



DEPARTMENT UPDATE

Economic Development & Tourism

Cara A. Finn, Director

Middlesex County Council – December 7th 2021

Economic Development Strategic Plan

Earlier this year, Middlesex County's Department of Economic Development and Tourism unveiled their 2021-2025 Strategic Plan. The newly composed economic development strategic plan identifies the inherent roles and responsibilities for Middlesex County and its partners in building and supporting a strong local economy. To complete these studies, the County retained the services of MDB Insight, Canada's premiere economic development, workforce development, and market research consultancy.



Middlesex Resiliency Task Force

◆ Surveys

Phase 1 & 2 COVID-19 Impact Surveys and COVID-19 Business Check-in Survey

◆ Resources & Announcements

Continue to share any updates given regarding programs, protocols and guidelines for businesses. Provided safety kits to local businesses

◆ Rebuilding

Emphasis shift from stabilization implementation of the newly developed Middlesex Economic Development Strategic Plan as a means to encourage investment, job creation and enhanced economic sustainability through innovation and diversification.



Middlesex Recovery and Relief Fund



As part of the Regional Recovery and Relief Fund, we were able to organize and distribute more safety kits inclusive of sanitizer, face masks, and resources to local businesses.

We promoted and supported businesses through radio advertisements and social media contests like #TakeoutInMiddlesex, #MiddlesexDateNight, and #MiddlesexExcellence.

We provided assistance the Township of Lucan Biddulph with a Love Local video that promoted the strong sense of community and support for businesses.

Regional Tourism Relief & Recovery

In collaboration with Southwest Ontario Tourism Corporation, Tourism Windsor Essex Pelee Island, Tourism Sarnia Lambton and Tourism London, we established a Tourism Adaptation Fund that will provide non-repayable contributions between \$5000 and \$20,000 to tourism-oriented small and medium sized enterprises (SMEs), Not For Profit organizations (NFPs) and Indigenous Communities, to support one time adaptation and reopening costs, retroactive to June 1st, 2020 and completed by December 31st, 2021.

Some twenty businesses/organizations all across Middlesex County received over \$200,000 through this fund; nearly the same amount that was awarded to our urban partners this year.



Community/Regional Leadership & Participation

Chair/Co-Chair - London Chamber of Commerce Agri-Business Committee, Middlesex Workforce Development Partnership, Middlesex Economic Resiliency Task Force, Middlesex Economic Development Strategic Planning Committee, Ontario Food Cluster, Lead Generation

Member – SWOTC; TRF Committee; WOWC; SCOR; Middlesex London Food Policy Council; Middlesex Community Safety & Well Being Committee; TIAO; EMOLTB Workforce Projects; Fanshawe Advisory Council for Public Relations & Corporate Communications and Agriculture Management



Middlesex Workforce Development Partnership

WORK IN MIDDLESEX

FIND A JOB FOR EMPLOYERS

8 LISTINGS (40 RESULTS)

POSTED ON	JOB TITLE	COMPANY NAME	LOCATION
Oct 20, 2020	Registered Practical Nurse (RPN)	Seasons Strathroy	Strathroy, ON
Oct 20, 2020	Shop Assistant/ Lot Attendant	McDonnell Motors Ltd.	Strathroy, ON
Oct 19, 2020	General Labourer	Dashwood Industries	Strathroy, ON
Oct 16, 2020	Maintenance Worker	Burnbrae Farms	Strathroy, ON
Oct 16, 2020	General Utility Worker	Burnbrae Farms	Strathroy, ON
Oct 16, 2020	Shipper	Burnbrae Farms	Strathroy, ON
Oct 16, 2020	Window Installer	Beveled Edge Glass	Strathroy, ON
Oct 16, 2020	CNC Machinist	Parmerit	Strathroy, ON
Oct 16, 2020	General Labourer	Niemans Carpentry	Strathroy, ON

