

**APRIL 3, 2019**  
**MEETING OF THE PORT COLBORNE ECONOMIC DEVELOPMENT**  
**ADVISORY COMMITTEE**

Minutes of the thirteenth regular meeting of the Committee Members of the Port Colborne Economic Development Advisory Committee, held in the Third Floor Committee 3 Room, City Hall, 66 Charlotte Street, Port Colborne April 3, 2019, 4:00 p.m.

The following Committee Members were in attendance:

Committee Members: Marilyn Barton, Andrea Boitor, Larry Fontaine, Betty Konc, Kate Ostryhon-Lumsden, David Semley, Len Stolk

Councillor: Mayor Bill Steele, Councillor Gary Bruno, Councillor Harry Wells

Staff: Julian Douglas-Kameka, Scott Luey, Ashley Grigg, Karen Walsh

Regrets: none

Guest: Val Kuhns, Acting Director, Economic Development for Niagara Region

**1. CALLED TO ORDER:** 4:04 p.m.

**2. BUSINESS:**

a. Niagara Economic Development Presentation

Presented by Val Kuhns, Acting Director, Economic Development for Niagara Region (presentation attached).

b. EDAC Leadership and Structure

i. Election of Chair

Nominations: David Semley  
Carried

ii. Election of Vice-Chair

Nominations: Larry Fontaine  
Carried

iii. Structure/Sub-Committees

Industrial/Commercial/Small Business  
Tourism  
Residential Development

Moved by: Betty Konc  
Seconded by: Councillor Gary Bruno

THAT the three subcommittee be (1) Industrial/Commercial/Small Business (2) Tourism and (3) Residential Development.  
CARRIED

Appoint three Chair for the subcommittee

Industrial/Commercial/Small Business  
Nominations: Larry Fontaine  
Moved by: Councillor Gary Bruno  
Second by: Kate Ostryhon-Lumsden

THAT the Larry Fontaine be Chair for Industrial/Commercial/Small Business Subcommittee.  
CARRIED

Other members on the committee: Len Stolk

Tourism  
Nominations: Betty Konc  
Moved by: Councillor Gary Bruno  
Second by: Andrea Boitor

THAT the Betty Konc be Chair for Tourism Subcommittee.  
Carried

Other members on the committee: Andrea Boitor

Residential Development  
Nominations: Councillor Gary Bruno  
Moved by: Mayor Bill Steele  
Second by: Councillor Harry Wells

THAT the Councillor Gary Bruno be Chair for Residential Development Subcommittee.  
Carried

Other members on the committee: Kate Ostryhon-Lumsden

Action Items:

- Chair of subcommittee will communicate with EDO on who is on the committee and when they meet.
- Chair Dave Semley will meet with subcommittee chairs and their goals.
- EDO to provide information on list of potential contacts of individuals and companies.

c. Economic and Development and Tourism Report

Economic Development Officer Julian Douglas-Kameka presented the Economic and Development and Tourism Report (presentation attached).

d. Trade Corridor

- Seaway – moving forward with Trade Corridor - Water, Rail and Highway
- Marine – Discussion with Hamilton Port with Welland, Thorold and St. Catharines, working toward Port of Niagara.
- Cruise Ships – working with Seaway to dock cruise ships in better location, smaller cruise ship
- Mid Penn Highway - moving forward, communities are in support

e. Priorities – deferred to next meeting

**3. NEW BUSINESS** - deferred to next meeting

**5. INFORMATION/CORRESPONDENCE** - deferred to next meeting

**8. ADJOURNMENT:**

Moved by: Councillor Gary Bruno

Resolved that we do now adjourn.

CARRIED

Time of adjournment 6:22 p.m.

Next meeting call of the chair or EDO.

