

**MIDDLESEX COUNTY**  
Economic Development Department  
Update  
2019 Recap/ 2020 Intentions

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# ECONOMIC DEVELOPMENT MUNICIPAL ROUNDTABLE MEETINGS



- Quarterly Meetings for Economic Development Best Practice Sharing among local municipal staff
- Can feature a key presentation on a current economic development strategy/practice/issue in Middlesex County
- Q3 2019 meeting featured a presentation from local developers regarding considerations for investment in communities across Middlesex

# TEENY TINY SUMMIT

- ▶ Middlesex County's Department of Economic Development teamed up with OMAFRA to host the Teeny Tiny Summit on April 10<sup>th</sup> at Purple Hill Country Music Hall
- ▶ 120 people attended for a day full of best practice sharing and networking among small municipalities
- ▶ Presentations can be found at:  
[www.teenytinysummit.com/thorndale](http://www.teenytinysummit.com/thorndale)



Middlesex County's Department of Economic Development is pleased to host...

BIG IDEAS FOR SMALL PLACES

Ontario  
invest in middlesex

## TEENY TINY SUMMIT

2019

Wednesday, April 10th, 2019  
8:30 a.m. - 3:00 p.m.

Purple Hill Country Music Hall  
Thorndale, ON

Engage with community development leaders from across Ontario

Get inspired by real projects happening in small places just like yours

Take away valuable best practices and lessons learned from other teeny tiny communities

Be entertained by exciting speakers from a variety of sectors along with local talent

teenytinysummit.com

Featuring Andrew Campbell of Fresh Air Media and keynote speaker and world-renowned Community Development Champion Peter Kenyon of Bank of Ideas

Tickets are \$40.00 - Reserved Seating Only  
Breakfast & Lunch Included

Registration is now open. Get your ticket no later than March 31st via [Eventbrite.ca](http://Eventbrite.ca)

Questions? [info@investinmiddlesex.ca](mailto:info@investinmiddlesex.ca) or call 519-434-7321 Ext. 2251

investinmiddlesex.ca



# LOCAL FOOD POLICY COUNCIL

- London-Middlesex partnership including London Food Bank, City of London, Middlesex-London Health Unit, etc.
- Guided the Council through a focused strategic planning process in 2019
- The Council has formed a new partnership with **The Grove** at Western Fair. The group will be meeting there now and working on co-operative projects



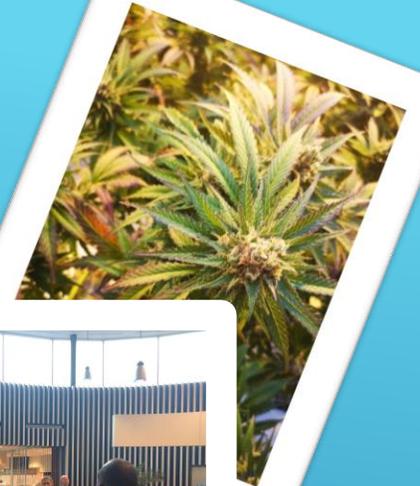
# SPRING AGRI-BUSINESS TOUR

- The Agri-business tour took place on June 5, 2019 and included stops at:
  - ***Kustermans Berry Farm***
  - ***Weed MD***
  - ***Great Canadian Ginseng***
  - ***BJ's Country Market***
- Numerous funding partners and sponsors involved.
- Attendance and feedback have been overwhelmingly positive.



# FALL AGRI-BUSINESS TOUR

- We also aided the London Chamber of Commerce and Fanshawe College in hosting their Agri-business tour in October 2019.
- The focus of this tour was on Fanshawe's Agri-Management and co-operative education programs.
- Stops included:
  - **Weed MD**
  - **Cuddy Gardens**
  - **Fanshawe College – Main Campus**
- Despite the weather, the tour was very well received



# AWARDS

- Invest in Middlesex received a Marketing Canada award from the Economic Development Association of Canada for Fields to Forks
- This award was presented by the County to our partners.. Bell Media and agri-business stakeholders represented by the Middlesex and Ontario Federations of Agriculture at the October 8<sup>th</sup> meeting of County Council



# AGRI-NET



- Took place at RBC (London Convention Centre) February 2019
- 60+ exhibitors
- Several hundred attendees
- Focus on agri-food in the region



**Showcasing our Agri-Business Connection in YOUR Region**  
**Don't Miss Your Chance to Exhibit at this Premier Event!**

The London Chamber of Commerce is pleased to announce the return of Agri-Net, a one of a kind event designed to showcase the agribusiness connection in our region. As a business or organization that is a part of or serves the agribusiness community, we would like to invite you to participate as an exhibitor.

