
Subject: Economic Development Marketing Update

Report to: Planning and Economic Development Committee

Report date: Wednesday, July 14, 2021

Recommendations

1. That this report **BE RECEIVED** for information.

Key Facts

- The purpose of this report is to provide the PEDC with an update on the Economic Development Division's marketing activities for the second quarter (Q2) of 2021.
- Outlining launched Economic Development marketing activities.
- Outlining upcoming Economic Development marketing campaigns and descriptions.

Financial Considerations

The activities described in this report have been accommodated within the approved 2021 Economic Development operating budget.

Analysis

There are several ongoing marketing initiatives as well as a number of planned projects to advance the Niagara Region's Economic Development objectives. Many of our recently launched initiatives utilized resident and business-led storytelling to create an authentic delivery of our key messages. This included interviewing influential residents on their favourite shopping locations in Niagara while encouraging residents to explore and find their favourite downtown businesses to support. A similar technique was utilized for business attraction, with two different businesses discussing in depth why they chose Niagara to expand their business and why they were successful.

Marketing campaigns that have recently been implemented include:

- **Financial Post:** Niagara is attracting world-class companies that are priced out of larger centres (<https://financialpost.com/sponsored/business-sponsored/niagara-is-attracting-world-class-companies-that-are-priced-out-of-larger-centres>)

- **National Post:** 12 downtown districts to explore at home in Niagara (<https://nationalpost.com/sponsored/news-sponsored/12-downtown-districts-to-explore-at-home-in-niagara>)
- **On-going support of “Buy-Local” campaigns** in collaboration with all twelve municipalities
- Launch of the Niagara Business Directory (<https://niagaracanada.com/niagara-advantage/niagara-business-directory/>)

In the fall there will be several planned digital marketing initiatives. These are being created in collaboration with Niagara Region Communications, Public Works and Community Services Departments for consistent messaging and to ensure corporate-wide collaboration. Upcoming marketing initiatives:

- **Virtual Newcomer Day:** We will be launching a video to support our resident attraction objectives showcasing the story of newcomers, how they found a home, careers and their new life in Niagara.
- **Digitalized Site-Selection Campaign:** Traditionally Niagara Economic Development would host site tours of specific properties and locations across Niagara to potential investors. Due to COVID-19 and travel restrictions, in-person tours are not possible and so we will be creating a digitalized site visit that can be sent to prospects.
- **Business Attraction Campaign:** In lieu of in-person attendance at a number of business conferences and meetings, we will be launching a comprehensive targeted digital marketing campaign across key sectors to businesses throughout North America. We will be leveraging the targeted company's IP addresses to deploy a focused message and call to action. Should travel restrictions ease due to COVID-19 in-person attendance at conferences and trade shows will resume.
- **NRT OnDemand (Niagara Region Transit) Campaign:** Economic Development in collaboration with Public Works and Corporate Communications will be working to launch an awareness campaign on the NRT services. This will contain a business toolbox that identifies routes, provides general information and outlines the options for companies to use transit for employment recruitment.

Alternatives Reviewed

None applicable.

Relationship to Council Strategic Priorities

Economic development activities described in this report directly support two of Council Strategic Priorities:

- Supporting Businesses and Economic Growth
- Healthy and Vibrant Community

Other Pertinent Reports

None applicable.

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