# NIAGARA ECONOMIC DEVELOPMENT OVERVIEW



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
CITY OF PORT COLBORNE  
APRIL 3<sup>RD</sup>, 2019

## ROLE OF NIAGARA ECONOMIC DEVELOPMENT

To support the growth of Niagara's economy and ensure competitiveness  
by:

Promoting the Niagara Region through investment attraction and lead generation activities in strategically targeted sectors and geographies.

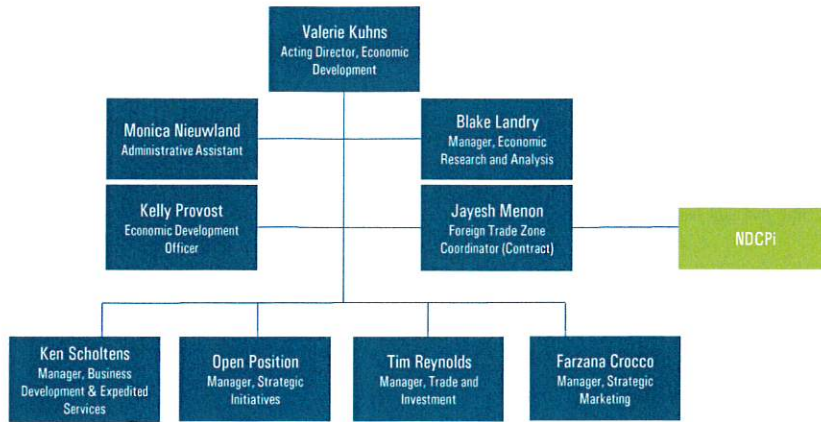
Providing expedited business services to support private sector development.

Conducting economic research and analysis to ensure an in-depth understanding of the region's economy.

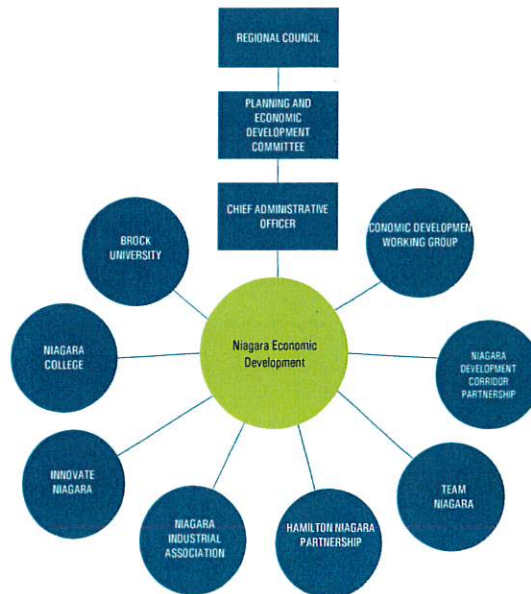
Supporting advocacy to the provincial and federal government on behalf of regionally significant projects.



## NIAGARA ECONOMIC DEVELOPMENT TEAM ORGANIZATION



## NIAGARA ECONOMIC DEVELOPMENT PARTNERSHIPS AND REPORTING STRUCTURE



## NIAGARA ECONOMIC DEVELOPMENT

### TEAM NIAGARA MOU

#### NIAGARA ECONOMIC DEVELOPMENT MODEL

- CAOs and Economic Development Officers from 12 municipalities wanted to work together collaboratively within a two-tiered economic development model.
- EDTF 4-2012, May 16<sup>th</sup> 2012 Delineation of Economic Development Roles and Responsibilities between the Local Municipalities and Niagara Region Economic Development Services.
- **Regional Role:** Investment Attraction/regionally significant projects
- **Local Area Municipality Role:** Business Retention and Expansion

## NIAGARA ECONOMIC DEVELOPMENT

### STRATEGIC ACTION PLAN

#### ECONOMIC DEVELOPMENT: SUPPORTING BUSINESS GROWTH AND DIVERSIFICATION ACROSS NIAGARA

- Economic Development support to local municipalities e.g. NFTZ, Business Research and Analysis.
- Support export diversification by Niagara companies through NFTZ programs.
- Engage the private sector through the Economic Development Working Group.
- Review of Development Charges, Waivers and other incentive programs.
- Define NED's role in tourism.
- Advance opportunities in agriculture and manufacturing, including supply chain opportunities.
- Succession Planning solutions.
- Joint Aftercare Program for new company investments.
- Strengthen the technology sector.

