

Town of Kingsville Economic Development and Tourism Committee Report

JANUARY 2018



2017 Committee Actions Update

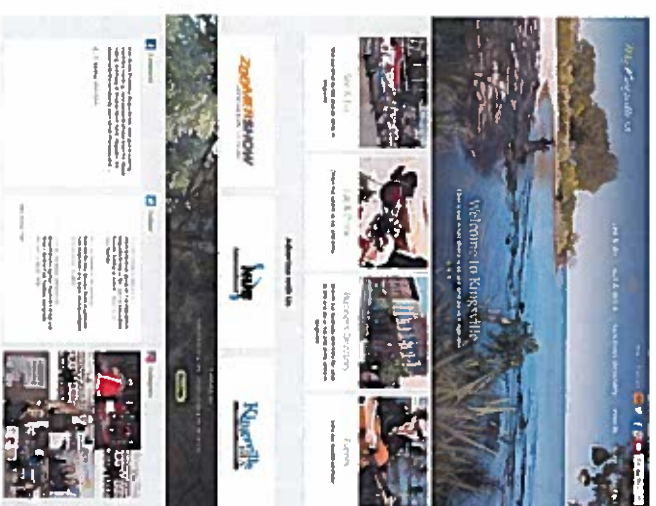
- 2017 completes the second full year of this committee appointment.
- 2nd year of attendance at the annual Zoomer Show in Toronto in October with exposure to over 5000 attendees. Will be working with TWEPI, SWOTC and other local resources to determine what trade shows we strategically participate in to target various demographics.
- Creation of the Town of Kingsville Business Recognition and Awards program. The Program is an effort by the EcDev and Tourism Committee to recognize the many contributions local businesses have made in the town, demonstrating their support for the growth of the community. Business Recognition Breakfast to be held April 13th to honour the award recipients.
- Continuing development of the Cottam CIP. Applications from the community have been received and the CIP Cottam Community Committee has been selected. D. Hunt will represent the Ec Dev Committee on this Cottam CIP action committee.
- Town of Kingsville Accommodation study RFP – Targeted completion of Dec 2017. Will provide the town with necessary information regarding our lodging outlook and needs.