This event will draw representation from a wide array of exhibitors in the Agribusiness sector including but not limited to farm operators, food producers, equipment manufacturers and suppliers, farm insurers, transportation, local restaurants, beer and wine producers and those looking to network with the Agribusiness sector.

This is a mega networking event, complete with opportunities to meet new people and business prospects, along with tasty food samples, cash bar and a few exciting surprises.

**Wednesday February 13, 2019**  
**4:30 - 7:00 pm**  
**London Convention Centre**

# WORKFORCE STRATEGY

- The “Middlesex Matters” Youth Forum took place in February. 120 Grade 10 students from Middlesex County schools participated.
- Two Employer Roundtable sessions were hosted. One in the Spring and one in the Fall. A summary report on each session’s findings is available by contacting Cara.
- Attended both 2019 London and Area Job Fairs and Sewing the Seeds Job Fair to promote [www.workinmiddlesex.ca](http://www.workinmiddlesex.ca). Please continue to refer job seekers and employers to this valuable resource



MIDDLESEX  
WORKFORCE DEVELOPMENT  
PARTNERSHIP

## Employer Roundtable Forum



Thursday, October 10th  
8 a.m. - 10 a.m.  
Community Employment Choices  
16B Second Street, Strathroy  
**BREAKFAST PROVIDED!**



LOCAL EMPLOYERS: PLEASE JOIN US IN A FACILITATED DISCUSSION ABOUT ISSUES YOU ARE FACING CONCERNING THE RECRUITMENT AND RETENTION OF TODAY'S WORKFORCE.



To register:  
T. 519-245-8500 or 1-800-478-2111  
E. [reception@communityemploymentchoices.ca](mailto:reception@communityemploymentchoices.ca)

hosted by  
**middlesex**  
COUNTY



# WORKFORCE STRATEGY

- Hosted a reverse job fair for guidance counselors, co-op and tech teachers from both school boards on Oct. 29<sup>th</sup>
- The Middlesex: The Place We Call Home Resident/Workforce Attraction project launched in Fall 2019. 6 interviews with County “Newcomers” were filmed and a compilation video and online flipbook publication have been produced and are available on the [investinmiddlesex.ca](http://investinmiddlesex.ca) and [workinmiddlesex.ca](http://workinmiddlesex.ca) websites. All municipalities will be invited to link to the project.



# COMMUNITY IMPROVEMENT PLANNING

- Partnered with the Municipality of Strathroy-Caradoc on the review of their CIP and Downtown Master Plan
- Produced a CIP Primer for all local municipalities to use to redevelop existing programs or to use to develop new CIPs in their own areas
- Released to municipalities December 2019



# SAMPLE OF 2019 EVENT ATTENDANCE

- EDCO - February 2019
- Queen's Park - February 2019
- SWOTC Conference - March 2019
- International Women's Day - March 2019
- Expo West - March 2019
- Baconfest - July 2019
- EDAC - September 2019
- London and Area Job Works - September 2019
- Newcomer Day - October 2019
- Private Label Manufacturing Show - November 2019
- Economic Outlook - November 2019



# COMMUNITY PROFILE AND DEMOGRAPHIC INFORMATION

## INCOME

CHARACTERISTIC	MIDDLESEX	MIDDLESEX & LONDON	ONTARIO
Population 15 years and over	61,384	405,848	12,028,035
With income	59,293	389,094	11,502,660
Without income	2,092	16,754	525,374
Average income \$	\$53,893	\$48,668	\$52,511
Median income \$	\$42,029	\$37,617	\$36,975
Total - Composition of total income in 2019			
Employment income %	75%	72%	74%
Government transfer payments %	12%	14%	13%
Average household income \$	\$111,250	\$91,863	\$106,649
Median household income \$	\$92,696	\$70,556	\$81,820
Manifold Data Mining Inc Superdemographics 2019			