## NIAGARA ECONOMIC DEVELOPMENT STRATEGIC ACTION PLAN

### EMPLOYMENT LAND STRATEGY: IDENTIFYING AND CREATING REGIONALLY SIGNIFICANT EMPLOYMENT LANDS

- Identify opportunities with the St. Lawrence Seaway to promote Transport Canada lands for employment and to attract investment.
- Support the Regional Employment Lands Study.
- Provide economic development input to the Municipal Comprehensive Review (Official Plan).

## NIAGARA ECONOMIC DEVELOPMENT STRATEGIC ACTION PLAN

### MARKETING NIAGARA REGION: RAISING THE PROFILE OF NIAGARA AS A PLACE TO LIVE AND DO BUSINESS

- Investment missions to targeted markets with qualified lead generation initiatives in sectors where Niagara has a competitive advantage.
- Promote Niagara as a location for business investment.
- Develop a communications and public relations campaign to promote Niagara's business and investment successes.
- Develop and implement a Niagara Ambassadors program with local business leaders.

## NIAGARA ECONOMIC DEVELOPMENT STRATEGIC ACTION PLAN

### STREAMLINE THE PLANNING PROCESSES: EXPEDITING THE APPROVALS PROCESS

- Ensure timely approvals process through working with Regional and local area planning staff.
- Host a workshop to identify and address barriers to industrial and commercial development.

NIAGARA  
CANADA

## NIAGARA ECONOMIC DEVELOPMENT STRATEGIC ACTION PLAN

### INCREASING NIAGARA'S COMPETITIVENESS: ADDRESSING UNNECESSARY REGULATORY BURDENS ON BUSINESS

- Economic Trade Corridor designation and National Trade Corridors Fund application.
- Support agricultural stakeholders on irrigation issues.
- Advance land use planning policies that support agriculture and business development opportunities.

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## NIAGARA ECONOMIC DEVELOPMENT STRATEGIC ACTION PLAN

### WORKFORCE: MEETING CURRENT AND FUTURE TALENT, PROFESSIONAL, SKILLED TRADES AND LABOUR NEEDS

- Partner with Local Immigration Partnership to promote Niagara as a destination for skilled immigrants.
- Develop an educational program to promote skilled trades occupations to parents and students.
- Develop stakeholder partnerships to meet the current and future talent, professional, skilled trades and labour needs in collaboration with Brock University and Niagara College.
- Increase competitiveness in Niagara businesses through the adoption of new technologies, professional development and training opportunities in collaboration with post-secondary educational institutions.

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## NIAGARA ECONOMIC DEVELOPMENT STRATEGIC ACTION PLAN

### ADVOCACY: IMPROVING TRANSPORTATION INFRASTRUCTURE ENSURING NIAGARA REMAINS COMPETITIVE IN THE GLOBAL ECONOMY

- Secure federal and provincial funding for the East/West Corridor.
- Development of a fully integrated intra-regional transit system with schedules that support employment.
- Access to broadband across Niagara, urban and rural areas.
- Expanded Go Train services in Niagara.
- Economic opportunities at municipally owned airports in Niagara.
- Extend natural gas into rural areas in Niagara.
- Lower electricity costs to regain manufacturing competitiveness in Southern Ontario.
- Provincially funded campaign to promote skilled trades and careers in manufacturing.
- Feasibility of a Niagara Port facility with Hamilton Port Authority and St. Lawrence Seaway Management Company.

