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Report 2025-104

Report Title: Prosper In Northumberland

Committee Name: Economic Development, Tourism and Planning

Committee Meeting Date: May 7, 2025

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Economic Development, Tourism and Strategic Initiatives

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Approved by: Jennifer Moore, CAO

Council Meeting Date: May 21, 2025

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 2025-104 ‘Prosper In Northumberland’ for information; and

Further That the Committee recommend that County Council direct staff to send a copy of this report to each member municipality for information.”

Purpose

The purpose of this report is to provide a summary and outline of the Prosper In Northumberland (PIN) program.

Background

In response to a shifting economic landscape of trade tariffs and economic uncertainty, the County Economic Development Team has launched a new initiative called ‘Prosper In

Northumberland.’ The initiative is a proactive, yearlong community-wide program designed to strengthen Northumberland County’s economy.

Consultations

Prosper in Northumberland is a coalition of over 30 local businesses, associations, and community leaders coming together to promote local spending, support economic collaboration, and reinforce a commitment to shopping and investing locally.

Legislative Authority / Risk Considerations

N/A

Discussion / Options

Prosper in Northumberland aims to create a stronger, more sustainable economy by fostering local consumer engagement, supporting small businesses, and promoting economic resilience.

PIN is dedicated to two fundamental areas of focus:

1. Business Support/Economic Data
2. Community Engagement/Consumer Initiatives.

The key development initiatives for both streams will include community education, business support, community, and business survey data collection, business to business (B2B) partnerships, and a strategic “Buy Local - Buy Northumberland” campaign.

While Prosper in Northumberland primarily focuses on small businesses, it is equally important to recognize the significant impact on our manufacturing and agricultural sectors and align our initiatives with partners committed to supporting these vital industries.

PIN is supported by County staff and will be guided by an Operating Group, and dedicated teams focused on specific program areas. These groups will be composed of key stakeholders, including:

- Northumberland County representatives
- Municipal leaders
- Local business owners
- Business organizations (e.g. Chambers of Commerce, BIA’s, NMA,)
- Media partners
- Engaged residents and community advocates

PIN Key Objectives:

- Encourage local purchasing through a “Buy Local - Buy Northumberland” and “Made in Canada” awareness campaign, further enhancing business to business purchasing locally.
- Foster community pride and engagement through a shared commitment to supporting local businesses and attracting new business opportunities to the area.
- Measure consumer commitment to local shopping and services.
- Support the long-term sustainability of the local economy by strengthening small businesses.
- Collect and analyze economic impact data to inform future actions/initiatives.

- Provide valuable business education and resources to help local businesses prosper.
- Identify new opportunities for economic growth and expand PIN's impact.

Financial Impact

As part of the strategic “Buy Local - Buy Northumberland” Campaign, Local Spending Challenge and Community Surveys & Engagement, PIN aims to generate an estimated \$6 million annual economic impact. Encouraging 10,000 Northumberland residents to shift \$50 per month toward local businesses and Canadian-made products, services, and experiences, aiming to generate an estimated \$6 million annual economic impact.

The County Economic Development Department has provided initial funding for the PIN program. As the program progresses, additional funding will be necessary. We will actively pursue opportunities for local, provincial, and federal funding or support to ensure the success of PIN.

Member Municipality Impacts

All seven member municipalities are actively engaged in the PIN initiative.

Conclusion / Outcomes

The Prosper in Northumberland campaign aims to bring together, Northumberland County's businesses, residents and organizations to drive economic resilience and growth – ensuring a prosperous future for the entire community.

Attachments

1. Report 2025-104 ATTACH 1 'PIN Overview'
2. Report 2025-104 ATTACH 2 'PIN Team Members'
3. Report 2025-104 ATTACH 3 'PIN Team Structure'