

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.

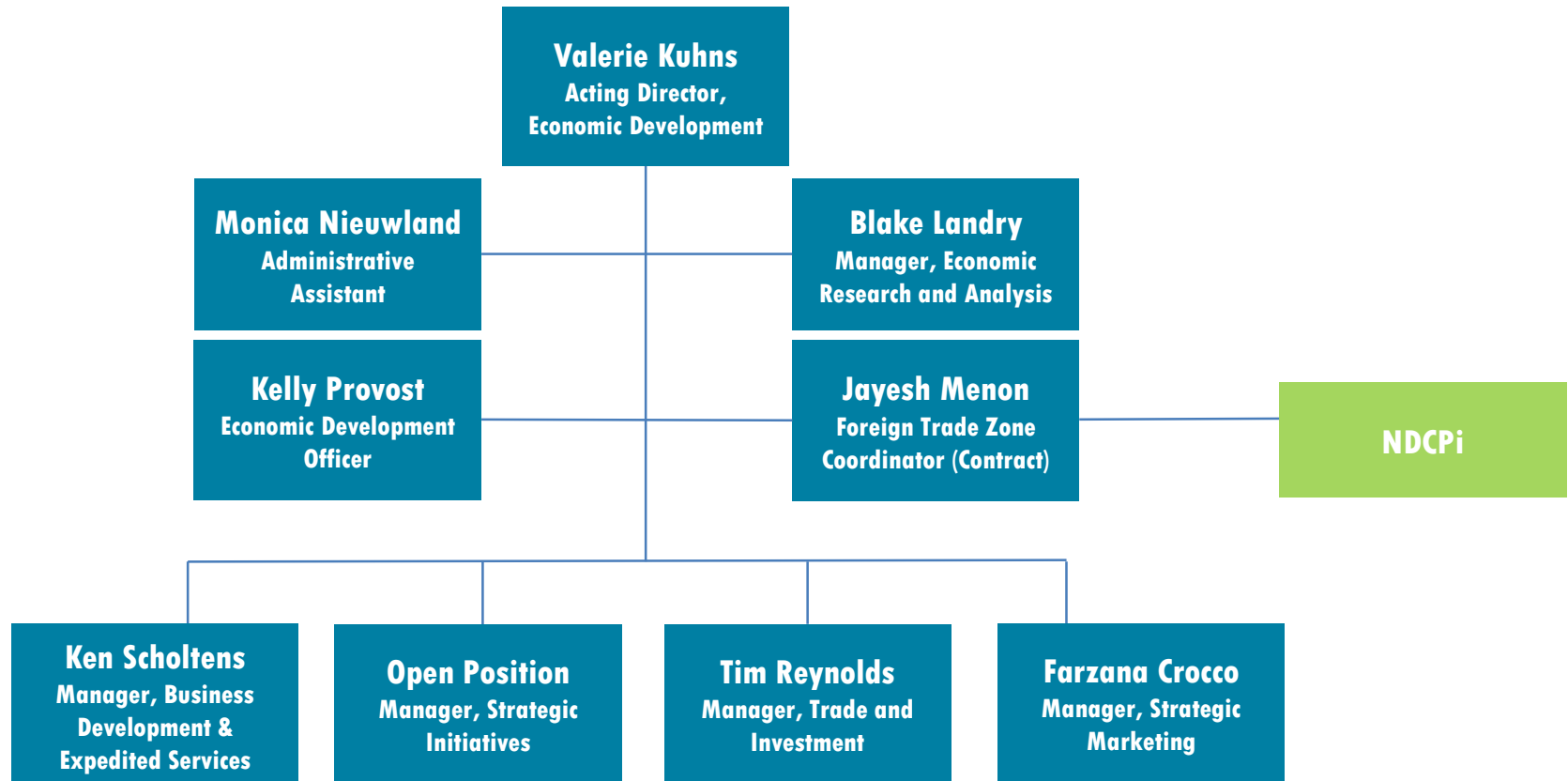
Providing expedited business services to support private sector development.

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.

