NIAGARA ECONOMIC DEVELOPMENT
OVERVIEW

PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE
FEBRUARY 20, 2019
ROLE OF NIAGARA ECONOMIC DEVELOPMENT

To support the growth of Niagara’s economy and ensure competitiveness by:

- Promoting the Niagara Region through investment attraction and lead generation activities in strategically targeted sectors and geographies.
- Providing expedited business services to support private sector development.
- Conducting economic research and analysis to ensure an in-depth understanding of the region’s economy.
- Supporting advocacy to the provincial and federal government on behalf of regionally significant projects.
NIAGARA ECONOMIC DEVELOPMENT
TEAM NIAGARA MOU

NIAGARA ECONOMIC DEVELOPMENT MODEL

• CAOs and Economic Development Officers from 12 municipalities wanted to work together collaboratively within a two-tiered economic development model

• EDTF 4-2012, May 16th 2012 Delineation of Economic Development Roles and Responsibilities between the Local Municipalities and Niagara Region Economic Development Services

• Regional role: Investment Attraction/regionally significant projects

• Local Area Municipality role: Business retention and expansion
NIAGARA ECONOMIC DEVELOPMENT
TRADE & INVESTMENT

Primary function is to attract foreign direct investment (FDI) to Niagara region.

Geographic Market Focus

- ±57% of Ontario’s FDI from the US
- ±30% FDI from the UK and Europe
- Focus resources on these markets

Dynamic & Complex Global Market

- US protectionism versus Canada’s open for business position
- CETA • CUSMA • CPTPP • Brexit • Uncertainty
- Canada is and must be a trading nation

Moment in Time

- Qualified lead missions within - market lead generators
- Upcoming trade missions to US, UK, and Europe
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STRATEGIC MARKETING

Supports the promotion of Niagara as a place for business investment and resident attraction. Marketing activity involves marketing best practices and considers Niagara’s competition.

| Build Foundational Pillars | • Internal CRM  
|                           | • Marketing plan  
|                           | • Differentiation and key messaging |
| Key Marketing Activity    | • Ad campaigns for business and resident attraction  
|                           | • Active social media and online content  
|                           | • Build marketing materials to support team needs |
| Develop Networks & Community | • Launch Niagara Ambassador program  
|                             | • Launch e-newsletter  
|                             | • Active media relations |
**NIAGARA ECONOMIC DEVELOPMENT**

**BUSINESS DEVELOPMENT & EXPEDITED SERVICES**

Support business investment by acting as a single point of contact and providing concierge-type services to facilitate new investment.

### Site Selection
- Respond to site selection inquiries
- Identify greenfield properties for new development opportunities
- Connect businesses with local commercial and industrial realtors

### Grants & Incentives
- Administer Gateway CIP and Industrial Development Charge Grant Programs
- Liaise with federal and provincial counterparts to access additional funding programs

### Expedited Services
- Work with local municipalities to support new investments
- Collaborate across departments to facilitate business investment by providing expedited development services
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STRATEGIC INITIATIVES

Strategic Initiatives have long term objectives and aim to position the Region for involvement in high level tactical projects in support of economic growth.

**Strategic Planning**
- Economic development strategy/advocacy
- Economic Trade Corridor designation/National Trade Corridors Fund
- St. Lawrence Seaway lands/port feasibility

**Business Planning & Reporting**
- NED Annual Business Plan (operational)
- Reporting to PEDC/Regional Council
- Economic Development Working Group
- Niagara Foreign Trade Zone

**Partnerships & Funding**
- Niagara Development Corridor Partnership Inc., Hamilton Niagara Partnership, Team Niagara
- Regional support for innovation
- Invest Canada Communities Initiative (ICCI)
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ECONOMIC DEVELOPMENT OFFICER

**LAM Ec Dev Services**
- Non-EDO municipalities include: Wainfleet, West Lincoln, Grimsby, Pelham, NOTL and Thorold
- Support includes: business attraction, business expeditor services, company visits as invited, informational requests, etc.

**Sector Support**
- Advancing agriculture and tourism priorities. Examples include:
  - Irrigation Strategy support
  - Canada Summer Games RFP opportunities
  - Niagara Gateway Information Centre contract

**Project Management**
- Initiate and advance regionally significant projects. Examples include:
  - Bid for the 2020 Brier
  - Brock Centre for Sport Management: Sport Tourism report
  - Niagara District Airport marketing and development
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ECONOMIC RESEARCH & ANALYSIS

Economic Research & Analysis is responsible for economic, business, trade, investment, and related information management and provision.

Research & Analysis
- Produce sector, trade, and related reports
- Maintain economic and business databases
- Respond to internal and external information inquiries

Regional Economic Indicators
- Track and monitor regional economic indicators and report on findings/issues/opportunities
- Produce annual Niagara Economic Update
- Maintain KPI dashboards

Stakeholder Engagement
- Niagara Workforce Planning Board
- Niagara Community Observatory (Brock)
- Niagara College
- Niagara Industrial Association
QUESTIONS

Connect with Niagara Economic Development

Website: NiagaraCanada.com
Twitter: @NiagaraEconomic
LinkedIn: Niagara Canada – Economic Development