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WELCOME

Leeds Grenville Economic Development Summit

November 22, 2019

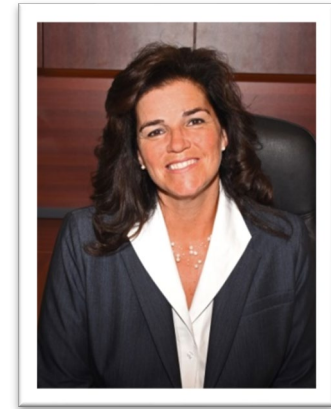
#LGEcDev2019

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

Welcome

**Ann Weir - Summit MC
Economic Development Manager
United Counties of Leeds and Grenville**

#LGEcDev2019



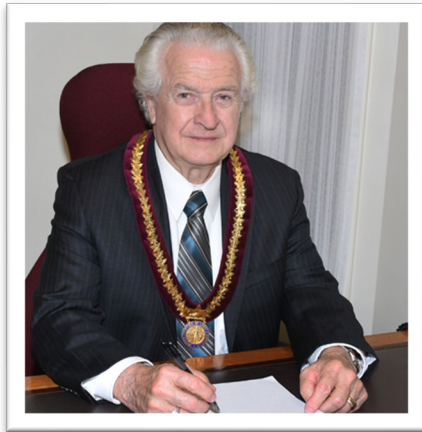
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Nurturing a stronger workforce

Greetings

**Nancy Peckford, Mayor
Municipality of North Grenville**



**Pat Sayeau, Warden
United Counties of Leeds and Grenville**



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Greetings



Hon. Steve Clark,
Minister of Municipal Affairs & Housing /
MPP Leeds-Grenville-Thousand Islands and Rideau Lakes



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Greetings



Michael Barrett, MP

Leeds-Grenville-Thousand Islands and Rideau Lakes



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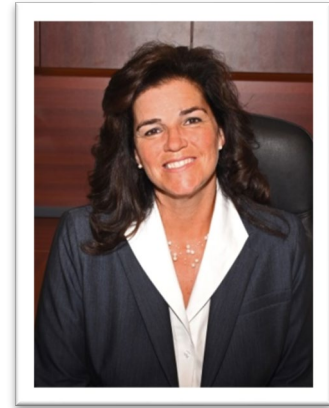


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Summit Details

Ann Weir - Summit MC
Economic Development Manager
United Counties of Leeds and Grenville

#LGEcDev2019



- Summit Package
www.investleedsgrenville.com/summit2019
 - Agenda and Evaluation
 - 2 copies - speaker bios, award nominees, participant list

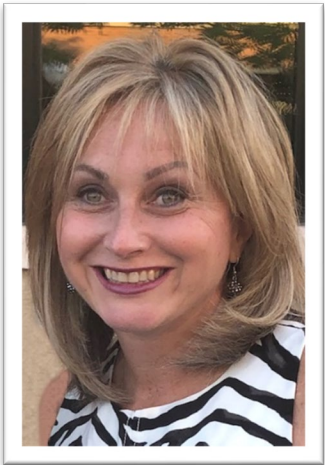


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Improved Connectivity for Today and Tomorrow



Lisa Severson
Community / Stakeholder Relations Officer
Eastern Ontario Regional Network (EORN)



EORN
EASTERN ONTARIO
REGIONAL NETWORK



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CareerLabsVR: What's It All About



**Sue Watts, Executive Director
Elisabeth Meyer, Program Manager
Employment + Education Centre**



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Break / Networking CareerLabsVR Simulation



Heritage Hall

BY

CATERED AFFAIRS

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Speaker Gifts

Local Flavours

- Mustard - Mrs. McGarrigle's Fine Food Shop
- Apple Cider – Hall's Apple Market
- Maple Syrup – Gibbons Family Farm Maple Sugar House

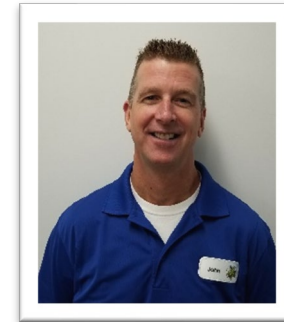


Keynote: Giant Tiger – Building of a World-Class Distribution and Transportation Network

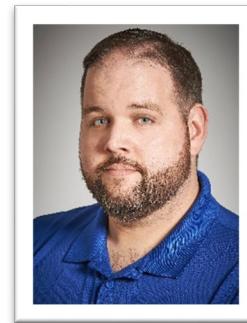
Mike Quinn, Vice President
Warehousing & Distribution



John Hubbard, Vice President
Distribution Operations



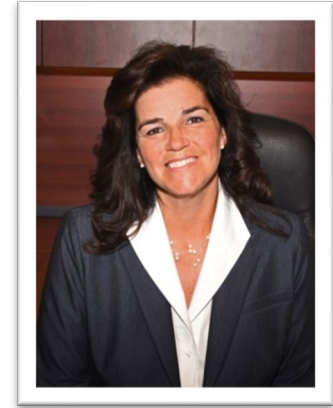
James Johnstone, Associate
Vice President of Transportation



Leeds Grenville Business Retention and Expansion Report and Update

Ann Weir

**Economic Development Manager
United Counties of Leeds and Grenville**



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BR+E Report

- Why undertake a BR+E
 - Existing businesses create more jobs
 - Existing businesses are already invested in the community
 - Existing businesses can be ambassadors for the community
 - Provides an early warning system
 - Improves the community's self-awareness
- Ontario Ministry of Agriculture, Food and Rural Affairs
- Leadership



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BR+E Report

- United Counties of Leeds and Grenville
 - Township of Augusta
 - Township of Rideau Lakes
 - Village of Merrickville-Wolford



Investleedsgrenville.com/bre

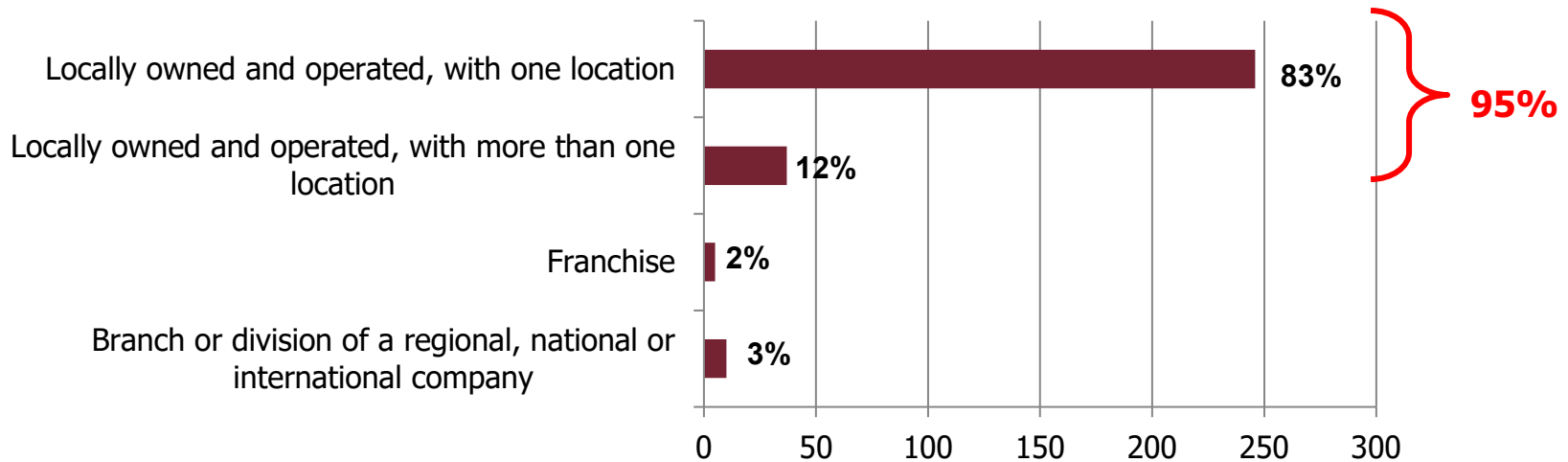
Survey Results - Business Profile

Which NAICS code(s) best describes your business?	Total	
44 - Retail Trade, (motor vehicle, furniture, etc.)	52	16%
72 - Accommodation and Food Services	50	15%
11 - Agriculture, Forestry, Fishing and Hunting	41	12%
71 - Arts, Entertainment, and Recreation	31	10%
23 - Construction	26	8%
81 - Other Services (except Public Administration)	23	7%
45 - Retail Trade, (sporting goods, book, music, etc.)	18	6%
54 - Professional, Scientific, and Technical Services	14	4%
32 - Manufacturing, (wood, paper, etc.)	9	3%
62 - Health Care and Social Assistance	8	2%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	7	2%
31 - Manufacturing, (food, beverage, etc.)	7	2%
52 - Finance and Insurance	6	2%
53 - Real Estate and Rental and Leasing	6	2%
33 - Manufacturing, (primary and fabricated metal, etc.)	6	2%
51 - Information	5	2%
56 - Administrative and Support and Waste Management and Remediation	5	2%
61 - Educational Services	4	1%
41 - (CAN) Wholesale trade	3	1%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	2	1%
22 - Utilities	1	0%

Survey Results - Business Profile

BI1. Which of the following best describes your business?

