



Town of Ingersoll – Town Hall

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Name: Economic Development Department

Subject: Staff report – D – 039 / 10

Highlights – January 2010

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 Friday January 22 at 10.30 am in Aylmer.
- SOMA received the '**Food Processing Sector Strategy and Marketing**' plan (dated October 2009) from the 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 received the '**Renewable Energy and Energy Conservation Marketing Strategy**' draft plan (dated February 2010) from the 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 Renewable and Alternative Energy Sector. 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.

Oxford County EDO's (Oxford Connections Group)

- Trade shows chosen for 2010
- FAM Tour will be planned for September 07/08 2010
- New marketing and promotional material being produced – a new Oxford look!

Partnership development continues with steering committee (ERTH Corporation, Conestoga College, Town Staff) 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 local industry, developers and power/energy companies to look at options and opportunities. Several meetings were held in January in Ingersoll and Toronto. This included a follow up meeting with the Oxford County Federation of Agriculture and OMAFRA January 27, 2010.

Meetings continue with Conestoga College on a variety of fronts:

1. Development of the Power Centre Ingersoll Campus and construction phase along with other staff.
2. 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. Workshops began on January 30 and will run to March 16, 2010 on Renewable Energy at the Elm Hurst Inn and Country Spa. (See www.ingersoll.ca and click on the Conestoga logo for more details.)
5. Plans 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 are in pause mode for a few months. These meetings will resume in April or May. Also included to offer dual-credits where high school students can also be offered to take college courses while attending IDCI.
6. 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.

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. Met with staff from OSBSC and other funding agents exploring options for access to capital for identified potential companies.

InTech GmbH & Co. KG, a German distributor of photovoltaic plants, and located in Germany and France, is excited to announce that they are expanding to open an office in Ingersoll, Ontario, Canada in February 2010 to be called InTech Clean Energy. A formal announcement will be made in the near future.

Ingersoll Economic Development Advisory Committee chaired by Mayor Paul Holbrough met Wednesday January 20 at Harness Grinder. 26 people in attendance. Thanks to our host Scott Stevens President of Harness Grinder for hosting the meeting.

Completed 2010 budgets for Economic Development Department and BIA.

Promoted the Conestoga College workshops on Rogers TV 'Inside Oxford' and organized 'Talk Local' production for Ingersoll and Renewable Energy strategy with guests from EARTH Corp and Conestoga.

Tourism Ingersoll Committee continues to meet monthly. 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 completed 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 Wednesday February 24 at 10 am in Ingersoll.

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 February 09, 2009 at 7 pm in the Olde Bakery Cafe. This will also be the AGM.

- Harvest Festival 2010 – next meeting?
- 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 April 2010

Tourism Ingersoll – next meeting date TBD late February.

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's second Tuesday each month at 1.00 pm

Oxford Trails Council – Regular meeting's first Monday each month at 1.00 pm.

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

Up Coming Events

RE-TECH Solar Energy Show - Washington DC February 02 to 06 2010 – SOMA representation

Canadian German Industry Trade and Commerce – Solar Company networking event 9 am to 1.00 pm and evening meeting with Prime Minister Christine Lieberknecht 6.00 pm Reception.

SOMA Board meeting with Mayors – Thursday April 15, 2010 at 11 am

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 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 / ERTH 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 / ERTH 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.