ZoomerSHOW LIFESTYLE EXPO FOR THE 45+

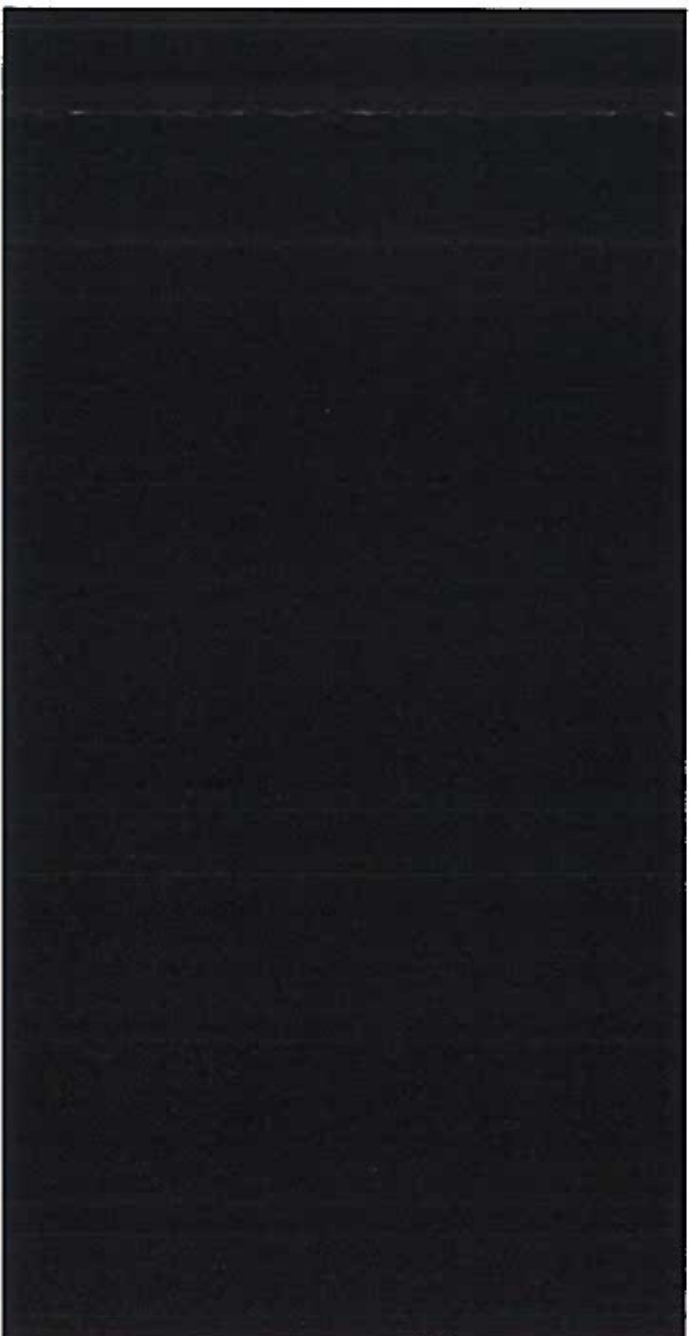


2017 Committee Actions - Ongoing

- Move to Kingsville – Marketing Campaign – Developing materials to use in various outlets to promote relocating to our town – Print and Digital Media
- Community Profile book is currently being updated and ready in the first quarter of 2018.
- First Impressions Community Exchange – Awaiting OMAFRA direction on what community we will be paired with for this exercise.
- Business Attraction / Development – Continual referrals to the Windsor SBC for assistance.
- Business Retention and Expansion Study – WEEDC conducted a regional small business outreach and survey. This will be the basis of a BR+E study for Kingsville to strategically plan and execute economic development initiatives.
- MyKingsville.ca website relaunch. A comprehensive re-tooling of the information and accessibility of the site. Now much easier to navigate and receive information. Will tie in to new Kingsville Smartphone App platform in 2018.
- Completed “Town of Kingsville” Promotional video

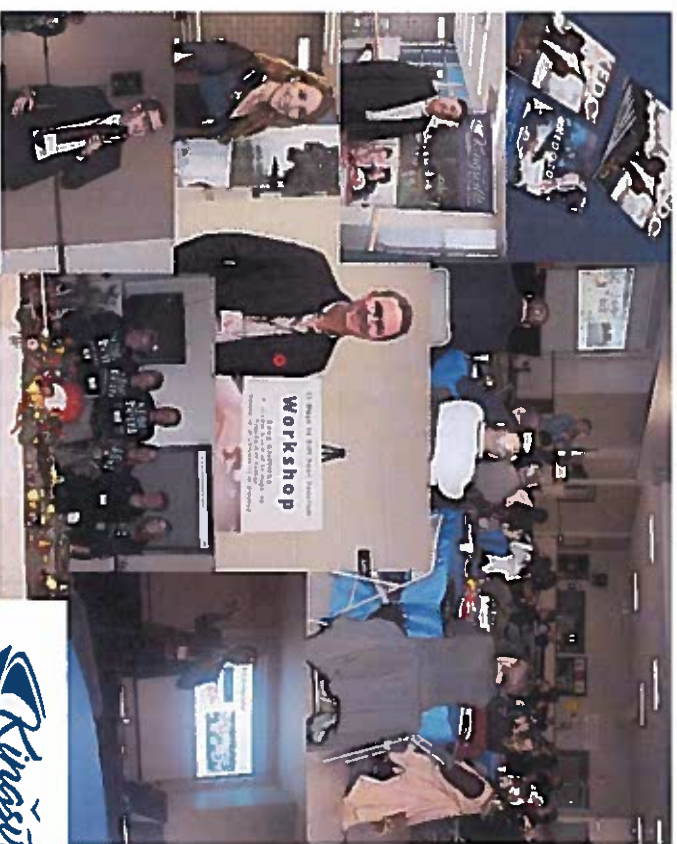


Town Of Kingsville – Promotional Video



2017 Committee Actions – KEDC 2017

- The first annual Kingsville Economic Development Conference – Collaboration for Success was held November 9-10, at the Kingsville Recreation Complex.
- The EC Dev and Tourism Committee determined that we can stand out and become a leading community by holding this type of annual event in our town.
- A conference sub committee was formed and began the organization and agenda criteria for the conference.
- We were able to secure 15 fantastic speakers made possible with the help from sponsorships and volunteers.
- Speakers came from a wide range of subject matters from a global financial projection, to learning what economic development advances and changes are occurring. New types of workforces and arrangements, to how we can work both within our community and beyond to build partnerships and synergies.
- Our keynote speaker Doug Griffiths spoke about his “13 Ways to Kill Your Community” and provided some tremendous insight as to his previous experiences and challenges.
- Overall the attendants were very impressed with the event and are excited for our next conference.
- KEDC 2018 planning and development will take the lessons learned from the inaugural event and build upon our success.



2017 Committee Actions Update – Ec Dev Strategic Plan

- Held the first Mayors Round Table discussion focusing on Economic Development. Canvassed varying different sectors of the Municipality. Collected feedback and insight as to what the community stakeholders feel our strengths, weaknesses and needs are.
- A community Economic Development survey was also conducted. Information gathered from these events was then considered in the development of the Town of Kingsville Economic Development Strategy.
- The Town of Kingsville Economic Development Strategy outlines objectives and timeframes of completion with expected action items and measurables. This will now provide us with the framework and areas that we need to address going forward. These items will allow us to foster an environment where people want to continue to live and experience. Tasks will currently be completed with available town resources and committee partnership.
- Strategy goals include – Adopting a town-wide focus, Growing specific business sectors, Encouraging a positive community business culture, Align and inspiring town resources, and Retain and attract a new generation of great entrepreneurs and workforce.
- Plan rollout and initial progress will be updated upon next presentation to council.