



[www.leedsgrenville.com](http://www.leedsgrenville.com)

# Economic Development Update

Presented to:  
Village of Merrickville-Wolford

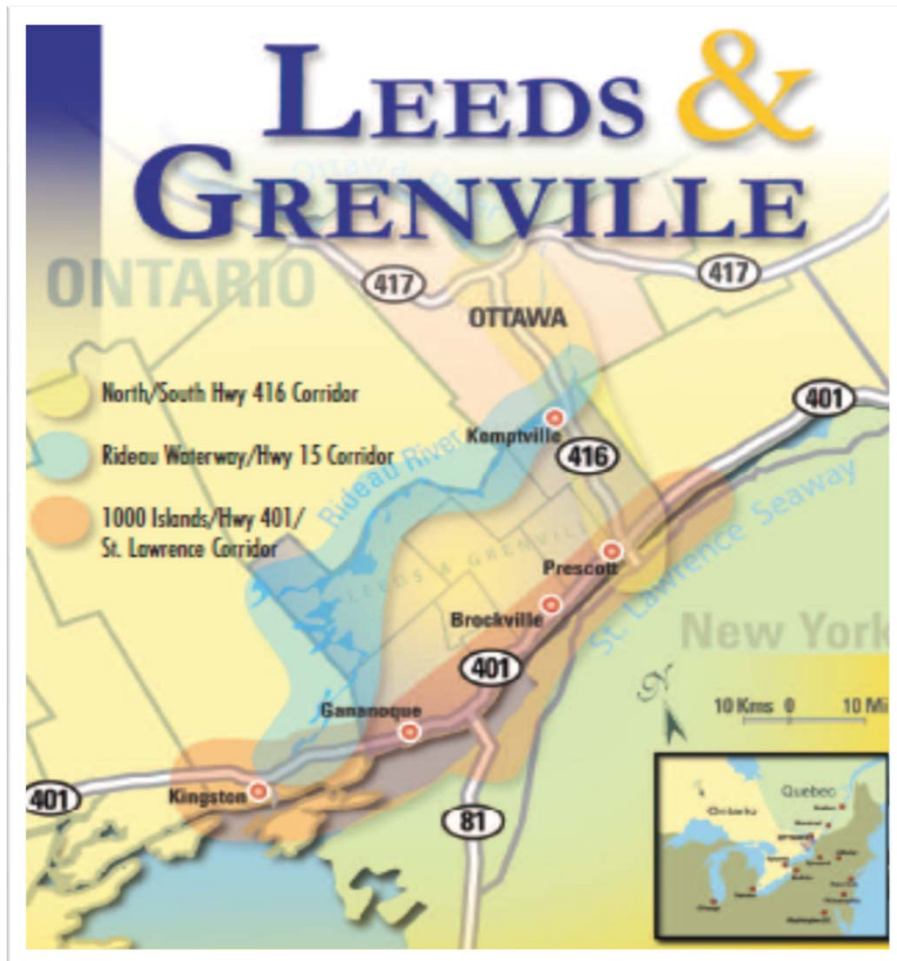
Ann Weir

Economic Development Manager

September 23, 2013

where **lifestyle**  
**grows** good **business**

# Regional Economic Development



- **Regional focus**
  - 10 member municipalities
  - 3 partner municipalities
- **Corridors of opportunities**
- **Adopted a three-phased approach**

# Accomplishments

- Leadership Forum
- Economic Development Summit
- Counties new brand
- Regional Integrated Community Sustainability Plan
- Open for Business – investor familiarization tours
- Programming & Events
  - ONroute Travel Centre, Canadian Golf Tour, Ride for Dad
- Website
  - Central Repository for Information
  - [www.leedsgrenville.com](http://www.leedsgrenville.com)







LIVE



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## Welcome to Leeds Grenville

We've made it easier for you to access Counties information and services online, 24/7. The launch of our new leedsgrenville.com website means you can now find information quickly with improved search results. Our goal is to provide up-to-date information to keep you better informed. Enjoy your visit and bookmark this site for future visits. We welcome your **feedback**.