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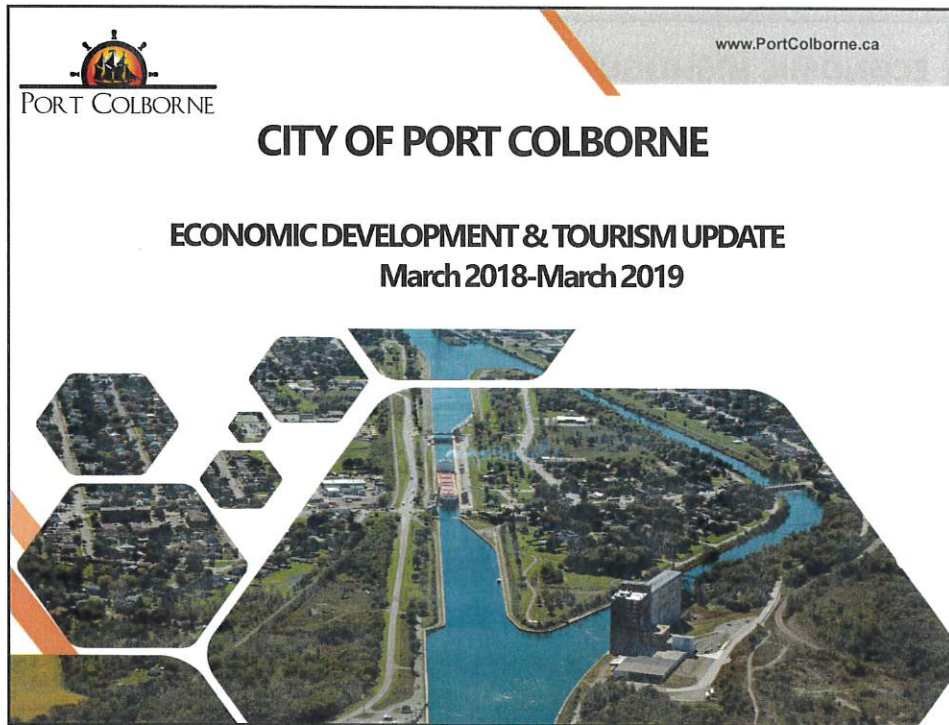
**NIAGARA ECONOMIC DEVELOPMENT**

THANK YOU

QUESTIONS?

**NIAGARA**  
CANADA





## PRESENTATION OBJECTIVE

- The presentation is prepared to provide members of the Economic Development Advisory Committee (EDAC) with information to support their role in advising City Council on actions to support the economic growth and development of the municipality.

[www.PortColborne.ca](http://www.PortColborne.ca)

## ECONOMIC HIGHLIGHTS

- **Labor Force**
  - In the Labor Force-----8,640
  - Employed-----7,825
  - Employment Rate-----50.8%
  - Participation Rate-----56%
  - Unemployment Rate---9.5%
- **Education/Skills** (25-64yrs)
  - 55% of the population have a qualification above High School Dip
- **Commuting**
  - 36% travel less than 15 mins
  - 67% travel less than 30 mins
  - 88% travel less than 45 mins to work

(Statistics Canada 2016 Census)

