

**The Town of Ingersoll
Economic Development Department
Monthly Report to Council – June 15 to July 12, 2010**

July 12, 2010
Report Number D – 116 / 10

Highlights

Southwest Ontario Marketing Alliance (SOMA)

- Monthly meeting held Tuesday June 29 at 11 am in Ingersoll held at the new Conestoga College Skills Training Centre. A tour was included.
- Focus over the next few months will be two final Trade Shows - and Food Processing Show Chicago (Bill will attend July 18 to 23) and IMTS Trade Show in Chicago September 19 to 24.
- Plans underway to host a meeting for MP's in Ottawa (Fall 2010)
- Japan and German consultant's monthly reports were received. Meetings are being scheduled in the SOMA Region over the next few weeks to month with companies as a result of the Intersolar Trade Show held in Munich.
- 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
- EDO's and County representatives meeting over Food Distribution Centre

Partnership development continues with the steering committee (ERTH Corporation, Conestoga College, Town Staff and other business and industry representatives) 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 June and July. This included marketing, promotion and branding (met June 22, June 28 and next meeting is scheduled for early August). One focus of discussion is in creating Ingersoll as a "Centre of Excellence".

The Town of Ingersoll submitted a FIT application to develop a 10 MW Solar Farm. Ongoing activities include the development of a detailed business plan and meetings with Ontario Ministries and OPA.

Staff continues to field requests and attend ongoing meetings with **developers, real estate agents and site selectors** on industrial / commercial land and buildings available in Ingersoll. (An updated list is available on request). June and July were very active months. 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 Economic Development Advisory Committee - meeting held June 23 at 9 am at the Ingersoll Skills Training Centre (Conestoga College) – 36 in attendance and included a tour of the building and site.

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 including a new Ingersoll radio jingle for Councils approval.

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 for August Council meeting.

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

1. Ingersoll Skills Training Centre construction complete. Conestoga staff now on site.
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 16, 2010.
4. **An Official Opening Ceremony is being scheduled for Wednesday July 07 at 10.30 am.**

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.

Staff **Becky Breedon and Adraina Van Oostveen** assisted with Ribfest organization and planning. Also, 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.

The **Ribfest** sub-committee has not met for a debrief yet – but by all accounts it was a record attendance and record gate receipts up. Total gate receipts 2010 = \$27,456 (2009 was \$22,817) an increase of \$4,639 and it was estimated that there was almost 4000 people in attendance. The charities of choice **Operation Sharing** and **Canterbury Folk Festival** each received \$1370.55. They have already received their cheques – but we will get a photo for the paper in the next week. A Ribfest 2010 financial statement will be prepared for the BIA meeting.

The **Ingersoll Pipe Band** received a grant from the Ontario Trillium Foundation for \$30,000. This will assist with the 100th anniversary celebrations, new equipment and the writing and production of a 100th Anniversary History Book. Grant was submitted by EDO staff on behalf of the Pipe Band.

Staff worked on **BIA** responsibilities. This included the BIA monthly meeting, review auditor's report 2009 and other subcommittee work (i.e. Ribfest preparations, Hoardings /Murals subcommittee and Wedding Retailers Subcommittee).

Health Human Resources Retention and Recruitment - Becky was hosting the Med Quest and Discovery students from UWO in June for a total of 3 weeks. There was lots of activity for Becky with the student doctors in town showing them around.

Ingersoll hosted a delegation of 20 from **the Beijing Organizational Department Agricultural** – they toured the Town of Ingersoll Wednesday June 30 from 10 am to 3 pm – including a networking lunch at the Seniors Activity Centre at 12.30 pm. This is in association with York University. Thanks to the many people who helped pull this together. Thanks to All Treat Commodities, Delta Machine and Tool, The Seniors Activity Centre, Fusion Youth Centre and the Downtown BIA.

The Town of Ingersoll would like to welcome Tina Sauro and Nick DiCiocco who has started a new business in Ingersoll called **Soak it Up Inc.** at 265 Ingersoll Street. This company will supply and provide cleaning of floor mats and other restaurant and hotel amenities from uniforms to tablecloths etc.

Committee work and meeting dates

SOMA Group – next meeting which will be the AGM also Tuesday August 12 at 10 am in Tillsonburg

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 – July 07
- Ingersoll Wedding Retailers promotion – ongoing
- Downtown Façade and Hoarding Sub-committee – next meeting - TBD

Ingersoll Economic Development Advisory Committee - next meeting is scheduled for September 2010

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 early August 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.