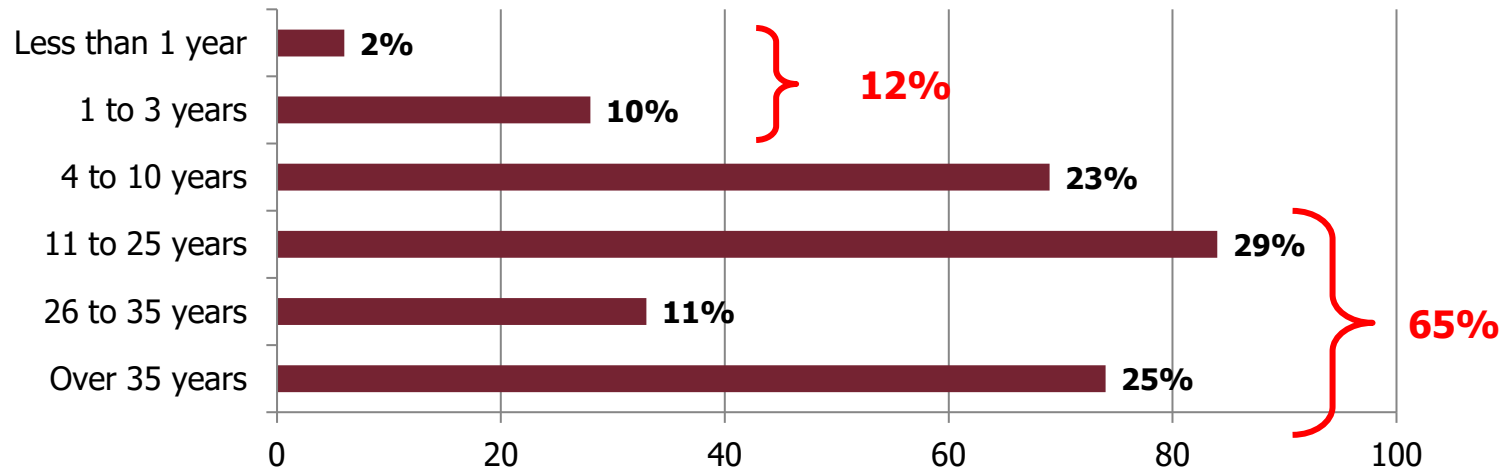
Out of 298 responses:



Survey Results - Business Profile

BI5. How many years has your business been in operation in this community?

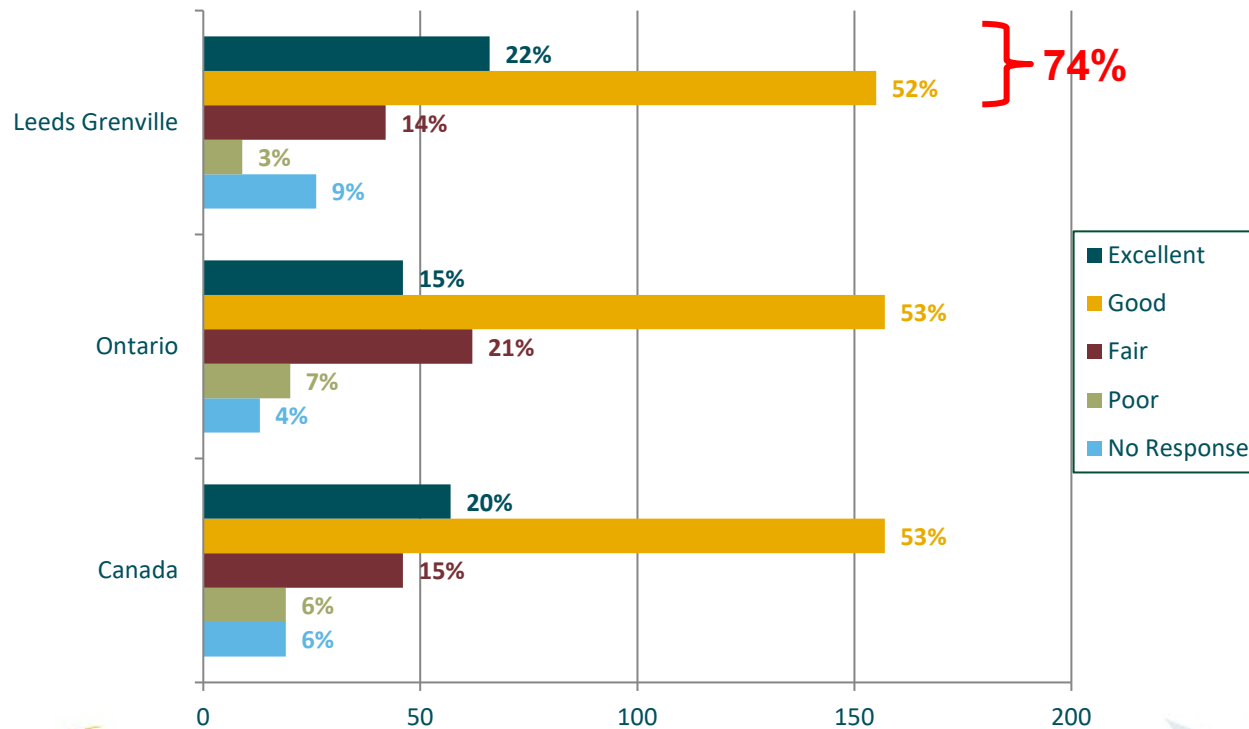
Out of 294 responses:



Survey Results – Business Climate

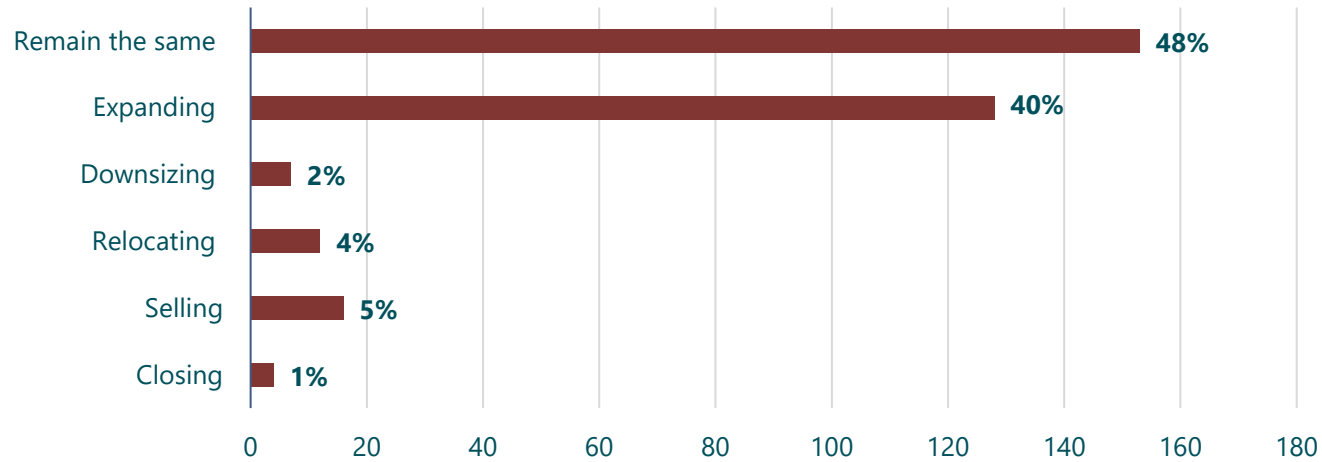
BC1. What is your general impression, as a place to do business with respect to:

Out of 289 responses:



Survey Results – Business Climate

FP1.a Plans for next 18 months



If expansion leads to an increase in workforce, how many?

