

REPORT TO COUNCIL ON THE RECENTLY ATTENDED EDCO CONFERENCE

PURPOSE OF ATTENDING:

- Become more educated about Economic Development in Ontario and hear from professionals in the industry.
- Learn from other economic developers about the issues they are having in their communities.
- Learn from other communities about the methods they are using to retain and attract businesses.
- Learn from site selectors what they are looking for from communities.
- Network with other economic developers in communities we are in competition with as well as ones we are not in competition with; to explore any potential for collaboration for mutual benefit
- Increase our network within Ontario
- Listen and reflect on the problems other communities of similar size are having

CONFERENCE INFO AND SESSIONS ATTENDED:

ECONOMIC DEVELOPERS COUNCIL OF ONTARIO 62nd ANNUAL CONFERENCE & SHOWCASE

Gearing Up for Change - Sheraton Centre Toronto Hotel

January 29-31, 2019

4 Key Elements to Improving Your Economic Development Web Presence

There is little question that having a strong web presence is important for economic developers, but with all of the web trends, and with most EDO's having limited resources, what focus areas are the most important and easy to maintain? With the elements in place, how do you make businesses and investors aware of the site's content? Gain tips and hear how communities of all sizes across North America have quickly and affordably improved their web presence.

Driving Change in a Fluid Environment

The arc of the keynote will move through organizational positioning, the movement of information, the chaos of team dynamics, a seismic shift in the economic development business model and tapping the power of "True North." The speaker will provide easily executed ideas, leading edge examples, and thought provoking adjustments that will call-out leadership to make 5 changes to become masters of change in economic development

Emerging Opportunities in Entrepreneurship: New Roads in Community Economic Development

From workforce development to population retention to social impact, small business and entrepreneurship drives local economic development. This Learning Lab will introduce economic developers to emerging opportunities to grow their economies through entrepreneurship.

Beyond the Final Report – Calibrating the success of BRE Programs

Come and learn how rural communities are implementing Business Retention and Expansion strategies and how they are monitoring and measuring their results.

Navigating the Cannabis Sector to Harvest the Economic Opportunity

The legalization of cannabis has created economic opportunities across Ontario. In this session you'll "drive" away with an overview of the process producers/processors have to go through to become licensed. You'll hear from an EDO on his experience assisting cannabis businesses navigate the municipal processes. A

producer/processor will highlight their experiences and what's in store for the cannabis sector, and lastly you'll hear first-hand from a HR professional about the workforce challenges facing the industry and what you can do to assist.

Highest and Best Land Use Approaches for Economic Development

Do you have parcels of land/buildings that you're not sure what to do with or how to understand their economic and market potential? Join us for breakfast as we provide you with insights, perspectives, tactics and local examples of highly successful "Highest and Best" land use approaches and projects that you can begin and start incorporating that are sure to bring added economic development and prosperity to your community.

Future Ready? An introspection on our profession

The ever-evolving economy is constantly changing the economic development profession. Communities who take the time to learn about upcoming trends and examine how they can adapt are in a better position to proactively prepare for change. But in our fast-paced environments, how do we find time to do this? In this hands-on session facilitated by Gareth Potts, primary author of the recent IEDC report "Future Ready: Preparing for Tomorrow's Economy", participants will learn about emerging trends, and explore how these themes may impact Ontario communities. Seneca College Economic Development students will also be on-hand to facilitate roundtable discussions and prepare post-conference white papers on top themes and solutions.

Turbocharge your Economic Development Data to Drive FDI

Effective use of economic development data to turbocharge your community's investment attraction requires a big picture perspective. How well do you understand your current value proposition? Where do you want to take it? Are you tracking cross-border greenfield investments, capital investment, job creation, and tracking investor signals? Do you have a solid handle on important investment trends in order to best craft your economic development strategy? And what kinds of data can you offer to potential investors who come to your website to search and analyze their key criteria for site selection? This learning lab offers a practical overview of the ways data can be used internally and for outreach to develop and put into practice a powerful, multifaceted investment promotion strategy for your community.

Turning the corner – how communities are responding to the loss of major employers

Last year, Procter & Gamble, the largest industrial employer in Brockville announced that they would be closing, and GE announced their closure in Peterborough. Together those announcements involve 1,000 direct jobs lost in those communities. Hear how Brockville and Peterborough dealt with those announcements and learn about the resources and tools available from the Ontario government to help communities shift gears.

OUTCOMES FROM CONFERENCE:

- Made many connections with other Economic Developers from around Ontario
- Gained insight into specific areas of Economic Development relevant to Strathroy-Caradoc
- Met with some of the commonly used consulting organizations to better understand any future products/services the Economic Development department would consider procuring

For more information on the conference, conference presentations, sponsors, attendees, etc. visit <http://edcoconference.com/>