

**The Town of Ingersoll
Economic Development Department
Monthly Report to Council – May 04 to June 14, 2010**

June 14, 2010
Report Number D – 098 / 10

Highlights

Southwest Ontario Marketing Alliance (SOMA)

- Monthly meeting held Thursday May 27 at 10 am in Stratford
- Focus over the next few months will be four Trade Shows - New York (June 08 to 11), Dallas (Bill attended May 23 to 26 Wind Energy Conference and this included 11 meetings with businesses in the Dallas / Fort Worth area), Munich Germany (Intersolar Show 2010 June 08 to 11) and Chicago (Bill will attend July 18 to 21)
- Plans underway to host a meeting for MP's in Ottawa (Fall 2010)
- Japan and German consultant's monthly reports were received
- Continued marketing strategies of attracting food processing and renewable energy

Oxford County EDO's (Oxford Connections Group)

- Meetings ongoing
- Oxford County FAM Tour will be planned for September 07/08 2010
- New marketing and promotional material being produced – a new Oxford look!
- Received \$31,000 Oxford Connection Grant for 2010 for ED activities
- Focus over the next few months are trade shows in Hamilton, Toronto and Windsor

Partnership development continues with a steering committee (ERTH Corporation, Conestoga College, Town Staff) in developing a **Town of Ingersoll Renewable and Alternative Energy Strategy**. This is coordination with the Green Energy and Economy Act 2009. This includes monthly meetings with local industry, developers and power/energy companies to look at options and opportunities. Several meetings were held in May and June in London, Ingersoll and Toronto. This included marketing, promotion and branding (met June 02 and next meeting is June 22) with one focus in creating Ingersoll as a "Centre of Excellence")

Staff fielding requests and attending ongoing meetings with **developers and real estate agents** on industrial / commercial land and buildings available in Ingersoll. (An updated list is available on request). May and June were very active months.

Working with clerks, engineering, building and planning departments. Contacting and visiting a few businesses and industries each week to meet and make contact with. Moving ahead with a high level Town of Ingersoll **Rail Strategy** with a Toronto Consultant.

Ingersoll Community Strategic Plan 2009 - 2014 Re-Vision and Re-Alignment. Six sub-committees are continuing to meet to move actions forward. The Community Image and Identity sub-committee will be working with Tourism Ingersoll and the BIA on their actions in terms of marketing and branding etc. over the next few months.

The **Ingersoll Community Improvement Plan (CIP)** steering committee met with Oxford County Planning Department and Ministry of Municipal Affairs and Housing staff to lay out a plan to develop a Town of Ingersoll CIP. Staff will continue to prepare a draft document for Council review and an additional public meeting for sometime in late June or early July.

Meetings continue with **Conestoga College** on a variety of fronts:

1. Ingersoll Skills Training Centre construction complete.
2. Continue to develop programs and explore options to bring identified needed courses to Ingersoll. This includes renewable energy, transportation and other power related courses.
3. Development of the Conestoga College / Ingersoll Business - Marketing Plan and the EUSA business – cluster development plan. Report to go to Council in August 2010.
4. **A VIP Opening Ceremony is being scheduled for the week of July 05.**

Attended SWEA Summit June 03 and 04 with Mayor Holbrough, General Manager Ann Campbell and President Troy McClay of Ingersoll District Chamber of Commerce

http://www.swea.ca/index.php?option=com_content&view=category&layout=blog&id=59&Itemid=18

Attended the OPA Community Power Finance Forum at the MaRs Institute in Toronto Monday May 10

Attended a tour of the Ontario Food Terminal in Toronto with County of Oxford staff and politicians Friday May 28

Attended the Tillsonburg Municipal Airport official opening Friday May 21

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. A variety of actions are underway.

The EDO Department would like to welcome **Adraina Van Oostveen** as the EDO summer student. Adraina has been busy with Ribfest organization and planning, EDO research and development, business and industry directory update, marketing and promotion etc. Ingersoll Tourism tent will be set up a variety of special events throughout the summer.

Staff worked on **BIA** responsibilities. This included the BIA monthly meeting, budget 2010 and other subcommittee work (i.e. Ribfest preparations, Hoardings /Murals subcommittee and Wedding Retailers Subcommittee).

Becky - **Health Human Resources Retention and Recruitment**. Hosting the Med Quest and Discovery students from UWO in June for a total of 3 weeks.

Upcoming Dates

ERTH Corporation Open House (CRU Solutions and Menova Energy) for Ingersoll's newest Solar Energy Tracking Project – Wednesday June 20 at 2 pm at Whiting Street Location

Beijing Organizational Department Agricultural - tour of the Town of Ingersoll Wednesday June 30 from 10 am to 3 pm – networking lunch at the Seniors Activity Centre at 12.30 pm. This in association with York University. (20 delegates and staff from China and York University and OMAFRA staff)

Committee work and meeting dates

SOMA Group – next meeting Tuesday June 29 at 11 am at the Ingersoll Skills Training Centre (Conestoga College)

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 July 13 at 7 pm at Town Hall

- Harvest Festival 2010 Committee – June 16
- Ingersoll Wedding Retailers promotion – ongoing
- Rib Fest 2010 – themed event “Margaretville” – Thursday June 17, 2010
- Downtown Façade and Hoarding Sub-committee – next meeting - TBD

Ingersoll Economic Development Advisory Committee - next meeting is scheduled for June 23 at 9 am Ingersoll Skills Training Centre (Conestoga College)

Tourism Ingersoll – next meeting date Monday July 26 from 3.30 pm to 5.30 pm at Town Hall.

Community Improvement Plan Steering Committee – next meeting TBD.

ERTH / Conestoga / Ingersoll – next meeting date Tuesday June 22 at the Ingersoll Skills Training Centre (Conestoga College)

Manufacturing in Action – next meeting date TBD

Fusion Youth Centre Business Advisory Committee – TBA (August as no July meeting)

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.

Ingersoll District Chamber of Commerce – monthly networking breakfast at the Elm Hurst at 7.30 am the third Thursday of each month and Board meeting third Tuesday of each month at 12 noon.

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