- County specific demographic information has been updated on the website as of December 2019
- Printed copies of the newest Community Profile will be made available to all local municipalities by the end of March

# TARGETED INVESTMENT ATTRACTION

- Targeted digital FDI strategy has been running since Fall 2019
- Pilot is Central United States
- Cost effective as we are able to capitalize on photo, video and web content assets
- Response rates continue to come in at 4- 10X average



# ONTARIO FOOD CLUSTER

- Membership remains strong
- Export Canada funding secured for 2019 and attended:
  - Expo West - Anaheim
  - Summer Fancy Food – New York
  - ANUGA - Cologne
  - PLMA - Chicago

- met with over 100 companies in Germany and the US looking to enter or expand in the Ontario market
- Have secured space for local firms in Ontario Pavillion (i.e. Hollandia)



# 2019 ADVERTISING

## Visit Middlesex was featured in the following:

- ▶ Gemini Sportsplex
- ▶ Komoka Wellness Centre Ice Rink
- ▶ Villager Magazine
- ▶ Daytripping Magazine
- ▶ Ontario Summer Fun Guide
- ▶ Lucan Community Guide
- ▶ Cineplex Theatres
- ▶ Thames Talbot Land Trust Trail Guide
- ▶ Eat Drink Magazine
- ▶ Blogs including Travellinfoodie; TravellingMitch; Small Town Getaways
- ▶ Cruise the Coast
- ▶ Next Stop Taste

## Invest in Middlesex was featured in the following:

- ▶ Business London Magazine
- ▶ Perspective
- ▶ Business Facilities Magazine
- ▶ Business View Magazine
- ▶ Expansion Solutions Magazine

visit middlesex county

explore

taste

experience

unwind

DISCOVER OUR GRASSROUTES

www.visitmiddlesex.ca

#visitmiddlesex

Middlesex County is sparking a lot of investment interest these days.

Middlesex is a rich rural-urban landscape in the heart of southern Ontario, and boasts all the must-haves for manufacturers looking to expand or upgrade facilities:

- ✓ Prime location
- ✓ Affordable land prices
- ✓ Tailored workforce
- ✓ Multi-level government support
- ✓ Outstanding quality of life

Save corporations are always investing, building and benefiting from the outstanding opportunities in Middlesex.

Ship Anywhere from Here

**Trucking** - Reliable transportation connections keep products and services rolling down the 401 and 402 highways to destinations across the globe. U.S. deliveries from Middlesex have three border crossing options (Detroit/Windsor, Fort Hamer/Sarnia and Buffalo/Fort Erie) all within a two-hour drive. **Trains** - From Canadian National and Canadian Pacific Railways crisscross the county.

**Airline** - London International Airport is a key gateway for cargo and people.

**Freighter** - Port access to shipping channels in the Great Lakes is only sixty minutes away.

Great companies will be in great company

The county's economic development plan is perfectly suited to manufacturers looking to put down roots in one of its many business parks. Site ownership is a mix of private and municipal and the steady growth of new investment sparks visitors about how firms are responding to what they find.

Manufacturers already on board include Ammetec Servability (Darvel Park), Carleton (Maitland Park), Ideal Pipe, Algequin Bridge (Thorncliffe Park), and Clarendon Industries, has just announced the moving of its window & door showroom and manufacturing operation to Adelaide Meadows. Each company has its own reasons for making Middlesex home but the municipality's business-friendly approach definitely comes into play.

The county's most recent Ontario Investment Ready Certified Industrial Site (GI-00001) follows two other municipally owned sites that have undergone the same rigorous process. Companies permitted to locate here can be confident that the diligent work of gathering property information, mapping, and consulting the environmental, heritage, archaeological and species assessments will reduce risk and advance their construction.