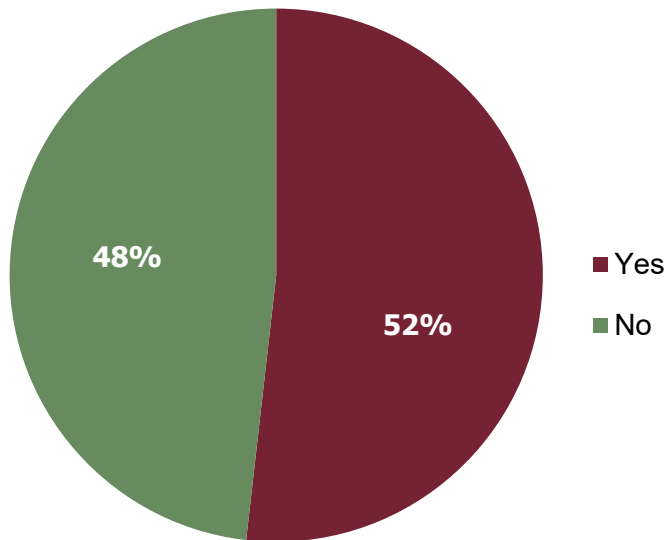
349 jobs

If an increase in floor space, how much?

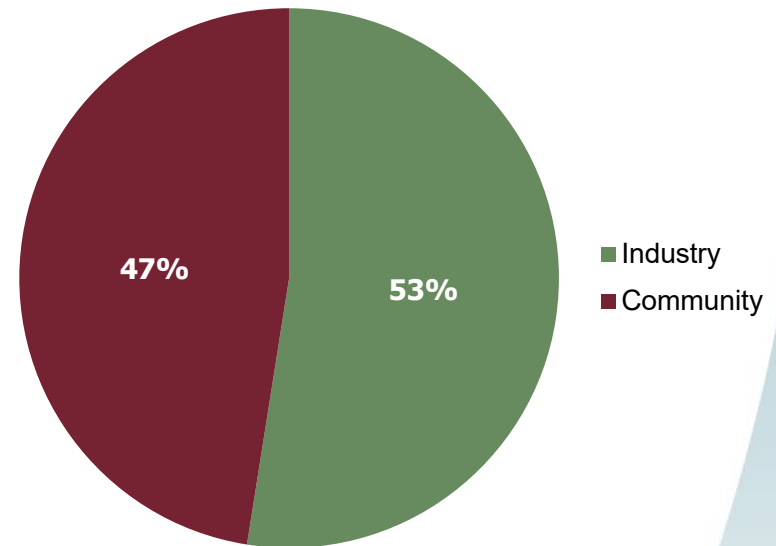
139,390 total square feet

Workforce

WF3a. Does your business currently have difficulty hiring?



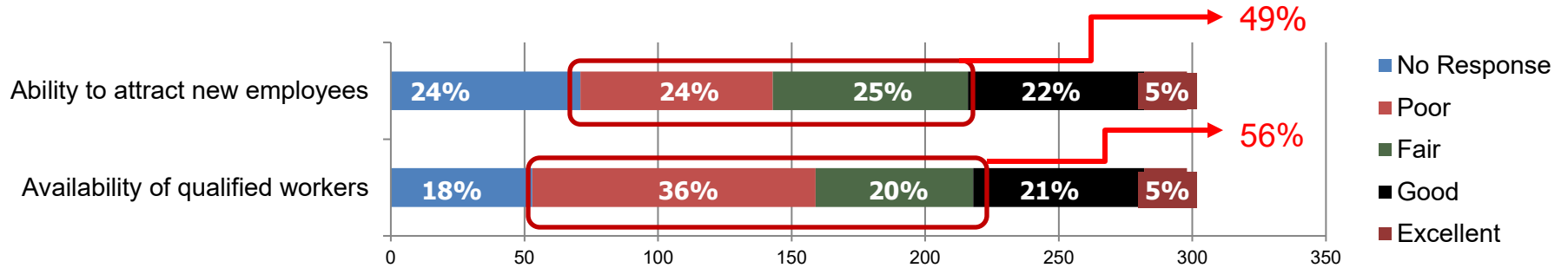
WF3c. Are the hiring challenges related to the community or industry?



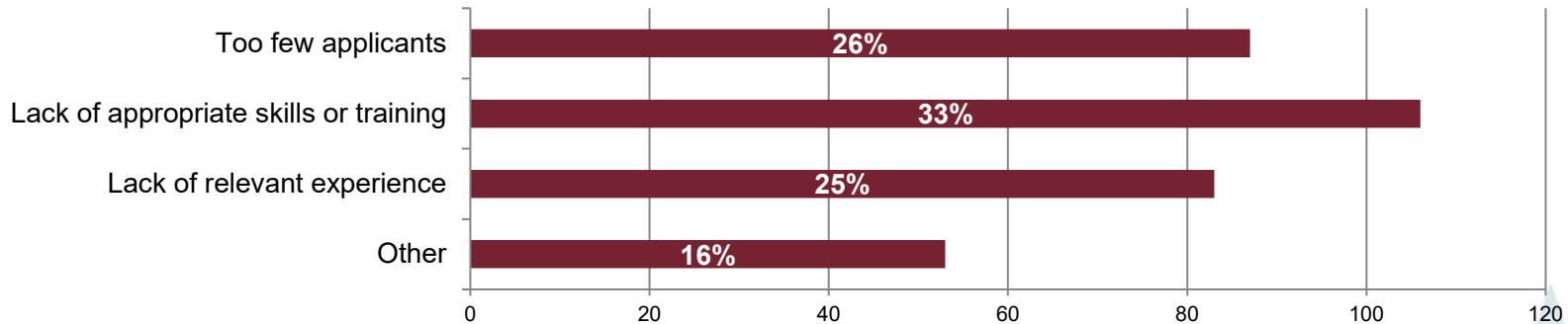
Workforce was **#2** in a pick of the 'top 5 most important factors to business.' (BC3)

Workforce

WF2. How would you rate the following factors in this community for your business needs?



WF3b. How would you describe your company's hiring challenges?



Workforce

WF3d. What occupations do you have difficulty in recruiting for your business?

Position	Total responses	Percentage
Labourer	41	15.8%
Skilled trades	23	8.9%
Sales associate	12	4.6%
Drivers	11	4.2%
Administration	9	3.5%
Technicians	8	3.1%
Cooks	7	2.7%
Equipment operator	6	2.3%
Manager / Supervisors	6	2.3%

Workforce

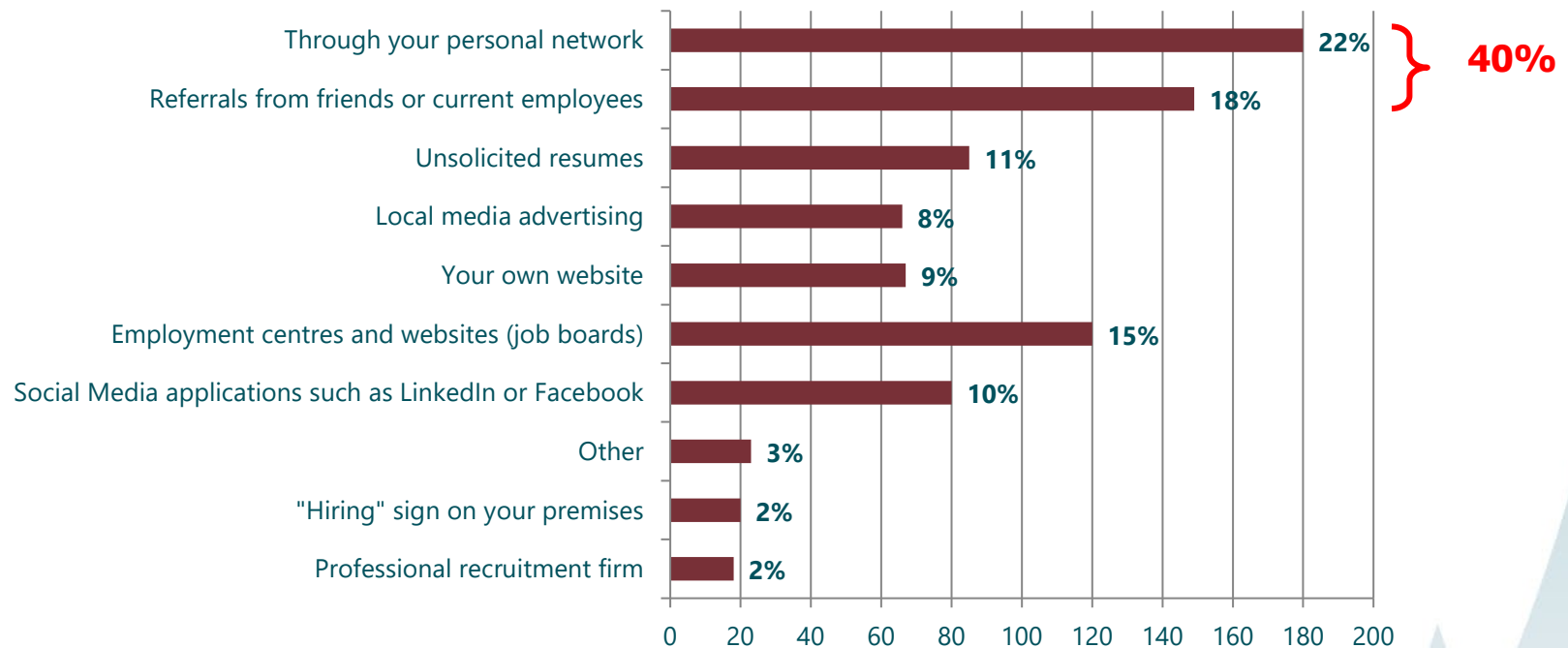
FP-B. If there was one thing that would substantially increase your business success, what would it be?