**Council  
Meetings**

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**2013 Budget**

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**Wardens'  
Caucus**

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Designed By:  eSolutionsGroup

# Action Plan & Strategic Alignment

- 7 Strategic Goals
- For the period of 2013-2016
- Yearly Action Plans
- Measurements

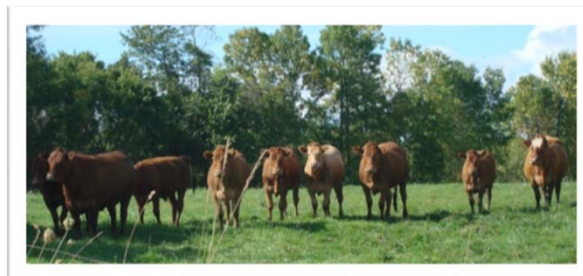




# Moving Forward...2013

## 1. Maintain and Build Economic Readiness

- Community Relations
  - Reconnect with each member municipality
  - Regional Economic Development meetings
- Investment Toolkit
  - ONesource, Taxation Rates, Investment Opportunities, Industrial / Business Parks
- Economic Development Summit and Leadership Forum Luncheon combined
  - HOLD THE DATE: November 22, 2013
- Update Regional Profile
  - Competitive Analysis, Investment Gaps, Labour Force



# Moving Forward...2013

## 2. Implement Strategy for Retention and Expansion of Existing Businesses

- Business Visitation and Support of Regional Employers – funding programs
- Sector / Cluster Development
  - **Agriculture Sector – Cold Storage Assessment**
  - **Chemical / Bio-products BR&E**
- Angel Network
- Business Success Coaching Program
- Support to Manufacturing - iMin



# Moving Forward...2013

## 3. Take a Leadership Role in the Development of Tourism

- **Counties Tourism Strategy – role, sustainable model, funding**
  - Leverage 1000 Islands, Rideau Canal and St. Lawrence Seaway for marketplace positioning
- ONroute Centre - Mallorytown
- Support Festival & Event Growth
- Great Waterway Regional Tourism Organization
- Tourism Marketing Initiatives
  - Business Directory overlay
  - **Website Calendar**
  - **Regional Guide**
  - Assessment of Accommodation (2014)



## 4. Create Entrepreneurial Development Strategy

- Support Small Business Enterprise Centres – ongoing
- 2014-2015 Strategy – create an integrated environment



# Moving Forward...2013

## 5. Develop and Support Business Attraction

- Ontario East Economic Development Commission
- **Port of Prescott**
- Tourism Investment
- Foreign Investment
- 2014-2015 - Entrepreneurship & Creative Economy / EORN
- 2014-2016 - Develop a Bio-Products / Chemical Strategy
- 2014-2016 – Transportation / Logistics



## 6. Support Area Redevelopment, Community Development & Quality of Life

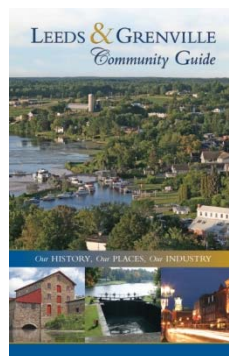
- Facilitate multi-partner resource structure
- 2013-2015 - Regional Trails Strategy



