



## Town of Ingersoll – Town Hall

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Name: Economic Development Department

Subject: Staff report – D – 027 / 10

### Highlights – December 2009

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

#### Southwest Ontario Marketing Alliance (SOMA)

- Monthly meeting held Wednesday December 16, 2009 in Stratford
- SOMA received the Food Processing Sector Strategy and Marketing Plan (dated October 2009) from Consultant. 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 met with Consultant to review the development of 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. Report to ready by mid February 2010.
- Trade shows for 2010 have been selected.

#### Oxford County EDO's (Oxford Connections Group)

- Trade shows chosen for 2010 and another FAM Tour will be planned for June 2010.

#### Meetings continue with Conestoga College:

1. Development of the Power Centre Ingersoll Campus and construction phase along with other staff.
2. Greg White from Conestoga College is coordinating with the Southwestern Association Hydro Board (EDA's) 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.). Report to be completed by late February 2010. Community meeting held December 10 / 11, 2009.

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 December in Ingersoll and Toronto. This included a meeting with the Warden, Deputy Warden, MP and MPP. Future meetings planned with the Oxford County Federation of Agriculture and OMAFRA in January.

Oxford Creative Connections Inc. – Meeting held Tuesday December 08 in Woodstock.

Tourism Ingersoll Committee continues to meet. The purpose of this committee is to develop a coordinated strategy cross departments with staff, Chamber of Commerce, Arts Ingersoll and BIA. An Ingersoll Tourism Guide is being produced by Oxford Media Group to be available in March 2010. Funding was preliminary approved to produce 50,000 copies to distribute across Ontario at tourism destination points.

Becky worked on funding applications for Health Human Resources Retention and Recruitment Task Force for new displays and marketing and promotion material. Funding was approved. Worked on RFP's to develop material.

### **Committee work and meeting dates**

**SOMA Group** – next meeting Friday January 22 at 10.30 am in Aylmer

**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 Harness Grinder at 90 Samnah Crescent.

**Tourism Ingersoll** – next meeting date TBD.

**TVDSB / Conestoga / Ingersoll / OSMD** – 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 February 01, 2010 at 1.00 pm in Woodstock.

**Becky** - Health Human Resources Retention and Recruitment Task Force – next meeting date TBD.

### **Up Coming Events**

Wednesday January 06 at 4 pm at the Elm Hurst Inn – Tillsonburg Municipal Airport Development – Focus Group

Thursday January 14 from 8 am to 12 noon at the London Convention Centre - LOAF Conference (Food Processing)

Friday January 15 from 8.30 am to 3.00 pm at the Elm Hurst Inn – Oxford County Growing Stronger and Healthier Together Conference

Tuesday January 20 at 2 pm at London Airport – meeting with Ann Campbell and President and CEO London Airport.

### **Review of 2009 in Ingersoll – A few milestones of note:**

- Conestoga College – “Power Centre Ingersoll” under construction at 420 Thomas Street
- CAMI – GM investment and back to 3 shifts – Ingersoll article in Chevrolet Auto Show Magazine
- Elm Hurst Inn and Country Spa - new opportunities
- Ingersoll BIA – 6 new businesses and Ontario Main Street grant application
- Fusion Youth Activity and Technology Centre – recognized internationally
- Ingersoll District Chamber of Commerce – activity and growth
- Tourism Ingersoll – Ingersoll Tourism Guide - March 01, 2010 – 50,000 copies to be distributed across Ontario
- Manufacturing in Action – 150 high school students toured 10 industries in April 2009
- Continued discussion and vision with TVDSB and IDCI in terms of skills training and apprenticeship opportunities, dual credits and high skills major.
- Community Strategic Plan (CSP) 2009 – 2014 - report complete
- Business Retention and Expansion (BR+E) 2008 Survey – report complete
- Thames Street Bridge completed and other infrastructure – roads, trails, arena and VPCC pool etc.

### **Ingersoll Economic Development Department**

#### **Strategy and Goals for 2010 – (reference to the CSP 2009 – 2014 and the BR + E 2008 Survey)**

- Development of Clarke Road Industrial Park
- Launch of the [www.investingersoll.ca](http://www.investingersoll.ca) website (still under construction) in February 2010
- Development of the Community Improvement Plan (CIP) under Section 28 of the Planning Act
- Implementation of the Town of Ingersoll / EARTH Corporation / Conestoga College Renewable and Alternative Energy Strategy (please see below for details)
- Downtown Development and Revitalization – continue to implement (Ontario Main Street grant)
- Health Care Recruitment – partnership with Alexandra Hospital and Town of Ingersoll
- Conestoga College – new curriculum courses, corporate training development with business and industry. Feasibility Study / Business Plan Report 2010 to be ready by middle of February.
- Continued implementation of Community Strategic Plan (CSP) 2009 – 2014 recommendations
- Continued implementation of Business Retention and Expansion (BR+E) 2008 Survey recommendations
- Tourism Ingersoll Strategy 2010 - marketing and promoting Ingersoll
- Wedding Retailers Committee – launch of website and brochure

#### **Town of Ingersoll / EARTH Corporation / Conestoga College Renewable and Alternative Energy Strategy 2010**

**The Overall Goal:** To create renewable and alternative energy opportunities in Ingersoll! To create jobs for rural and urban areas.

#### **Sub Goals are:**

1. Attract a renewable energy manufacturer(s) to Ingersoll. This includes feasibility of cluster development for the Clarke Road Industrial Park.
2. Explore existing companies in Ingersoll who could provide expansion and diversifications opportunities.
3. Open up opportunity to build dual use solar / agricultural farms in Oxford County.
4. Open up opportunity for roof top solar construction for Residential, Commercial and Industrial Properties.
5. Work with Conestoga College to develop curriculum around renewable energy which can be delivered at the ‘Power Centre Ingersoll’
6. To develop partners who will bring a variety of options, opportunities and investment. This will include opportunities for local power authorities for materials, servicing and installation etc.
7. To develop opportunities for local farmers who wish look at renewable and alternative energy options.