Element to Increase Business Success	Responses
Access to labour	35%
Marketing	30%
Increased traffic	23%
Access to capital	18%
Awareness of business and community	10%
Cooperation and support from municipality/planning department	7%
Lower taxes (water rates, property)	7%



Workforce

WF4. How do you currently recruit new employees?



Business Collaboration & Support

Business to Business

85% say support from other businesses is important. (BC3)

72% are members of business organizations. (BC4b)

73% of businesses are interested in joint marketing, networking / information sharing and joint training (BD9)



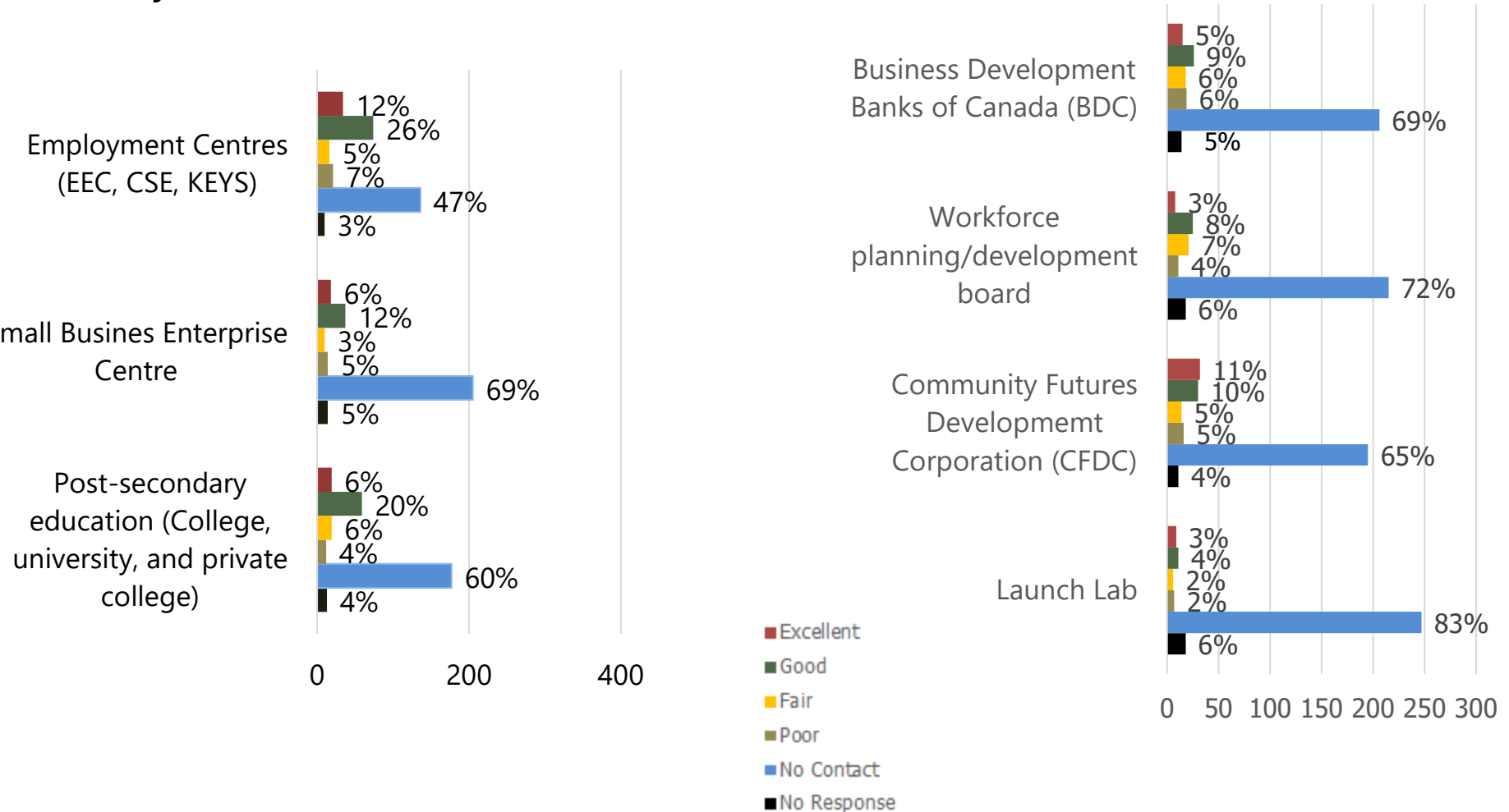
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Business Collaboration & Support

Organizations to Business

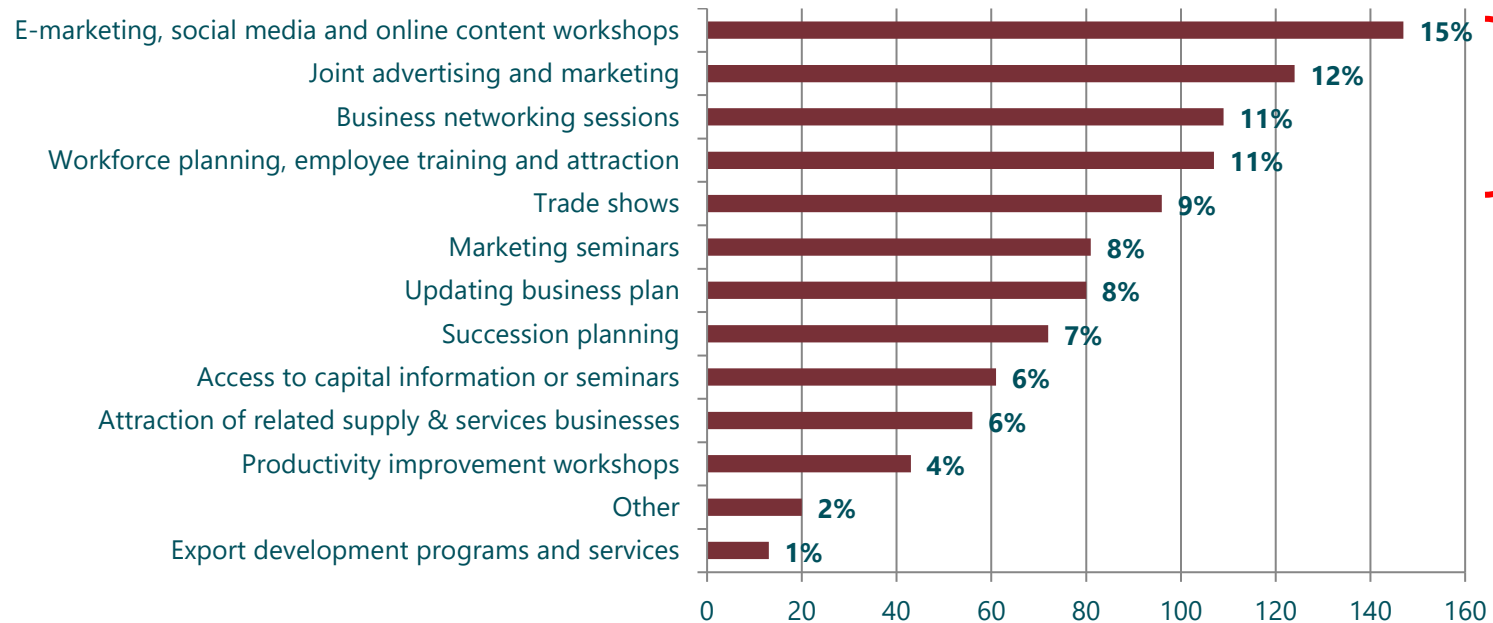
BC4a. From the perspective of your business, rate your level of satisfaction with each of the following community and business services.