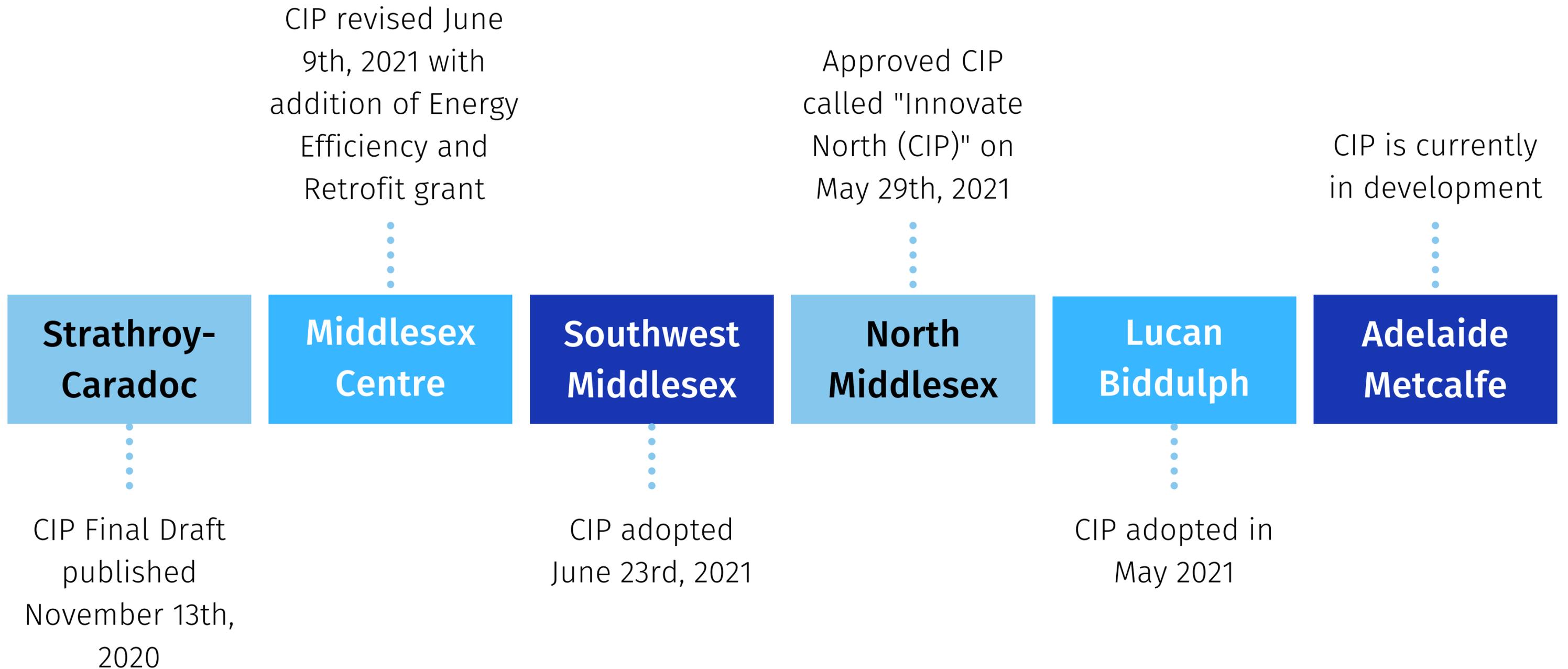


- Maintained, updated & promoted Work in Middlesex website job board
- Launched Middlesex County's Pathways to Employment Success; a youth employment video series

- Attended and promoted job fairs in the area such as London & Area Job Fair and Thames Centre Virtual Job Fair
- Purchased Hopin subscription to carry out virtual job fairs going forward

- Carried out successful Young Entrepreneurs Business Plan Contest
- London and Area Works features on Angel's Daycare, Penta Equipment, Whitecrest Mushrooms & ADS

CIP Development



2021 CIP Partnership Program in place



Economic Development Officer

Welcome Ben Shantz!

Ben joined us in the fall as our Economic Development Officer. He is a graduate of the University of Waterloo, securing his Master's of Economic Development and Innovation in 2020. He brings a wealth of knowledge in areas such as network management, community economic development, social enterprise, and business development.