Whipping around the city of London (pop. 400,000+), Middlesex County has a growing population of over 75,000 residents. This proximity to Canada's 7th largest market gives manufacturers access to established economic sectors. Also on the doorstep are two large educational institutions: Western University and Fanshawe College. Both institutions offer a wealth of research and public/private partnerships, while graduating new members and skilled parents in employees eager to start their careers. In addition, Stats Canada (ranked 10th) identify Middlesex residents as possessing education levels higher than the national average.

It's a Wonderful Life

Short commutes, bright, flat roads, fresh air, safe spaces, many winter living options, and access to world-class healthcare are just part of the Middlesex appeal. There's also the county's rich offering of arts, entertainment, and culture and that create an amazing quality of life for families of all types. Now that's an idea!

The highway to investment success leads to Middlesex County. InvestInMiddlesex.ca

# SITE SELECTION AND INVESTMENT CONSULTATIONS

- Site selection services for brokers and investors
- Consultation with developers on existing lands and new project potential
- Consultation with land owners regarding investment attraction
- Meetings with municipal staff, Planning and Engineering to ensure proper “fit”



# BUSINESS PROFILE VIDEO SERIES

- Produced 8 business investor profile videos
- One business from each municipality covering all four key sectors:  
Small Business    Tourism    Manufacturing    Agriculture
- 50% partnership \$\$ from SWOTC for our Tourism videos
- Produced a new looping videos for Invest in Middlesex homepage
- Produced a new collective video showing snippets from each of the eight videos produced this year as well as a Workforce focused video from the past 5 years of videos
- Being showcased on our Invest in Middlesex County website and on Youtube
- Selecting one video every month to feature on a Facebook ad
- Each municipality and each business has received a copy to cross-promote

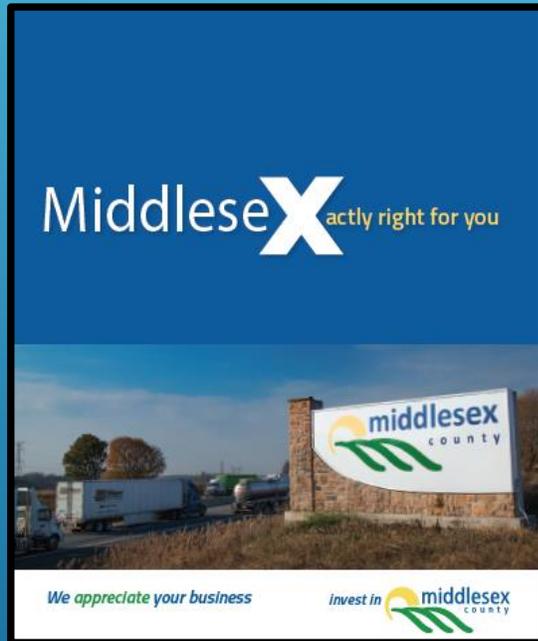


# WELCOME TO MIDDLESEX AND BUSINESS APPRECIATION PROGRAMS

- Our Welcome to Middlesex Program has been running through 2019 and been met with very positive responses from businesses.
- In December 2019, we also launched a business appreciation program to companies in Middlesex who deserve to be recognized for good work
- Packages include a detailed letter from the County, Invest in Middlesex promotional items, Community Profile booklet and more.
- Please continue to inform the County by way of a quick email to [info@investinmiddlesex.ca](mailto:info@investinmiddlesex.ca) when a new business moves into your community or one deserves to be recognized so that we can send them a package.



# UPDATED SUCCESS STORIES BROCHURE



- County staff has just updated the Success Stories Brochure which features businesses in 7 of the local municipalities
- The booklet will be available to be linked to off of the Invest in Middlesex website by February 15<sup>th</sup>
- Print copies are now available

# INDUSTRIAL PARKS

- Southwest Middlesex met all of the obligations of having their industrial site Certified Investment Ready by the Province in 2019
- The County has been working with the Township of Lucan Biddulph on meeting some of the requirements of making their Lucan based Industrial Park shovel-ready