Business Collaboration & Support

Organizations to Business

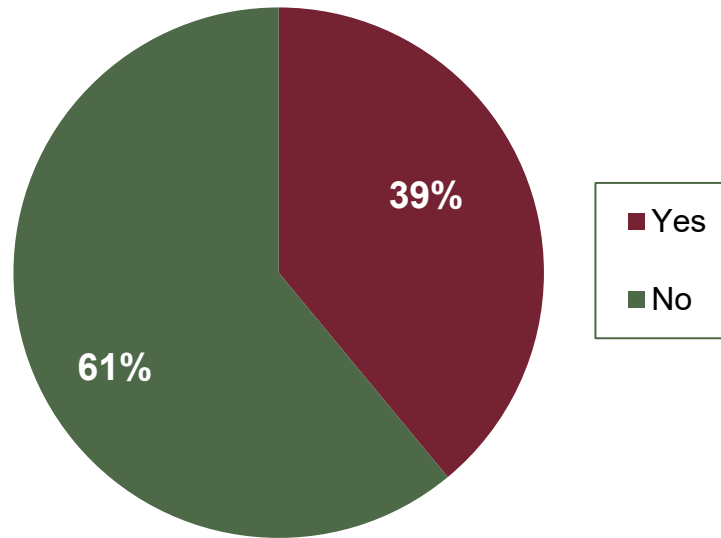
BD8b. What assistance or opportunities would be beneficial to support your business?



Business Collaboration & Support

Organizations to Business

BD8a. Have you accessed funding or business support services from public or not-for-profit agencies?

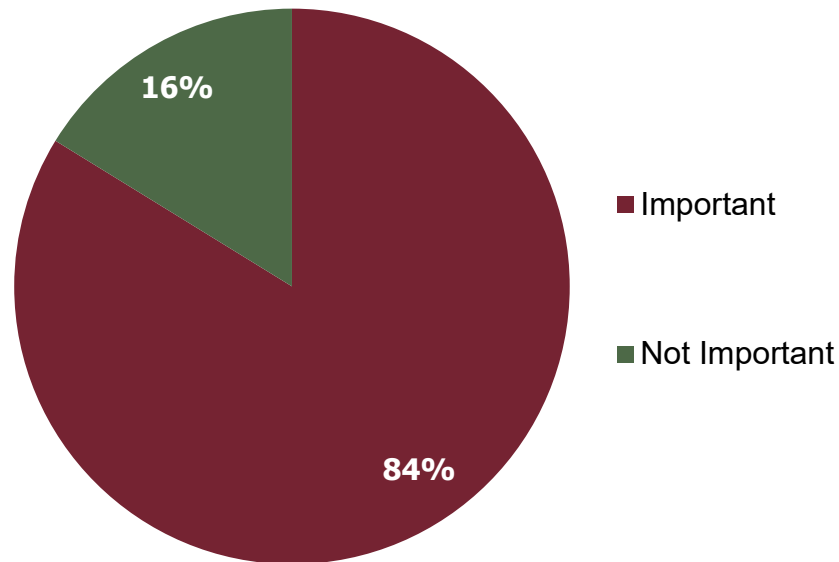


Business Collaboration & Support

Municipality to Business

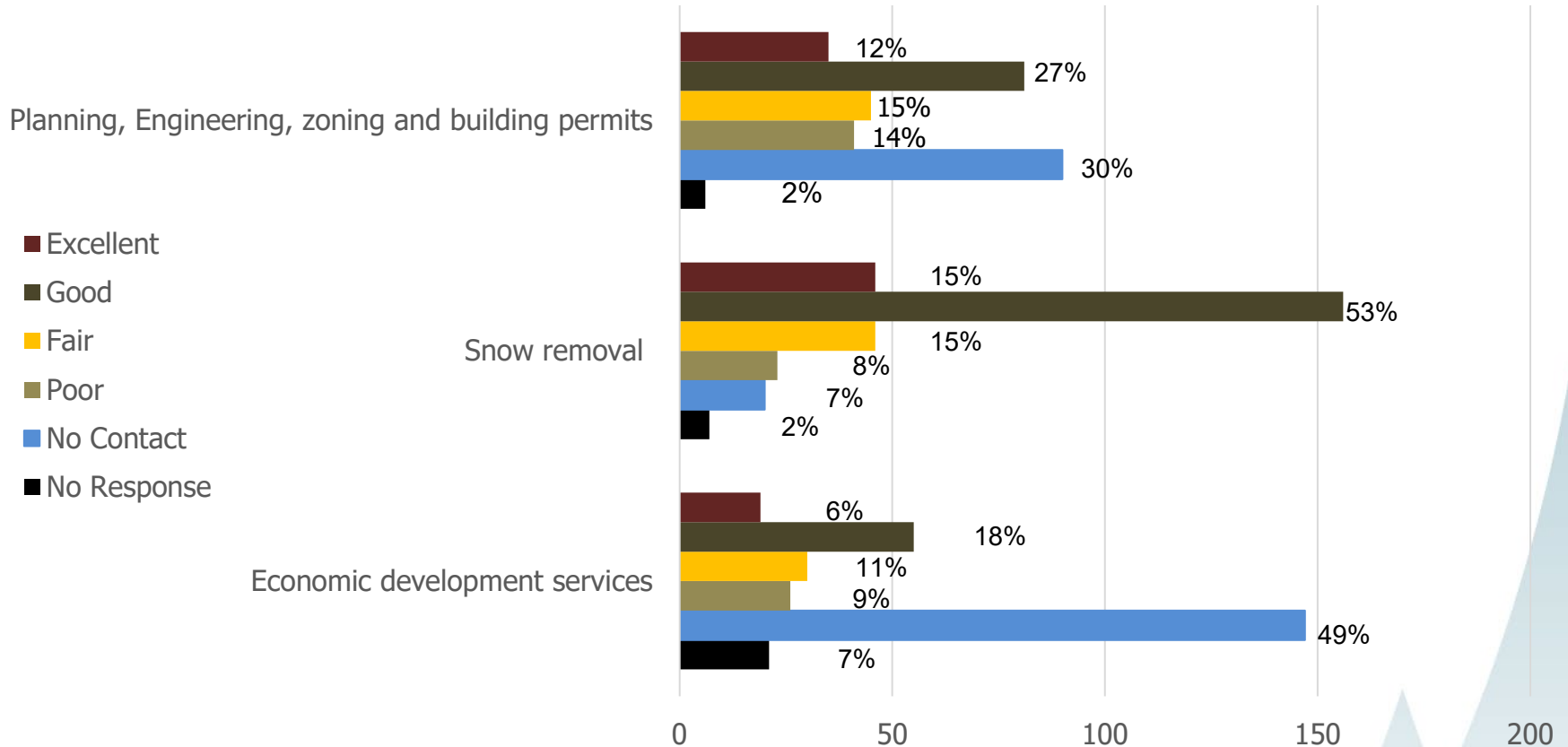
BC3. Which of the following factors are important to your business:

Support from municipality



Survey Results – Business Climate

BC4d. Rate your satisfaction with the following local government services:



External Marketing

FP-B. If there was one thing that would substantially increase your business success, what would it be?

Element to Increase Business Success	Responses
Access to labour	35%
Marketing	30% 

CD5. What is your vision for the business community in the Leeds Grenville region?

More joint efforts. Leeds Grenville should unite municipalities. Work together to promote the entire region.

Leeds Grenville should be promoted in terms of services and facilities – location, accessibility and function or purpose.

“Promotion of agriculture traditions and unique agriculture aspects of the region”



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Infrastructure Improvements

95% say internet service is important.

(BC3.)

88% say cost of electricity is important.