Local Projects



- Working with Lucan Biddulph, Strathroy-Caradoc and Southwest Middlesex on site selection proposals
- Conducted site selection tours in Strathroy-Caradoc and Southwest Middlesex
- Successful major industrial site selections in both Strathroy (Goss Global) and Glencoe (TBA)
- Official Plan review with Middlesex Centre and Strathroy-Caradoc
- Working with Middlesex Centre to create Community Profile
- Aided in branding RFP for Southwest Middlesex
- Currently working with North Middlesex on philanthropic investment into local healthcare
- Working with all 8 municipalities and key stakeholders on Main Street programming
- In discussions with North Middlesex regarding industrial land assessment
- Industrial Land analysis and FDI review with Middlesex Centre
- Collaborated on Industrial Park marketing brochure with Southwest Middlesex

Grants

OMAFRA RED

Requesting funding for "Middlesex Workforce Development Partnership - COVID-19 Workforce Recovery Project."

MAIN STREET FUNDING

Accelerator Program: Requested funding for non-repayable business grants in defined downtown/ main street areas throughout County.

Activator Program: Requested funding to support downtown revitalization projects.

SWOTC

Funding provided for projects like Business Profile Videos and From our Hands to Your Table.

LEAD GENERATION

Federal grant with ICCI (Can Export); expect to do 30 meetings by year end.

FEDEV ONTARIO

Requesting funding for tourism related infrastructure and recovery work.

TOURISM INITIATIVE SPONSORSHIP

Funding provided to help stakeholders create new experiences that elevate community presence, attract new visitors, and support the local economy.



Ag Strategy



On the Farm with Forman

Local agriculture spotlight segment in partnership with Bell Media.

Breakfast From the Farm

Presented in partnership with Farm & Food Care Ontario and Ontario Federation of Agriculture.

From our Hands to Your Table

Local 'hands to table' series in partnership with SWOTC, OFA, MFA, LFA, TSL, MLFPC, & Sarnia Lambton Economic Partnership

London Chamber of Commerce Agri-Business Awards

As co-chair of London Chamber of Commerce Agri-Business Committee, participated as judge of awards.

CCMA - Our Local Food Story

2021 Country Music Week local food spotlight event. Attended event and supplied Middlesex Culinary Guides and other promotional material.

Profile Videos

2021-2022 Business Profile Videos were launched November 2nd, 2021.

