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Report 2024-113

Report Title: Strategic Initiatives Update

Committee Name: Economic Development, Tourism and Planning

Committee Meeting Date: September 4, 2024

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Economic Development, Tourism and Strategic Initiatives

Reviews/Approved by: Jennifer Moore, CAO

Council Meeting Date: September 18, 2024

Strategic Plan Priorities: Innovate for Service Excellence
 Ignite Economic Opportunity
 Foster a Thriving Community
 Propel Sustainable Growth
 Champion a Vibrant Future

Information Report

“That the Economic Development, Tourism and Land Use Planning Committee receive Report 2024-113 ‘Strategic Initiatives Update’ for information; and

Further That the Committee recommend that County Council receive this report for information.”

Purpose

This report provides an update for County Council and the public regarding Strategic Initiatives underway in the Department.

Background

Activities within Strategic Initiatives are integrated through multiple portfolios within the department. These include:

- Investment Attraction
- Business and Entrepreneurship Centre Northumberland
- Settlement Services

- Government and Community Relations

Details regarding the activities within each of these portfolios is provided in the 'Discussion / Options' section of this report.

In addition, the department has integrated these activities with the two Municipal Services Corporations – Intelligent Northumberland (Broadband) and Northumberland Workforce Housing Corporation.

Consultations

N/A

Legislative Authority / Risk Considerations

N/A

Discussion / Options

Investment Attraction:

Interest in Northumberland is continually growing. The work that has been done to establish relationships with Team Ontario, InvestOntario and the Site Selectors Guild has resulted in Northumberland becoming shortlisted for significant investments in manufacturing related to the EV supply chain. In fact, Team Ontario - which reports to the Minister of Economic Development Job Creation and Trade – utilizes the services of the Site Selectors Guild to generate opportunities for Northumberland.

Recently, representatives from all of these organizations met with department staff. County Staff coordinated meetings with municipal staff from multiple municipalities to discuss a shortlisted opportunity, as well as a preparatory meeting to discuss information requirements for future forthcoming investments, for which Northumberland could be seriously considered.

The Site Selectors Guild was especially interested in the status of the County Official Plan, given the employment lands that are identified within the plan.

Business Entrepreneurship Centre Northumberland (BECN):

The BECN Team is recognized by the Ministry of Economic Development, Job Creation and Trade as a leader in the Province in creating innovative programming and addressing the needs of existing and future entrepreneurs. This leadership was further demonstrated in the discussions the Province held with the Team regarding a review of how small business enterprise centres operate, and re-assessing the funding model which the BECN provided.

The relationship that exists between the BECN and the OAFVC was the basis for a visit by the Assistant Deputy Minister, Clara Chan. After her visit, there were numerous follow-up calls/meetings with ADM Chan, who believes the OAFVC requires provincial support, given how essential it is to drive the success of food entrepreneurs.

Settlement Services:

We continue to evolve our relationship with Immigration, Refugee and Citizenship Canada and the Shapiro Foundation.

Currently, with the assistance of Shapiro we are finding front line health care professionals from abroad who can meet the needs within our County. The Shapiro Foundation’s collection of relationships and support services at the country of origin has been outstanding in achieving meaningful interviews and matching individuals to our situation.

The model below is an illustration of the next potential strategic initiative that is available to us.



GAC Call 4 Proposals – Global Affairs Canada’s upcoming call for proposals affords Northumberland County an opportunity to become key partner in driving labour mobility. Labor mobility refers to the ease with which laborers are able to move around within an economy and between different economies.

Relationships are in place on a global perspective to enhance labour mobility through the International Organization of Migration and Luminus College.

As we continue to utilize the opportunities related to the Employment Mobility Pathways Project, Settlement Services Northumberland is becoming a leader in labour mobility.

Government and Community Relations:

Through the support of County Council in allowing dedicated staff time to support Government and Community Relations, benefits are accruing. The relationship building taking place through the efforts of Matthew Stergios has resulted in 4 of 5 successful requests for AMO (Association of Municipalities of Ontario) delegations. More importantly, there are relationships being forged with senior bureaucrats to better understand the needs of the County and its lower tier municipalities. Attached is the material prepared for the AMO Conference 2024 (held August 18 – 21, 2024).

Financial Impact

N/A

Member Municipality Impacts

N/A

Conclusion / Outcomes

All these strategic initiatives play a critical role in framing Northumberland as an organization with a strategic mind set, and a location that adapts innovative practices to the betterment of community. This will ultimately lead to significant economic investment and renewal. From a departmental perspective, the talent and resources to facilitate and maintain this momentum is required.

Attachments

Report 2024-113 ATTACH 1 'AMO 2024 Delegations Meetings'