Mercer Report Ice Cream from Chapman's is available across Canada now! If your local store doesn't have it yet, ask them to order it in for you! chapmans.ca



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Owen Sound -

ECONOMIC DEVELOPMENT STRATEGY

Economic development is an interesting field. Unlike most municipal departments, the field of economic development is broad and the strategies and actions undertaken depend on the unique characteristics of the local economy and future opportunities.

It is critically important that any economic development strategy be based on best practices but also be adjusted based on local reality. The City of Owen Sound situation is somewhat unique in the province as it's an urban center in a rural setting two hours away from a four lane highway. This reality impacts how we develop our strategy and what our strengths are. Our overriding strength is our rural setting close to nature and surrounded by water. We also have a variety of shopping, entertainment and government services including health care that more than meets our needs, and we are of a unique size as to still have a sense of community. It's a wonderful balance that is afforded all residents of Grey and Bruce, and it is why the City's main economic message is 'where you want to live'. In the world of economic development this is called 'pride of place' and it's a critical factor in retaining and attracting people. Attracting people includes all people including seniors looking to retire, new young professionals, retaining our young people, attracting small business owners and tourists. Attracting people through our 'pride of place' is one of our main priority areas in our economic development strategy.

The second priority of our economic development strategy is Retaining and Expanding local businesses. It is a well-documented fact that over 90% of new jobs are created by existing businesses. It is critical that existing businesses feel confident in the local economy and supported by their community, other businesses and municipality. Retention visits and dialogue with businesses are a critical activity and allow the City to be supportive or

adjust policies when required. For example last year in co-operation with the DIA, complimentary parking downtown was expanded, many businesses took advantage of the façade improvement and business taxes continue to be reduced. A large part of business retention and expansion is assisting small businesses. The Small Business Enterprise Center provides business seminars, free business advice, and research. The Owen Sound and Area Small Business Enterprise Center saw over 1,000 clients last year in support of many kinds of businesses including trades, manufacturing, home base businesses and retail.

Finally, the third priority area of the economic development strategy is Investment Attraction. Attracting new investment is critical in creating employment and increasing assessment. It can take many forms such as supporting financing for small business, attracting new businesses, supporting business re-investment or encouraging housing development. Attracting larger businesses involves undertaking research and understanding your competitive strengths and targeting specific sectors. Failing to do so can waste time and resources. For Owen Sound, the sectors being researched are: call and data centers, small manufacturers, regional retail, housing developers, and potentially film sector. Recently we have seen significant investment in condos, a new hotel announcement, and regional retail stores. In addition to private sector investment, public sector investment is equally important. A new wastewater treatment plant is being built, a new Marine Emergency Duty Training Center at Georgian College is being sought, and harbour dredging continues to be requested. All are important public sector investment that builds further capacity and growth.

Owen Sound's economic development strategy builds on our strengths, builds on existing business and markets and maintains a positive investment climate in which to attract further investment. It takes everyone to work together and make Owen Sound and the whole region an economic success.

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 bluewateradio.ca or 91.3 FM to listen live or visit planningboard.ca/workforce-focus to listen at your leisure. You can also send your workforce issue or question to focus@planningboard.ca

Accessibility Matters!

A picture may be worth a thousand words, but a video tells a story – and the Accessibility Directorate of Ontario has a great YouTube channel that showcases stories from around Ontario that demonstrate the importance of accessibility for our communities. Visit youtube.com/user/accessontario to view great examples of how businesses like Tim Horton's and communities across the province are working toward a fully accessible Ontario by 2025.

Town of the Blue Mountains receives Rural Economic Development (RED)



Funding for Business Retention and Expansion Study!

The Blue Mountains' was approved for \$27,500 in Rural Economic Development Funding from the Ontario Ministry of Agriculture and Food and the Ontario Ministry of Rural Affairs to conduct a Business Retention and Expansion study.

This study will involve a team of volunteers interviewing over 80 businesses to find out about their current situation, their plans for the future, and determine how the Town can then support business to ensure the ongoing prosperity of The Blue Mountains. Once the study is complete, the Town will work with the business community on the economic priorities identified through the Business

Retention and Expansion Study and the newly implemented Economic Development Advisory Committee. The Town of The Blue Mountains appreciates all the assistance and advice provided by Cheryl Brine of Ontario Ministry of Agriculture and Food and Ontario Ministry of Rural Affairs in pursuing this funding opportunity.

Downtown Revitalization — Well Underway in Hanover!

On March 3, Hanover Council approved \$85,000 in Façade Incentive Grants for 14 façade improvement projects. The grants are resulting in more than \$350,000 of investment in our Downtown, with approximately 85% of work awarded to local contractors. The Façade Improvements will be completed prior to Homecoming 2014 celebrations over the Civic long weekend.

Downtown Hanover is open for business throughout the construction. Visit hanover.ca/d-blast for construction updates, traffic interruptions and revitalization news. Join us at the Summer Fundraising BBQ Series – every Thursday throughout July and August at the Downtown Parkette. For a list of our participant organizations, please visit hanover.ca/summer-bbq



In the Area

Hanover Homecoming 2014

The countdown is on for Homecoming 2014 —

July 31 to August 4, 2014.

Join us for the Civic Long Weekend, when the Sights & Sounds Festival joins forces with Homecoming to bring you ONE massive celebration!

The schedule of events is now available online & VIP Weekend Passes go on sale May 1st!

110 Years in the Making

hanover.ca/homecoming2014



Saugeen Economic Development Corporation Hosting In-House Workshops

The Saugeen Economic Development Corporation provides the opportunity to work with a business trainer and interact with other business owners to gain new ideas, growth strategies and success tools.

“Social Media 101” Presenters: Glen Hall & Andrew Gowan of OSIM INTERACTIVE
Wednesday May 21st (from 9 a.m. to 12 noon)
This workshop is a social media primer for the small entrepreneur. What is “social media” anyway? How savvy are you about on-line marketing and networking using such tools as a business website, Facebook, Twitter and other internet sites? What are the elements of a good business website? Does yours measure up? How much time will it take to maintain your on-line presence? Bring your questions to this workshop and ask the pros how this applies to YOUR business!

Pre-registration required
\$20 per session (No Charge for Business Excellence Training Program Clients)

Saugeen Economic Development Corporation

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The Municipality of Meaford Hires **New Economic Development Officer**



The Municipality of Meaford is pleased to announce that Mr. Stephen Murray will be joining the staff team on May 5th, 2014 as the Economic Development Officer.

Stephen brings solid municipal economic development experience, joining us from the Municipality of Kincardine. Stephen's career has included serving as the Manager of Economic Development & Tourism for Kincardine, acting as a main contact

for developers interested in bringing business to the Municipality. He also held the position of Coordinator of Community Services and Special Projects.

He has been actively involved in programs and initiatives that support both urban core and municipal wide business expansion. He has significant experience in business improvement planning, and downtown façade improvement, tourism services, and investment attraction, including accommodations, restaurants and

hospitality related services. Stephen has been responsible for driving large scale capital projects, as well as special events and has strong marketing & communications skills and has worked with many regional tourism partners.

Stephen is a graduate of Ryerson University where he obtained a Bachelor of Arts in Applied Geography. Stephen also holds a Certificate in Economic Development from the University of Waterloo, as well as completing the Municipal

Administration Program. He is currently working towards receiving the Certified Municipal Officer designation.

Stephen's expertise, experience and his results driven approach will be extremely beneficial to the Municipality of Meaford and we look forward to welcoming Stephen to the Staff team. Stephen is originally from Owen Sound and also has strong ties to the community of Meaford. He and his family look forward to being a part of our community.