Southwest Middlesex - Penta Equipment

North Middlesex - Crown and Turtle Pub

Middlesex Centre - Cambridge Environmental Products

Adelaide Metcalfe - Ralph Bos Meats

Thames Centre - Advanced Drainage Systems

Lucan Biddulph - Fox Golf Club

Strathroy-Caradoc - Middlesex Spine & Sport

Newbury - Four Counties Health Services

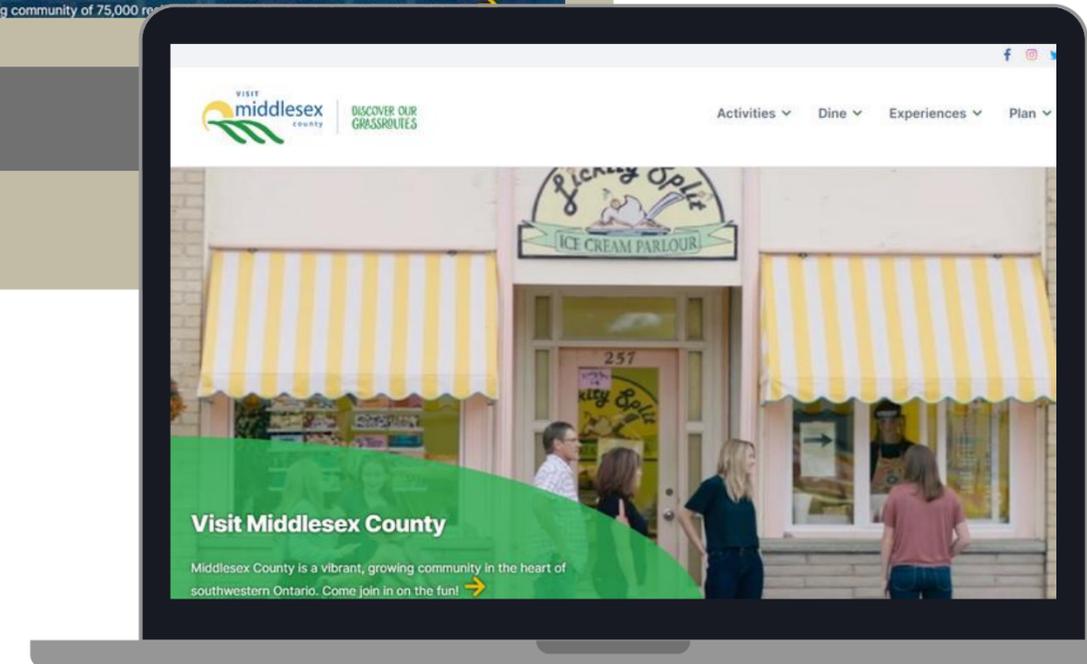
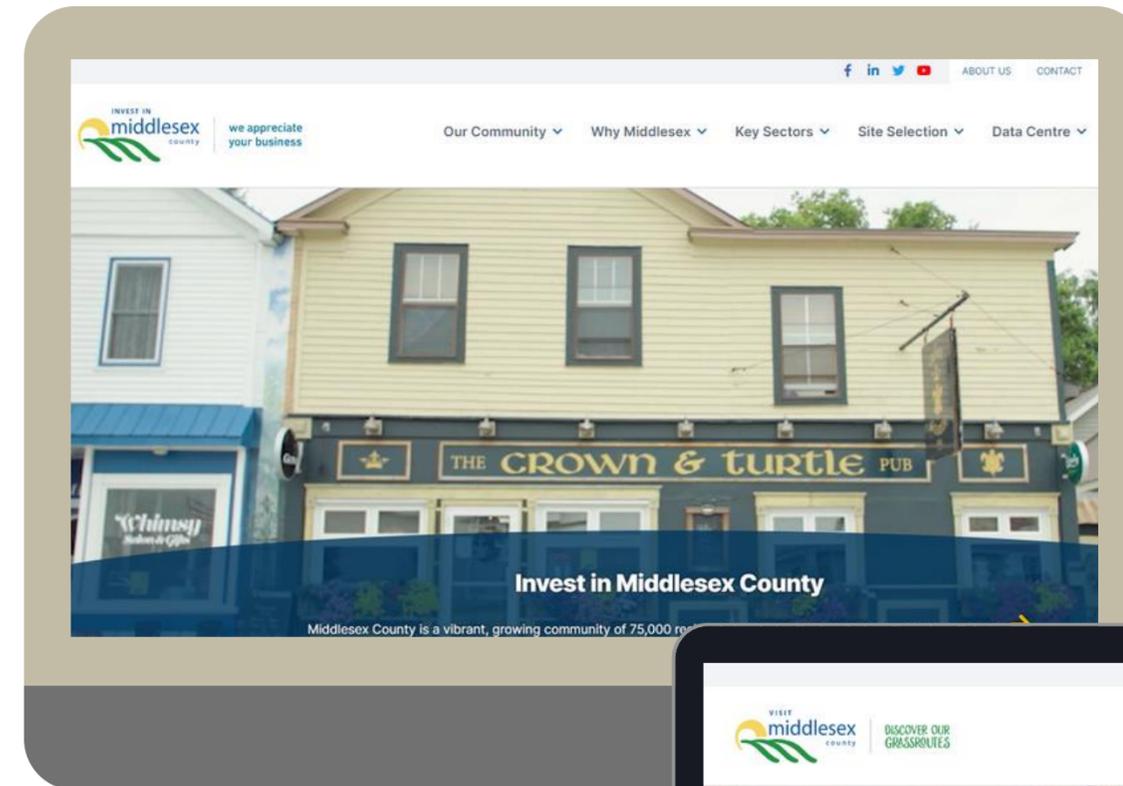
Newsletter

Released our quarterly newsletter sharing information on available properties, new businesses and projects. Information on business resources and workshops is shared here as well.