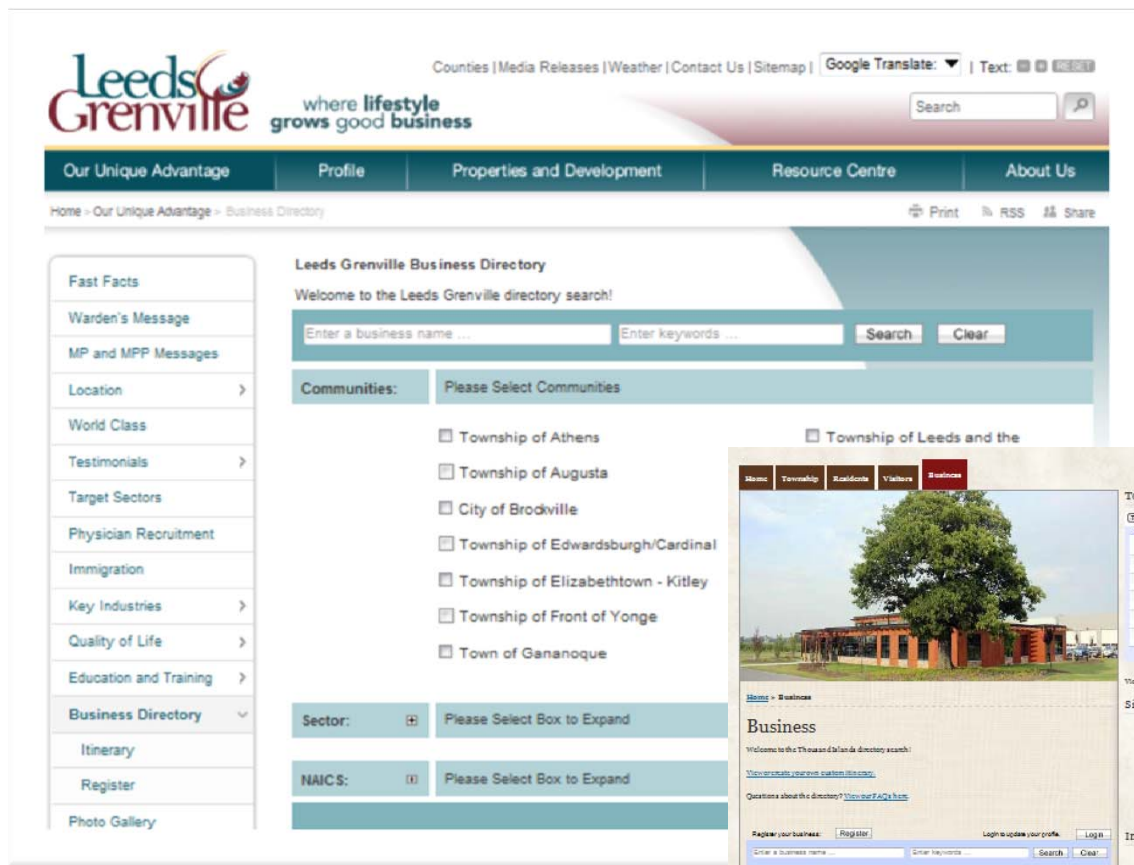
# Moving Forward...2013

## 7. Implement Strategic Marketing Approach

- Invest Website
- Advertising
- Event / Workshop Partnerships
- **Video**
- **E-Newsletter**
- Social Media
- **Regional Guide**
- 2014-2015 Investment Opportunities Brochure
- 2014-2017 Road Signage
- Municipal Online Business Directory – 2<sup>nd</sup> offering



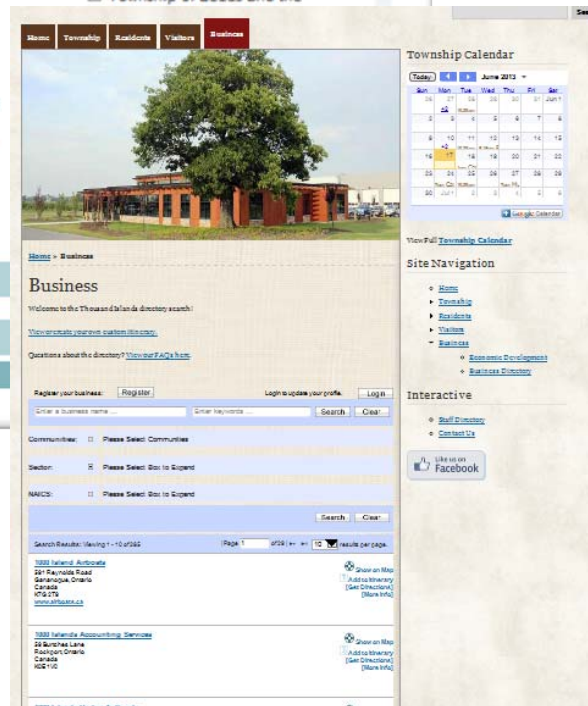
# Business Directory



## One Business Directory ...visible on 8 websites!

- Township of Augusta
- City of Brockville
- Township of Front of Yonge
- Township of Leeds and the Thousand Islands
- Municipality of North Grenville
- Town of Prescott
- Village of Westport

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# Measurements

- Business visits and consultations
- Degree of relationship development with local businesses
- Degree of relationship development effort with key investment influencers
- Professional development opportunities and participation of stakeholders
- Influence on new revenues
- Influence on new and retained jobs



# Action Plan & Strategic Alignment