(BC3.)

86% say cellular phone service is important.

(BC3.)

#1 Advantage
LOCATION, LOCATION, LOCATION

Highways 401 / 416, access to United States, Port of Johnstown, rail, water, proximity to Ottawa, Kingston, St. Lawrence River (CD2.)

93% of businesses indicated quality of life was important to them. (BC3)



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Diverse Economy - Downtown Retail

Businesses are happy with their downtowns.

81% of businesses agreed that downtown is an excellent place to do business. (DR18)

However, businesses agree that there are some areas in need of attention.

80% of businesses rated Accessibility for people with disabilities as Poor to Fair, and 54% rated Way finding/tourism directional signage Poor to Fair. (DR2)



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Diverse Economy – Local Food

83% of businesses would be interested in supplying local markets if the distribution and management systems were in place. (LF4)

94% of businesses have the capacity and interest to increase production to supply local markets if additional buyers were identified. (LF5)

Barriers to including or expanding value-added processing include: (LF9)

- Food safety requirements, Labelling requirements, Labour availability

Local / regional organizations and municipalities could assist in enhancing the local food economy by: (LF20)

- promoting buy local campaigns and connecting food producers to processors, retailers, restaurants.



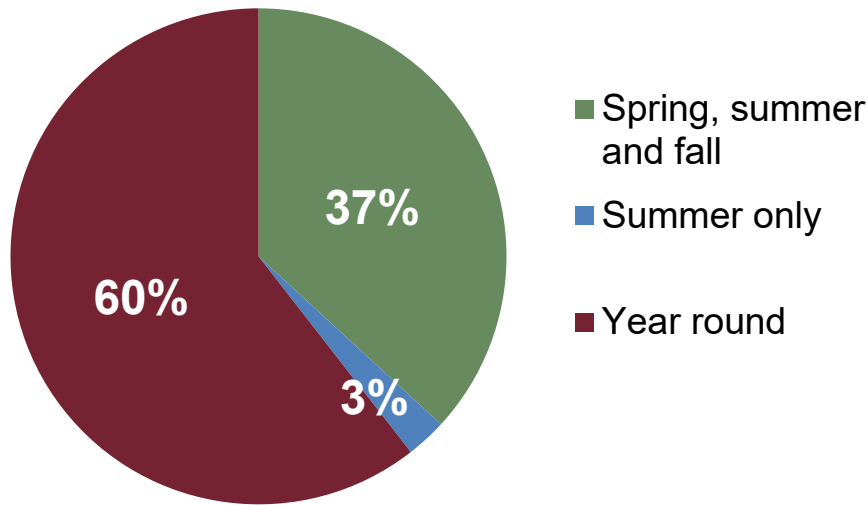
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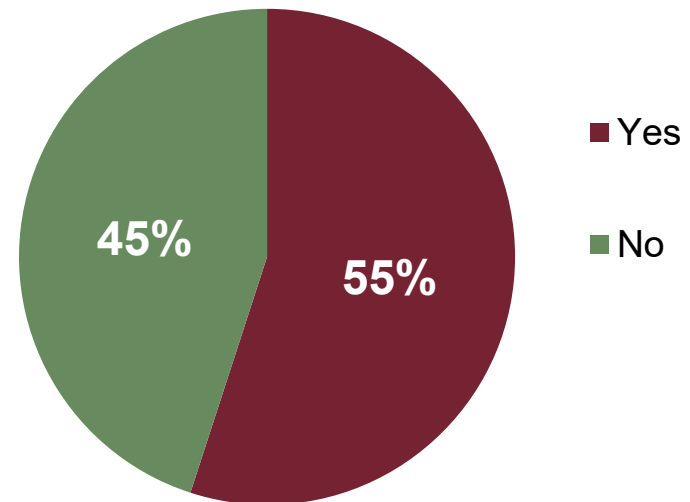
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Diverse Economy – Tourism

T2. Which of the following best describes your tourism business?

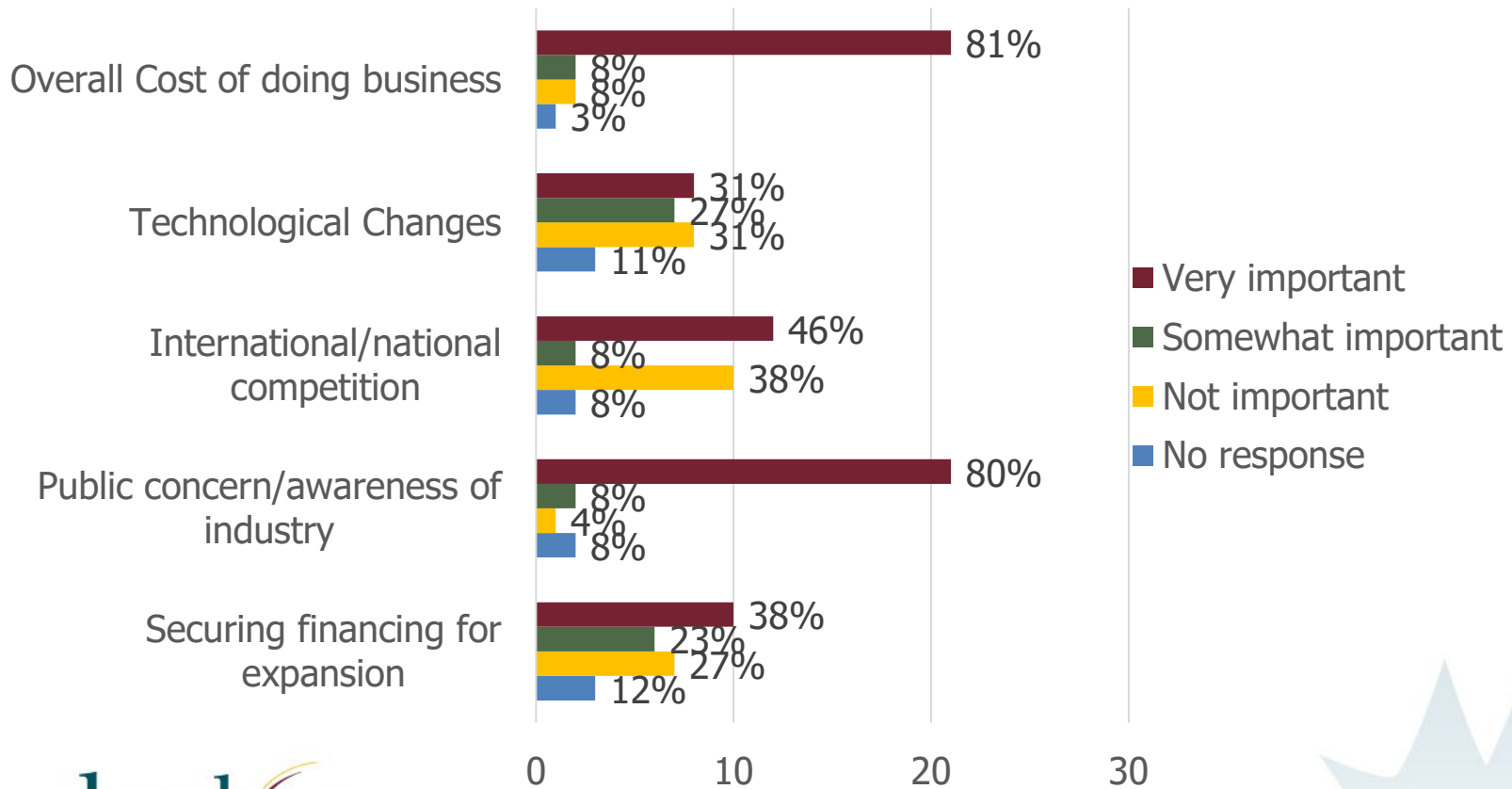


T3a. Does your business have the potential to expand into other seasons?