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## ECONOMIC SNAPSHOT

### DEMOGRAPHY

**Population by Age Distribution, Port Colborne 2006 & 2016**

Source: Statistics Canada. 2016 Census Profile 2006 Community Profile

**Population by Age Distribution, 2016**

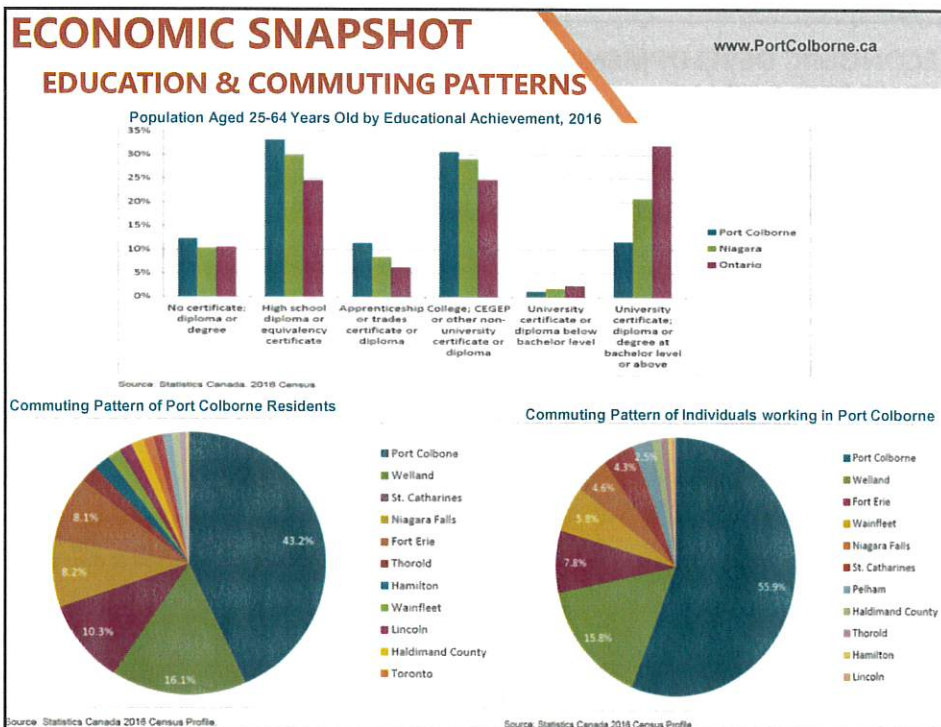
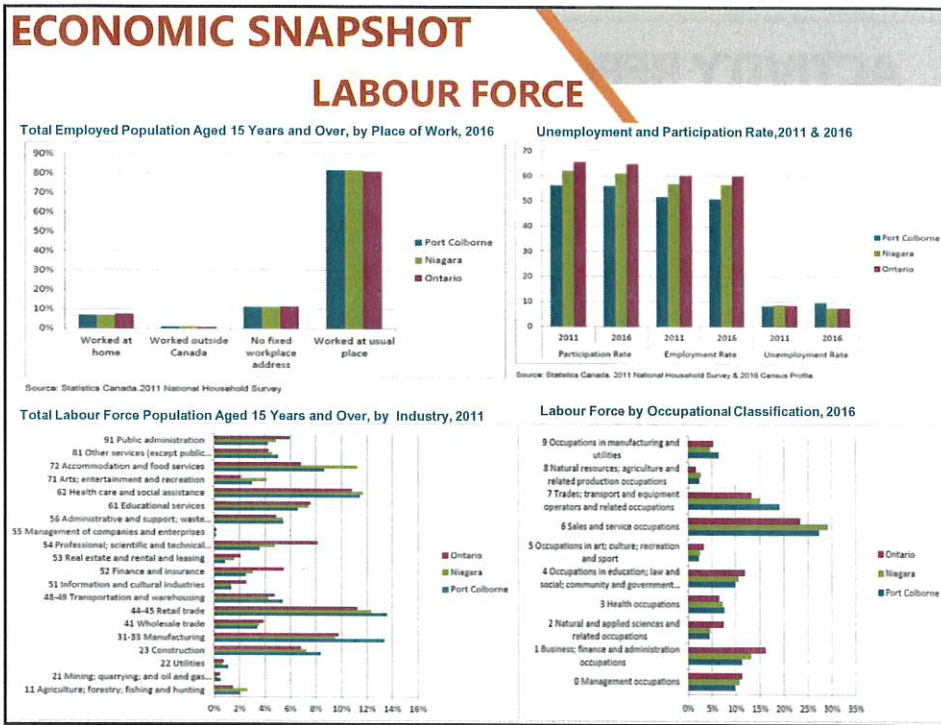
Source: Statistics Canada. 2016 Census Profile