NEW Websites

Department worked alongside Digital Echidna to create and populate new sites for Invest in Middlesex and Visit Middlesex. Both sites are complete with a fresh, modern design and user-friendly navigation. Most of the previous features of the site remain with a different look but you may spot some new features as you browse around like a display of social media channels, direct links from homepage to various page on the sites, and more!





Tourism Initiative Sponsorship

The intention of this sponsorship is to help stakeholders create new experiences that elevate community presence, attract new visitors, and support the local economy.

- ◆ Downtown Strathroy BIA Christmas Lights Project
- ◆ I Love Thorndale's "Thorndale Christmas Village"
- ◆ Ilderton and Area Business Association's "Ilderton Outdoor Christmas Market"
- ◆ Magic of Lights marketing, promotion & transportation
- ◆ Christmas at The Shops on Sydenham
- ◆ MJ's Roadhouse "Halloween Bash 2021"
- ◆ Ska-Nah-Doht Village & Museum "Pop-up Exhibit Program"
- ◆ Lucan Biddulph "Shop Local Promotion" (Doors Project)
- ◆ Lucan Biddulph Shop Local Commercial
- ◆ Lucan Biddulph Summerfest
- ◆ Southwest Middlesex Heritage Signs
- ◆ Sylvie Verwaayen Mural

Middlesex County Connect



Assisted with various projects in relation to Middlesex County Connect including:

- ◆ Transportation Needs Assessment Survey
- ◆ Promotional video
- ◆ Information brochure
- ◆ Social media campaigns
- ◆ Integration of app technology
- ◆ Media kit development

Social Media Contests

With the help of the tourism funding provided this year, we were able to further assist our local tourism businesses through our social media contests like #TakeoutInMiddlesex, #MiddlesexDateNight, #MiddlesexExcellence, #Support Middlesex, #MiddlesexSummerFun, #MiddlesexSummerNights, #BreakfastFromtheFarm, and more!



We also interacted with our audience through a fun scavenger hunt that sent them throughout the County supporting local businesses and familiarizing themselves with other Middlesex communities. This was done through Goosechase and given the tremendous success of our first run, we will bring it back this holiday season.



Events

Komoka Community Market
North Middlesex Farmer's Market
Downtown Strathroy Farmers' Market
Ilderton Farmers Market
Thorndale Fair
Heeman's Food Trucks on the Farm
Breakfast from the Farm
CCMA Our Local Food Story

Internship

Gabrielle Gosling joined us as our Summer Intern. She assisted with event coverage, business spotlight videos, website population, creative writing, social media and more. Fanshawe student, Rukshaar Dilloo joined us this year to assist with website edits and organization and more.



