



Town of Ingersoll – Town Hall

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Name: Economic Development Department

Subject: Staff report – D – 008 / 10

Highlights

Ingersoll Community Strategic Plan 2009 - 2014 Re-Vision and Re-Alignment. Sub-committees are meeting through the winter to move actions forward. Meetings are being posted on the Ingersoll website.

Southwest Ontario Marketing Alliance (SOMA)

- Monthly meeting held Tuesday November 10 in Woodstock
- During the 2009 Trade Shows, EDO's met one on one with a variety of site selectors from across the USA. This list is available upon request along with an overview of requests. Following up with contacts and fielding other requests for information.
- SOMA received the Food Processing Sector Strategy and Marketing Plan (dated October 2009) from Consultant Steve Owen. The purpose of the plan is to provide SOMA with the data required to make an effective marketing pitch to potential investors and it will also serve as a guide for SOMA's immediate actions for marketing the Region (including Ingersoll) in the Food Processing Sector.
- SOMA selected a Consultant November 10, 2009 to develop a Renewable and Alternative Strategy and Marketing Plan. This will focus on what can be done to position our area as a place to invest as the Green Energy and Economy Act 2009 continues to unfold.
- Trade shows for 2010 have been selected.

Oxford County EDO's (Oxford Connections Group)

- EDO's participated in the Rogers TV show 'Talk Oxford' Thursday November 26 taping. Topic was the Oxford County Workforce Labour Study and updates on the status of the economy in Oxford County and where we are headed.

Meetings continue with Conestoga College:

1. Development of the Power Centre Ingersoll Campus and construction phase along with other staff.
2. On Wednesday December 09 Greg White from Conestoga College made a presentation to the Southwestern Association Hydro Board (EDA's) to outline the partnership with the Town of Ingersoll, EUSA and area local power authorities to establish a Consortium (LAC) for the Power Line Technician Course and other courses to be named at a later date.
3. Continue to develop programs and explore options to bring identified needed courses to Ingersoll.
4. Continue to meet with TVDSB, Conestoga College, Fusion Youth Centre and Oxford Technical Training Centre to offer programs after high school hours in partnership with local business and industry. Also to offer dual-credits where high school students can also be offered to take college courses while attending IDCI.
5. Development of the Conestoga College / Ingersoll Business - Marketing Plan and the EUSA business – cluster development plan. (Funding has been approved \$21,300 along with CAF funding from Conestoga College. Ongoing meetings scheduled with business consultants with community etc.).

Continue to work with Ingersoll Learning Employment Resource Centre (ILREC) and the Elgin Middlesex Oxford Local Training Board (EMOLTB) and local industry contacts in terms of skills training and education for Ingersoll residents.

Fielding requests and ongoing meetings with developers and real estate agents on industrial / commercial land available in Ingersoll. (An updated list is available on request). Working with engineering, building and planning departments. Contacting and visiting a few businesses and industries each week to meet and make contact with.

Working with EARTH Corporation, Conestoga College and town staff (Don Johnson and James Timlin) in developing a **Town of Ingersoll Renewable and Alternative Energy Strategy** to be coordinated with the Green Energy and Economy Act 2009. This includes meeting with Developers and Power/ Energy Companies to look at options and opportunities. Several meetings were held in November and December in Ingersoll and in Toronto. Attended the CANSia Solar Conference in Toronto December 07, 2009.

Oxford County EDO's and other community partners meet once a month to develop an Oxford County local work force strategy. The goals are 1. To collectively create a policy framework and a community infrastructure that support improvements in both the quantity and quality of the labour supply pool. 2. Ensuring that Oxford County including Ingersoll has the workforce it needs to achieve its economic development goals. Please note: An application for funding was submitted to the SODP December 01, 2009.

Ongoing communication with MEDT staff from London and Toronto and other Ministries on opportunities and updates. (A list of names is available on request).

Meet every second week or so with Manager of Ingersoll District Chamber of Commerce to continue to develop a working and communications strategy for 2010 and beyond. Attend the monthly Chamber Networking Breakfast the second Tuesday of each month and other Chamber scheduled events.

Continuing to develop the Community Improvement Plan process for Ingersoll through Section 28 Planning Act. Targeting to bring a Report to Council. This is being done in conjunction with the OMAFRA Main Street Grant.