**Population Growth, 2001-2016**

Source: Statistics Canada. 2016 Census Profile, 2011 National Household Survey, 2006 Census

**Port Colborne Growth Projection, 2016-2041**

Source: Statistics Canada. 2016 Census Profile





## ECONOMIC DEVELOPMENT & TOURISM LONG TERM GOALS

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### Economic Development Goals

#### 1. Growth of Tax Base/ Tax Assessment

- To increase the tax base in Port Colborne by promoting investment opportunities within viable markets and employing initiatives to encourage residential and business relocation

#### 2. Growth of Population Base

- To increase Port Colborne's population base through residential attraction and retention initiatives

#### 3. Diversify the Economic Base

- To support the retention and expansion of existing businesses while strengthening the ability of the economy to sustain economic shocks through the development of diverse sectors.

#### 4. Growth in Employment

- To increase the participation and employment rates within the City.

## **ECONOMIC DEVELOPMENT & TOURISM LONG TERM GOALS**

[www.PortColborne.ca](http://www.PortColborne.ca)

### **Tourism Goals**

1. Increase visitation
2. Increase visitor spending
3. Increase recognition as a visitor destination

## **Blueprint for Growth and Development**

[www.PortColborne.ca](http://www.PortColborne.ca)

- The Port Colborne Economic Development Strategic Plan: 2018-2028 was approved by City Council in April 2018.
- The 10 yr Strategic Plan identified 4 priorities and 5 goals.
- Staff has set out to operationalize the plan by identifying clear achievable goals for the short term (planning/foundation years)



## Blueprint for Growth and Development

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- Work-plan (short-term) objective
  - **To create an enabling environment and to help the City to become investment ready.**
  
- Phase 1 of the Strategic Plan implementation is based on 3 priorities with clear goals and strategic actions. The priorities are:
  - Investment Readiness
  - Entrepreneurship and Small Business Development
  - Tourism and Destination Development

## Investment Readiness

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### Goals/Outcomes

- **Land and Infrastructural Development**
  - Ongoing discussions with St Lawrence Seaway, Hamilton Port Authority, Niagara Region, Vale, Realtors and the private sector.
  - Downtown CIP stakeholder consultation meeting held (awaiting funding to proceed)
  - Available land inventory expanded with servicing information
  
- **Workforce Development**
  - Initial discussions with Brock, Niagara College, Contact North, industry reps and Port Care/Works
  - Currently exploring terms of collaboration with Niagara Workforce Planning Board (NWPB)

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## Investment Readiness

### Goals/Outcomes

- **Sector Development**
  - Promoted outbound mission to China International Import Expo
  - Engagement through NIA and Chamber events
  - Worked with NFTZ manager to promote trade programs to local businesses. 4 Port Colborne companies have since received services through this program.
  - Export seminar facilitated.
- Hosted Niagara Industrial Association (NIA) event at Roselawn with over 80 attendees




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## Investment Readiness

### Goals/Outcomes


- **Investment Attraction**
  - Draft scope of Community Readiness and Capacity Building Master Plan prepared
  - Provided responses to investment queries and facilitated site selection exercises
  - Meeting with 2 international inbound delegations (Ukraine & Cuba). Port Colborne's value proposition and promotional materials shared
  - Participated in the selection and review of consultancy for NFTZ Strategic Plan and Emerging Markets Study.
  - Searchable database of funding and incentive programs currently being developed. Platform created by web developers and content being entered
  - Staff has uploaded new pages to the corporate website and is in the process of updating existing content on business and tourism pages



## Investment Readiness

### Goals/Outcomes

- Promotion and Marketing
  - **Business in Focus Magazine**
    - Engaged print media to enhance exposure and promotion of Port Colborne. Port Colborne was featured in the August 2018 Business in Focus Magazine (at no cost to the City).
  - **Immigrant Business EXPO**
    - Since the event 4 emails have been received from persons who had attended the event and information has been provided and introductions made.
    - Approximately 500 visitors guides, brochures, community profiles, Port Colborne commercial real estate opportunities snapshot, guide to doing business in Port Colborne and operating a home based business in Port Colborne distributed.