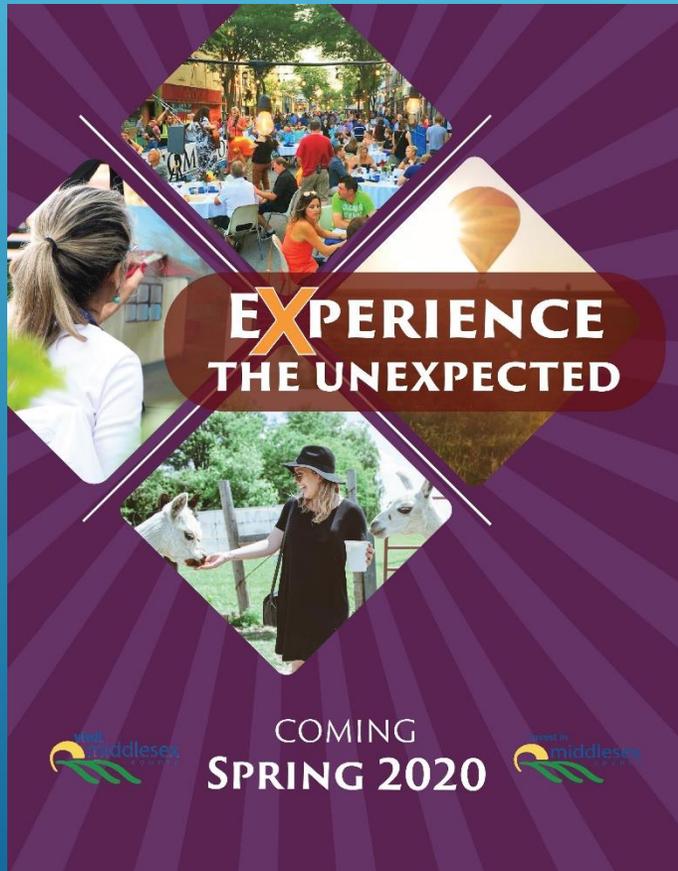
# COMMUNITY ENGAGED LEARNING

- A sector analysis was performed by Western University students in early 2019 on all registered businesses in Middlesex County
- A team of graduate students in Project Management is now reviewing the 2019 Youth Forum hosted by the MWDP and making recommendations for a format for 2020



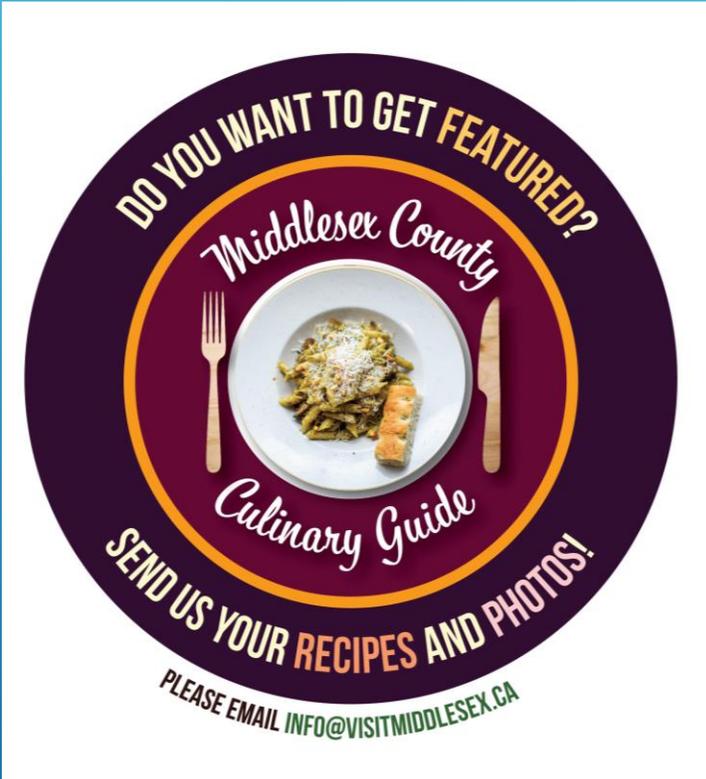


# Experiential Tourism Training



- Funding has also been committed to us by FedDev Ontario to organize an experiential learning day for tourism providers in the region
- Featuring best practices for expanding the target markets, product offerings, and seasonality of local tourism operators
- A facilitated full day of hands on learning in the region