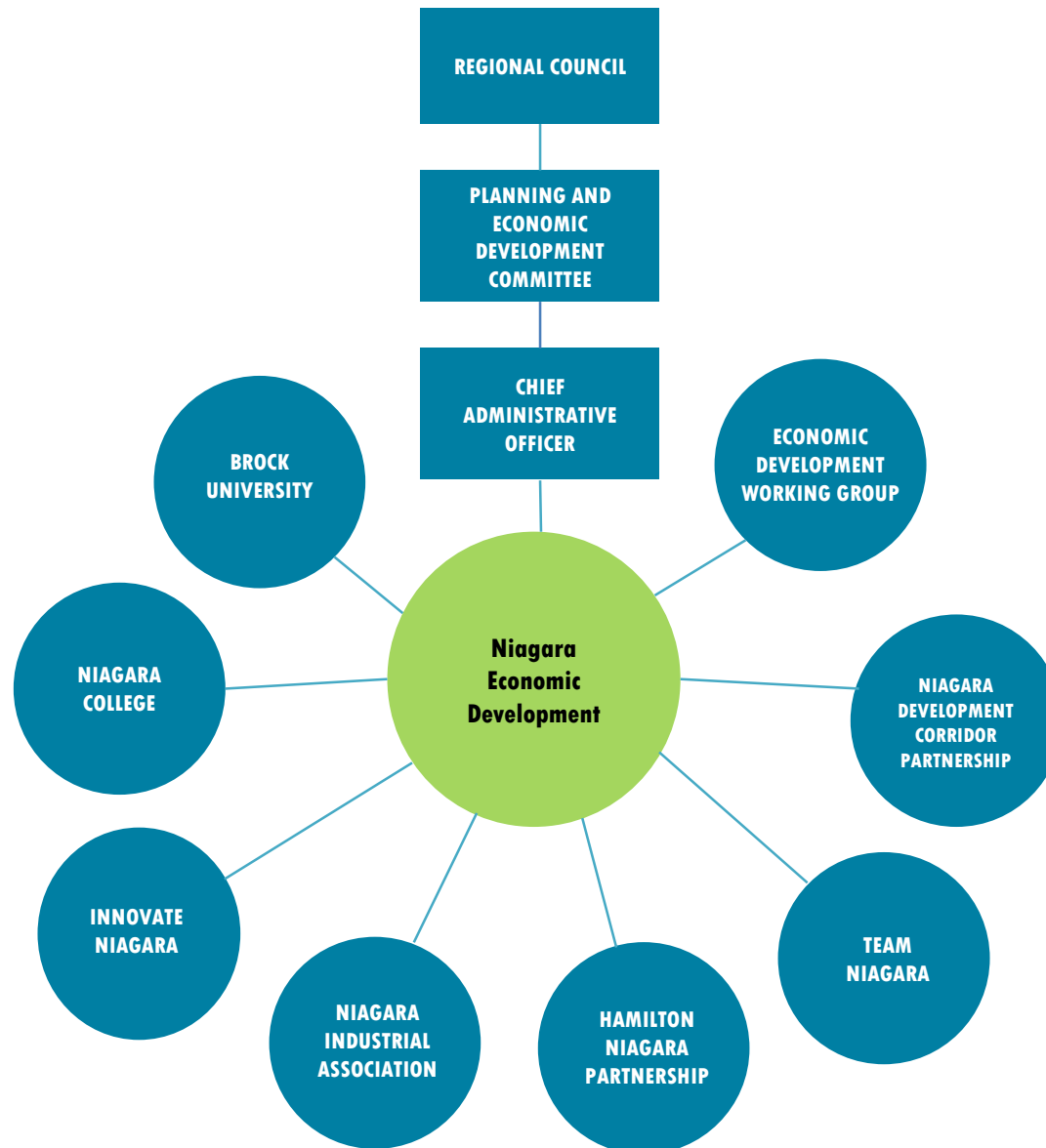
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TEAM ORGANIZATION



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PARTNERSHIPS AND REPORTING STRUCTURE



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**

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TRADE & INVESTMENT

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

Geographic Market Focus

- $\pm 57\%$ of Ontario's FDI from the US
- $\pm 30\%$ 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

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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](https://twitter.com/NiagaraEconomic)

LinkedIn: [Niagara Canada – Economic Development](#)