## Investment Readiness

### Goals/Outcomes

- Promotion and Marketing
  - **Franchise Show**

Port Colborne distributed

    - Over 1600 visitors guides
    - Over 2300 brochures, community profiles and guides.
    - The City received a copy of the event opt-in mailing list with over 2000 contacts
    - Approximately 150 visitors visited the booth over the weekend.
    - 58 attendees left their names for additional information to be supplied. Follow-up emails have been send to those who had left email addresses and requested information has been provided.



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## Entrepreneurship & Small Business Development

### Goals/Outcomes

- **Business Support Centre**
  - NFSBEC partnership established. Partnership development ongoing. Business & Entrepreneurship Support Services Centre launched.
  - BESS consultations (one-one small business support) (13 face-face, 17 email)
  - Seminars and workshops calendar to build the capacity of local businesses developed.
  - 3 Seminars/workshops held. 21 event participants.



with the



Open 2nd & 4th Wednesday of every month.

**Resources Available Include:**

- Free business information and guidance
- Free business plan assistance
- Free business registration assistance
- Free business legal assistance and advice
- Access to our membership database
- Training and seminars
- Marketing assistance

**Support Centre**  
 2nd Floor, 1000  
 Hwy 26/27, The City Hall  
 Port Colborne, ON L2E 1G9  
 Tel: 905.761.2222 ext. 222  
 www.portcolborne.ca/business  
 www.nfsbec.ca

In partnership with




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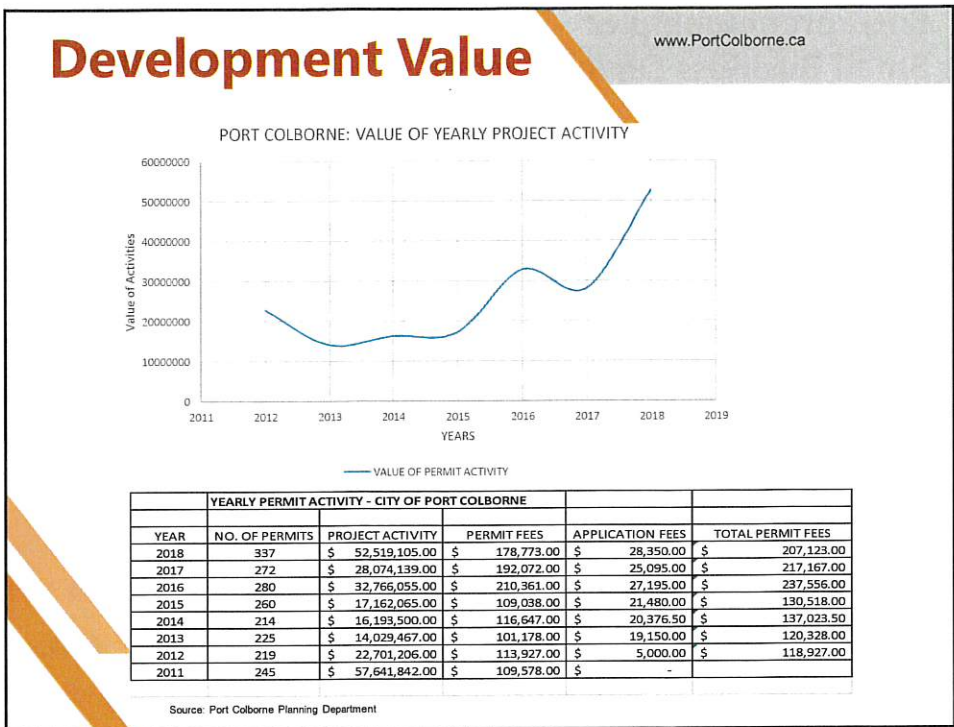
## Entrepreneurship & Small Business Development