# NEW MIDDLESEX CULINARY GUIDE



- Funding has been committed to us by FedDev Ontario for the production of a new Middlesex Culinary Guide
- Featuring local fare restaurants, farm gate operations, markets, and agri-food venues across the County
- Invitations to sponsor and be featured have been prepared and the MLHU has already come on board. Any municipality interested in sponsoring can request a sponsorship package from County staff
- Launching Summer 2020

# AGRICULTURAL STRATEGY

- Changing Faces of Agriculture - February 27, 2020
- London Chamber of Commerce Ag Business Achievement Awards - March 2020
- Middlesex Agri-Business Tour - June 2020

**London Chamber of Commerce**

## CHANGING FACES OF AGRICULTURE

FEBRUARY 27, 2020 | 8:00 AM - 10:30 AM  
WESTERN FAIR DISTRICT - CAROUSEL ROOM

KEY NOTE PRESENTERS

**RII ACCELERATOR** **LIBRO HD**

**JOE DALIS** **KENTH HERRICK**

LOCAL PANEL OF INNOVATORS

**WESTBEST HUNTERS** **VERMANS** **FINISH AIR PARTNER**

**FRANKY OGDON** **SUE AN HERRMAN** **ANDREW CAW-WELL**

TICKETS APX \$80 (includes breakfast)

**For tickets please visit [londonchamber.com](http://londonchamber.com) or call 519.432.7061**

The impact of agriculture reaches far beyond the farm gate. In a dynamic global market, Canada's agri-food sector generates more than \$100 billion per year and employs one in nine Canadians. A recent federal government report highlighted agri-food as the number one sector with high-potential for growth. Here our region, we have a diverse, thriving agri-food industry with some of the best farmland and food processing capabilities in the world.

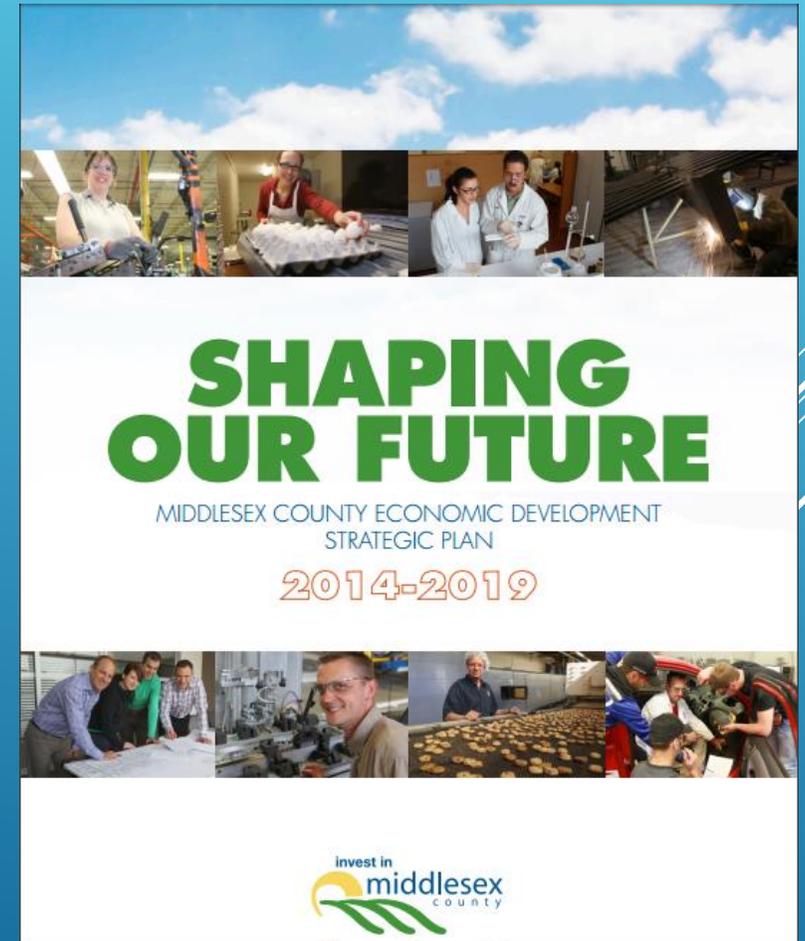
That's why, whether you work directly with agriculture or not, it's important to have a handle on some of the key factors that are impacting this vital industry. Come hear from our local experts and innovators on how they have continued to adapt as the Changing Faces of Agriculture.