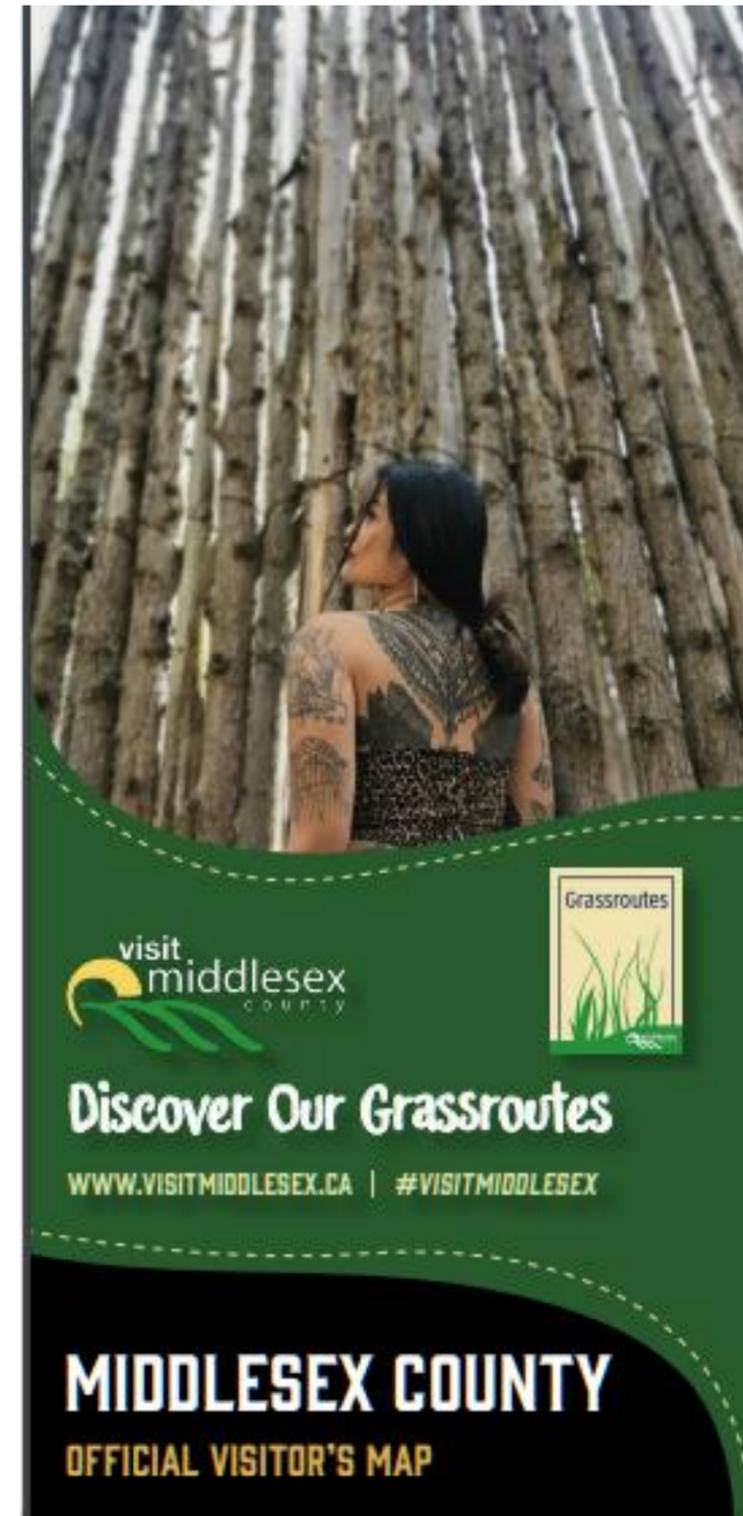
Advertising

Visit Middlesex & Invest in Middlesex have very been active in 2021 ~ with campaigns showcased in Villager Publications, Media City Billboards, Daytripping Magazine, MYFM Radio, Globe and Mail, NG Media, Lucan Community Guide, Ontario Filmmakers Guide, CAA Magazine, Perspective Marketing, Expansion Solutions, Business Xpansion Journal, Bell Media/CTV



Publication Update

This summer, Middlesex County's Department of Economic Development and Tourism completed an update and refresh of our Grassroutes Tourism Map and the Middlesex County Culinary Guide. Available now for distribution, these award winning publications share a glimpse of the adventure-filled experiences and savoury local flavours Middlesex County has to offer.





Photography & Videography

Photography and videography is currently being collected at a few different events and businesses in the County. The purpose of these materials will be to promote winter activities offered in the County going forward in advertisements and social media.



New Economic Development Department Office

Komoka Wellness Centre will serve as the new County based satellite office for the Department of Economic Development and Tourism in the New Year.

Thank you for your support!



Social Media:

@investinmiddlesex   

@investmiddlesex 

@visitmiddlesex    

@handstotable    

Websites:

www.investinmiddlesex.ca

www.visitmiddlesex.ca

www.handstotable.ca

www.workinmiddlesex.ca