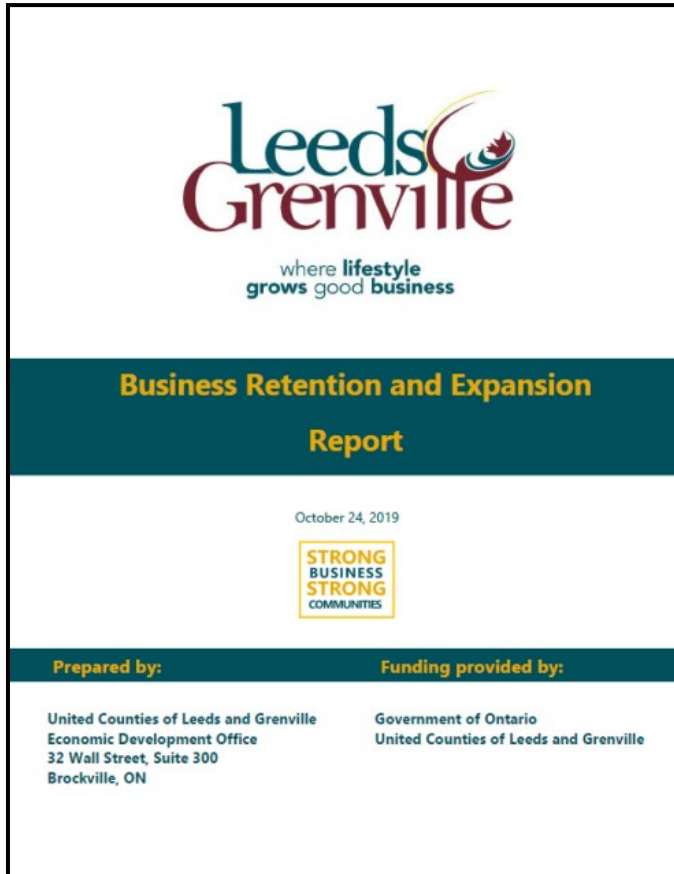


Diverse Economy – Farm / Agriculture

AG6. During the next 18 months, how important will each of the following factors be to your farm business?



BR+E Report



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Business Retention and Expansion

- 300 business surveyed (2018/19)
- 21 additional business consults with 40 additional contacts (2019)



CREWS Canadian Rail
Equipment Works
& Services Inc.



 1000 Islands
HELICOPTER
TOURS



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Leadership and Capacity Building

- Relationships / Partnerships

- Workforce Development – **Pathways to Production - \$500,000**



- 4 weeks in-class training
- 2 weeks paid job trial
- \$1,000 in employer support upon transition to permanency
- Ongoing job maintenance / retention support (min. 1 yr.)



Employers

- Northern Cables
- Canarm
- Cardinal Health
- Prysmian Power Cables
- Burnbrae Farms
- Giant Tiger Distribution Centre

Economic Development / Education

- United Counties of Leeds and Grenville
- City of Brockville
- Town of Gananoque
- Town of Prescott
- St. Lawrence College

Sessions

- Gananoque - KEYS
 - 7 of 9 employed (78%)
 - 1 discontinued - health
- Prescott - CSE
 - 11 enrolled, 1 discontinued - health
- Brockville - EEC
 - 2020
January & February sessions



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Leadership and Capacity Building

- 10th Anniversary
 - November 16, 2018 – over 230 registered
- 11th Annual Economic Development Summit
 - November 22, 2019
- **12th Annual Economic Development Summit**
 - **November 20, 2020**
- Building Community Capacity
 - 10 Member Municipalities
 - 4 Partner Municipalities



Business Investment and Attraction

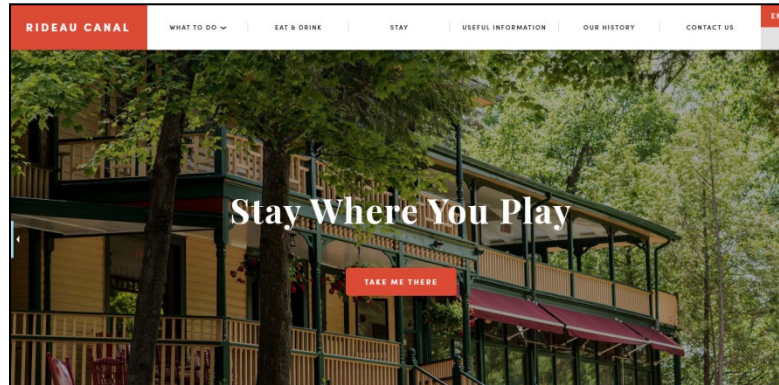


- Support for 3 new business start-ups
- Active files



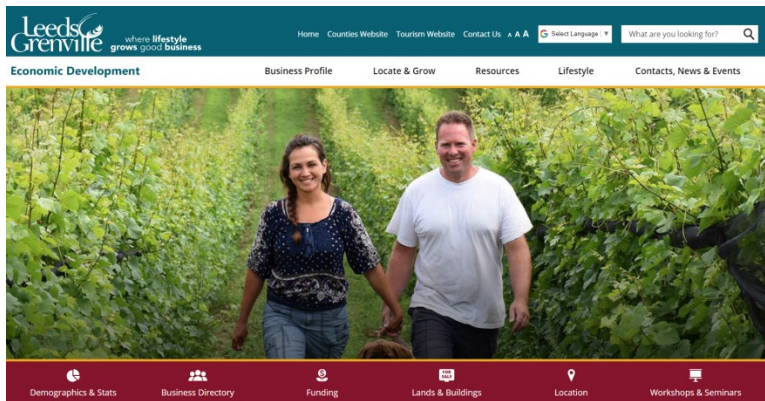
Tourism

- **Visitor Services**
 - Mallorytown ONroute Centres (north / south)
- **Product Development**
 - 1000 Islands and Rideau Canal Garden Trail
- **Partnerships**
 - Rideau Canal Working Group
 - RTO 9, 10, 11, Parks Canada, Smiths Falls
 - www.visitrideaucanal.com

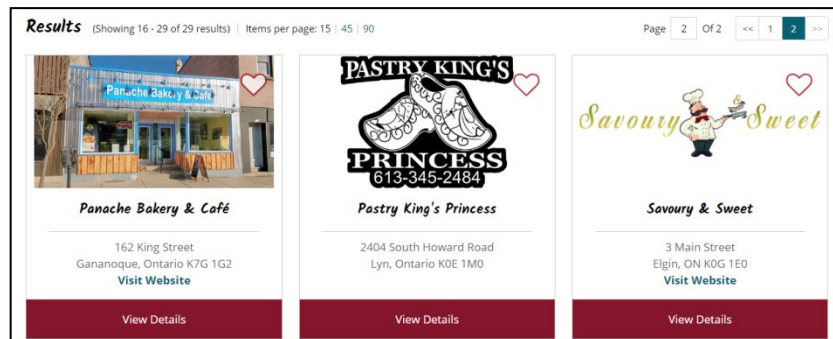
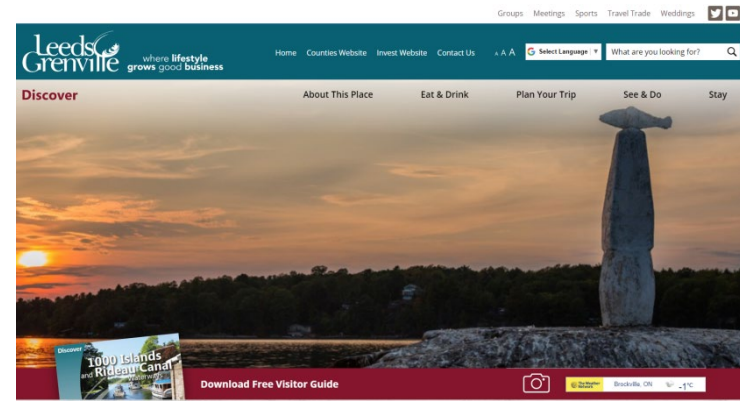


Marketing and Communications

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Discoverleedsgrenville.com



Marketing and Communications



2014 - 2019

- Distributed 152 issues to date
- 127 Business Profiles featured
- 18 featured by Ontario East Economic Development Commission
- 2,671 current subscribers
- Growth rate of 9% this past year - 215 new subscribers

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Economic Development eNews | February 12, 2019

Business Profile

Top feature photo: Joanne and John Edgley in their Athens restaurant.

JJ's Country Diner keeps things sizzling

ATHENS - JJ's Country Diner namesakes Joanne and John know how to garner rave reviews.

Already quite famous for the highly successful Snack Shack chip wagon they once operated on County Road 29, the couple has now transformed a historic Athens restaurant with a keep-them-coming-back menu and fast, friendly service. The parking lot is often overflowing since they opened the homestyle eatery last June.

"Our customers from the chip wagon, some from as far away as Pennsylvania, have followed us here,"





Economic Development eNews | January 2, 2019



Economic Development eNews | December 4, 2018

Business Profile

Top feature photo: Pam and Dave Van Stralen in their warehouse on Hands Road near Donville.