BIA responsibilities (see BIA Agenda and Minutes emailed out earlier). Wedding Retailers Committee meeting on a regular basis. Wedding Retailers Committee moving ahead with website development and producing brochures. Moonlight Madness was held Thursday November 19, 2009.

Researching other funding opportunities and writing grants for the Economic Development, CFF, Fusion, IRTC and Arts Ingersoll etc. This includes Ontario Market Investment Fund, Sand Plains Community Development Fund and others. Waiting for word on the Main Street Ontario Grant application. CFF Trillium approved \$21,000 for CFF for signage and other capital costs. Other funding opportunities through the CFCD (Oxford Small Business Support Centre) were released.

Oxford Creative Connections – Meetings held Tuesday November 10, 2009 in Embro and December 08 in Woodstock. The Oxford County Cultural Strategic Plan 2010 to 2015 (with one main purpose to create opportunities for economic growth in the culture, knowledge and creative based economy) was launched Friday November 13, 2009 at 7 pm in Woodstock. Warden Holbrough formally presented the Plan to about 80 people who attended.

Tourism Ingersoll Committee met again on Monday November 24. The purpose of this committee is to develop a coordinated strategy cross departments with staff and with Chamber of Commerce, Arts Ingersoll and BIA. An Ingersoll Tourism Guide is being produced by Oxford Media Group to be available in March 2010.

Presented at the University of Kentucky Graduating Class for the Kentucky Entrepreneurial Coaches Institute a workshop on 'Youth Entrepreneurship Globally to Ingersoll' – presentation is available on Ingersoll website. This was a partnership between The Ontario Rural Council (TORC) and U of Kentucky.

Becky only – attended the TORC Rural Health Forum Thursday November 05, 2009 in Stratford – all day session with Mayor, CAO and Alexandria Hospital staff.

Becky only – attended the Pillar's not for profit Funding Seminar in London Thursday December 03.

Attended

- EDAC Course – “Beyond the Basics – Taking Business Retention and Expansion to the Next Level”. Sponsored by the University of Waterloo in association with the County of Huron. Thursday November 05 and Friday November 06, 2009.
- TORC / University of Guelph – workshop on identifying Rural Research Priorities - Monday November 16 in Simcoe.
- Ingersoll District Chamber of Commerce Networking Breakfast – November 17 at 7.30 am at Elm Hurst.
- Ingersoll District Chamber of Commerce Retailers Breakfast – November 18 at 7.00 am at Masonic Hall.
- Conestoga College Third Annual President’s Reception – November 26 at 7 pm.
- Attended SWEA Day at Queen’s Park – Thursday November 19, 2009 – (with Mayor and Deputy Mayor)
- Attended Ontario West Municipal Conference to be held on Wednesday, November 25 and Thursday, November 26, 2009, Best Western Lamplighter Inn (with James, Mayor and Deputy Mayor)

Committee work and meeting dates

SOMA Group – next meeting December 16 at 10.30 am in Stratford.

Oxford Connections – (Oxford County EDO’s) – ongoing meetings.

Ingersoll Community Strategic Plan 2009 – 2014 – 6 Sub-Committee Groups ongoing meetings.

Ingersoll BIA – next meeting Tuesday January 12, 2009 at 7 pm in the JC Herbert Room.

- Harvest Festival 2010 – next meeting Wednesday January 20, 2010
- Ingersoll Wedding Retailers promotion – ongoing
- Rib Fest 2010 – plans under way for a themed event “Margaretville” – June 2010

Ingersoll Economic Development Advisory Committee

Next meeting is scheduled for January 20, 2010 at 1.00 pm at Town Hall.

Tourism Ingersoll – next meeting date TBD.

TVDSB / Conestoga / Ingersoll / OTTC – next meeting date TBD

Manufacturing in Action – next meeting date TBD

Fusion Youth Centre Business Advisory Committee - Wednesday January 13, 2010 at 8 am at Fusion

Oxford Creative Connections - Regular meeting Tuesday January 12, 2010 at 1.30 pm – location TBD

Oxford Trails Council – next meeting date - Monday January 04, 2010 at 1.00 pm in Woodstock.

Becky only - Physician Recruitment Committee – next meeting date TBD.

Up Coming Events

MEDT Business and Networking meetings Thursday December 10 at 4 pm in Toronto

Canadian German Industry Chamber of Commerce meeting – Thursday December 10 at 6 pm in Toronto