### Goals/Outcomes

- **Business Outreach and Visitation Program**
  - Corporate Calling-Scheduled visits to strategic businesses. 10 visits conducted
  - Business visitation program launched.
  - 31 companies submitted an expression of interest between Jan-Mar 2019
- **Youth Engagement**
  - Youth entrepreneurship activities undertaken.
  - Relationship established for ongoing collaboration
  - 7 Presentations conducted to approximately **250 students**







## Tourism and Destination Development

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### Goals/Outcomes

- Marine Character Enhanced and Celebrated
  - Staff has had discussions with Ontario Ministry of Tourism, Culture and Sports and has expressed an interest in involvement in Ontario Cruise related initiatives. Port Colborne is now included in communications and initiatives.
  - Port Colborne is currently a partner to the Explore The Freshwater Seas Project currently in development
  - Staff is currently working with Ontario Cruise Port Municipalities to promote and market the City at Sea Trade Cruise Global, April 8-11th 2019 in Miami.
  
- Enhance the Economic Value of Heritage, Arts and Culture sub-sector
  - Staff initiated discussions with Niagara College Food and Wine Institute, Niagara Region and FoodShare, to explore the feasibility of establishing a Innovation & Creativity Incubator and co-working space in the City.

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## Tourism and Destination Development

Goals/Outcomes


- **Promotion, Marketing and Development of Tourism Assets**
- **City/Downtown BIA Bus Tour Partnership**
  - Port Colborne received 10 coordinated bus tours in 2018 up from 2 in 2017
- **Sponsorship**
  - The City also undertook a number of sponsorship opportunities, most noteworthy was the H2O Conference.
- **OMCA Conference**
  - Staff attended the 2018 OMCA conference, scheduled appointments with tour operators and promoted the City's tourism assets.

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## Tourism and Destination Development


Goals/Outcomes

- **Promotion, Marketing and Development of Tourism Assets**
- **Horizon Travel and Lifestyle Magazines** (Toronto Star insert July 26, 2018 from August 1st -31<sup>st</sup>)
- **11,160 x 5 second commercial spots** ran on the 10 screens in Toronto's PATH system (3,000,000 impressions per month).
  - **168 x 5 second commercial spots** (dynamic motion full page ad) on the Yonge St & Dundas St Screen (920,000 impressions per week)
  - **91,500 x 5 second commercial spots** on the screens at 82 International News Stands locations (25,000 customers a day) (52 in the PATH system, 30 in malls across the GTA) (42 inch screens located at the point of purchase).



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## Recommendations



**01**  
**LAND DEVELOPMENT**  
*Advocate for resources to be committed to service additional industrial and residential lands.*

**02**  
**BUSINESS SUPPORT CENTRE**  
*Make budgetary provision for local business enterprise activities and the hosting of an Ideas and Innovation Fair.*

**03**  
**POSITION PORT COLBORNE AS A HUB FOR CREATIVITY & INNOVATION**  
*Integrate and Celebrate initiatives around Arts & Culture, Entrepreneurship and the Trades.*

**04**  
**INCENTIVISE DEVELOPMENT**  
*Support private sector investment, rehabilitation, adaptive reuse, redevelopment & construction activity.*

**05**  
**MARINE HERITAGE, ARTS AND CULTURE**  
*Promote/support initiatives which position Port Colborne as a thriving, vibrant place for Marine Heritage, Arts and Culture.*

**06**  
**QUALITY OF PLACE**  
*Develop and Promote a Citywide beautification campaign. Develop clean and green initiatives to showcase Port Colborne as a beautiful and environmentally sustainable Community. Lunch #PropelPortColborne campaign.*

**07**  
**COMMUNITY READINESS & CAPACITY BUILDING MASTER PLAN**  
*Identify resources to implement Community Readiness & Capacity Building Master Plan.*



# THANK YOU

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