Expansion plans
in store for local
needle manufacturer

DOMVILLE - North America's only metal knitting needle manufacturer - located right here in Leeds Greenvile - is expanding its operations.

DVS Manufacturing Inc. and Louet North America owners Dave and Pam Van Stralen manufacture and sell their products around the world, including the popular DVS's Square™ ergonomic knitting needles and crochet hooks.

"Our expansion options are limitless," says Dave, noting 95% of their products are sold in North America. The needle arts are a \$2.5-billion business in the US alone. DVS also has customers in Japan, Spain, Russia, Austria and New Zealand.

"We're growing and have some new patented products we're very excited about," says Dave. The two companies employ 11 but could triple starting while expanding their product lines.

Already selling to 150 independent craft stores, they plan to reach 500 stores over the next three years. "It's a very exciting time for both companies," says Dave.

The multi-generational family business was started by Dave's late mom Trudy. She turned the family's sheep farm into a retail business selling Louet spinning wheels, weaving equipment and manufacturing dyed wools. Trudy also designed 100% of her own patterns. Still



Economic Development eNews | June 4, 2019

Business Profile

R&D Dairies have pride
in top customer service
and reliable delivery

NORTH AUGUSTA - Robert and Darlene Jones are the names behind R&D Dairies, an established dairy product distribution company based in Augusta Township.

The local company delivers to more than 120 customers, including restaurants, hotels, motels, schools and convenience stores and distributes a host of products from tiny creamers to large containers of ice cream.

"We pride ourselves on our delivery services," says Robert, adding they operate 6 days a week and cover communities along the Highway 401 corridor from Gananoque to Cornwall, as well as locations north to Smiths Falls and Rideau Ferry. Many are long-term customers who appreciate reliable, friendly service.

"We like to be known for our old-fashioned customer service," says Darlene.

Top feature photo: Owners Darlene and Robert Jones, at left, with drivers Adam Dickson and Harley Lapointe, stand by their deliveries of dairy products.



Business Profile

Top feature photo: Shell Plant Manager Kelly McKinnon, left, with Travis Mallory and Tobi Proctor next to the one-litre production line.

Shell invests \$16M
into local plant

BROCKVILLE - This New Year is going to see a major \$16-million investment in the Shell Canada Products Limited facility.

Plant Manager Kelly McKinnon says the company is investing in the Brockville Lubricants Plant with next generation state-of-the-art equipment to allow the company to increase production and efficiency.

"With the volume growth, we hope to add additional shifts to handle the production. It's healthy for us and the community. It's a very exciting time for us," says Kelly.

The facility is already the largest blender and packager of retail passenger-car motor oils in Canada and is the newest facility of its type in North America.

The investment will focus on sustainability, digitization and technology to improve methods of operation, adds Kelly. "We excel at innovation and managing complexity and have been known for these attributes since we opened in 1991."



Nancy Baryluk is lean practitioner certified, a quality auditor and production operator. Below, part of the Shell warehouse.

Future Strategic Areas of Focus

- Leadership and Capacity Building
 - Summit
 - Evolve BR+E Team to Economic Development Leadership Team
 - Relationship / Partnerships
- Investment Readiness / Investment Attraction – Business & Industry
 - Municipal Readiness
 - Digital Data Platforms
 - Intelligent Community Strategy
 - Industrial and Business Parks – current and future
 - Investment Attraction – domestic / foreign
- Business Retention and Expansion
 - Business Follow-ups and Future Visitations
 - Programming Partnerships and Support



Future Strategic Areas of Focus

- Talent Attraction and Workforce Development
 - Collaborative approach to narrow gap between employers and educators
 - Partnerships in digital talent attraction
 - Awareness of existing employment and training programs
 - Strategies for attraction and retention of young professionals and immigrant students
- Diversified Economy
 - Sector Strategy Development for Top Industries
 - Research Emerging and Innovative Sectors
 - Responsive to Local Economy
- Marketing and Communications
 - Update Marketing Tools
 - Maintain Content and Expand Coverage - village and hamlets, shop local, young entrepreneurs
 - Enhance Digital Outreach and Partnerships
 - Comprehensive Marketing Plan





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Thank You

#LGEcDev2019

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

Bill Thake Memorial Economic Development Leadership Award



Bill Thake



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Bill Thake Memorial Economic Development Leadership Award

Nominees:

- Ken Davies
Township of Rideau Lakes
- Terri Dawson
Township of Leeds and the Thousand Islands
- Debbie Wilson
Municipality of North Grenville



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Bill Thake Memorial Economic Development Leadership Award

2019 Nominee

Ken Davies
Township of Rideau Lakes



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Township of



Rideau Lakes

Morton

Morton Community Hall

"An Experience To Remember"



Bill Thake Memorial Economic Development Leadership Award

2019 Nominee

Terri Dawson
**Township of Leeds and the
Thousand Islands**



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Bill Thake Memorial Economic Development Leadership Award

2019 Nominee

Debbie Wilson
Municipality of North Grenville



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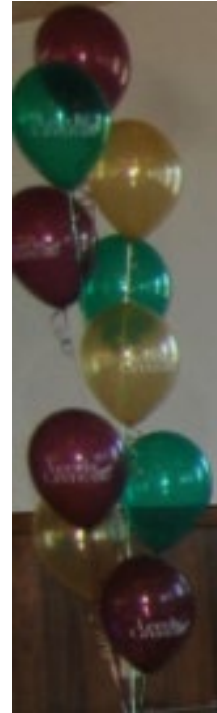


HIGHCLERE CASTLE

Bill Thake Memorial Economic Development Leadership Award



Congratulations!!!



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Lunch / Networking CareerLabsVR Simulation

- 2 setups, please use both sides of the buffet table
- Special dietary
- Clean-up tables at the back, in hallway
- Local Flavours



- CareerLabsVR Simulation
- 1:05 pm Reassemble

#LGEcDev2019



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Keynote: Ontario Ministry of Economic Development, Job Creation and Trade



Hon. Prabmeet Sarkaria,
Associate Minister of Small Business and Red Tape Reduction
Ontario Ministry of Economic Development,
Job Creation and Trade

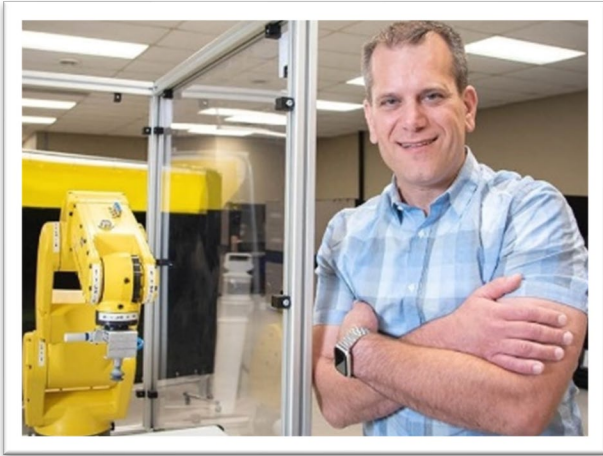


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Local Update: JAE Automation



Eric Martin, President
JAE Automation



Funders Update and Opportunities Ahead Breakout Session



Lynne Groulx
Director, Business Advisory Services Branch
Ministry of Economic Development, Job Creation and Trade



Michèle Bridger,
Manager of Investment Readiness Program
Community Foundations Canada



Giuseppe (Joe) Esposito
Senior Innovation Advisor
Innovation, Science and Economic Development Canada



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INNOVATION BOARD
Nurturing a stronger workforce

Thank you!

❖ #LGEcDev2019

- Save the Date – Friday, November 20, 2020
- Summit Evaluation Forms
- Business Directory
- Registration for eNews
- Name Tag Recycling
- return the tag, keep the lanyard



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Funders Update and Opportunities Ahead Breakout Session

Upstairs

Michele Bridger

Manager of Investment
Readiness Program,
Community Foundations
Canada

- Non-profits
- Social Enterprise

Moderator: Deanna Clark

Theatre

Giuseppe (Joe) Esposito

Senior Innovation Advisor,
Innovation, Science and
Economic Development
Canada

Moderator: Ann Weir

This Room

Lynne Groulx

Director (A), Business
Advisory Service Branch,
Ministry of Economic
Development, Job
Creation and Trade

- Eastern Ontario
Development Fund
and Services

Moderator: Jim Hutton



Thank you!

❖#LGEcDev2019

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