**Libro** CREDIT UNION

**FANSHAWE** **weesamd** **middlesex** **OFA** **EY**

# PROPOSED ECONOMIC DEVELOPMENT STRATEGIC PLAN

- Development of a 2020-2025 Economic Development Strategic Plan.
  - The previous plan included strategies to be implemented to 2019
  - No tourism strategy was included in the previous plan and the Ag Strategy was a separate document
  - A \$12,500 can be realized through CanExport should the plan integrate FDI strategy



# LOCAL CIP CONSULTATION

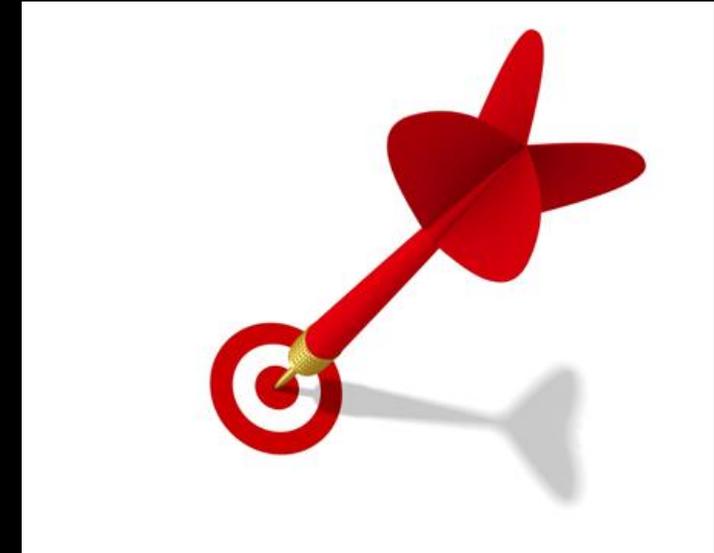
- ▶ Matching funds proposed for those local municipalities wishing to engage in public consultation to develop their own CIP or expand an existing program



**Community Improvement Plan  
Review & Update**

# TARGETED INDUSTRY SNAPSHOT

- Being finalized now as a next Phase to the Sector Analysis performed in 2019
- Highlighting existing industries worthy of attracting expansion or supporting businesses
- Added on will be “industry battle-cards” with best approaches to tailor sector specific outreach



# SOUTHERN ONTARIO MARKETING ALLIANCE

Considering SOMA membership to aid in Foreign Direct Investment attraction

- More power in the regional message when dealing with FDI
- North Middlesex has been an individual member
- More economical at the County level
- Would not replace OFC; simply broaden our scope



# Invest in Middlesex & Visit Middlesex Websites

- We continue to receive positive feedback on our sites and are constantly updating content
- As both sites are now five years old, we have requested budget for a refresh in 2020



# BUSINESS PARK PROMOTION

- ▶ Matching funds (25% with an additional 50% available through the province for those municipalities wishing to market their Certified Sites
- ▶ The development of consistent sell sheets and updated 360 videos is being considered for 2020



# WORKFORCE STRATEGY

- The Middlesex Workforce Development Partnership has developed a 2020 work plan
- We have received notice of preliminary approval under the Rural Economic Development program for matching funding for the work plan initiatives of the MWDP for 2020 in the amount of \$33,000
- Projects include a Youth Forum, Educator's Tour, International Women's Day Event, Small Business Workshops, Employer Roundtables, Work in Middlesex promotions, and regional workforce development projects
- For more information, contact Cara for a copy of the work plan. The Partnership meets every month at the County building.

## Middlesex Workforce Development Partnership 2018 - 2020 Strategic Plan



If you have a local Economic Development project you could use assistance with in 2020, please let us know...

