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**Subject:** Economic Development Marketing Update

**Report to:** Planning and Economic Development Committee

**Report date:** Wednesday, April 6, 2022

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## **Recommendations**

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

## **Key Facts**

- The purpose of this report is to provide the Planning and Economic Development Committee (PEDC) with an update on the Economic Development Division's key strategic marketing activities for 2022.
- This update gives an overview of key Economic Development marketing initiatives currently underway and provides information on the upcoming marketing initiatives for 2022.

## **Financial Considerations**

The activities described in this report have been accommodated within the approved 2022 Economic Development operating budget.

## **Analysis**

The Niagara Economic Development Team met in December 2021 to coordinate and define the 2022 workplan objectives for the Division. In order for a number of these initiatives to succeed marketing materials and support are essential. The presented marketing plan is part of a series designed to achieve Niagara Region's Economic Development mandate and support Regional Council's vision. This report provides a high-level summary of the ongoing efforts and proposed future actions for 2022.

## **Key Marketing Activities Underway to Achieve Strategic Goals:**

1. Niagara Business Showcase Videos – Highlighting the diversity and innovation within Niagara's existing businesses, these twelve videos will incorporate voices from a variety of industries in our business community, describing their ventures and how they thrive in Niagara. The videos will be used to promote Niagara to

attract international investment and provides testimonials from the business operators on why they chose Niagara to do business.

2. Team Niagara Film Industry Website – Creation of a film industry-specific supply chain resource section on [Niagara Canada](https://www.niagaracanada.com) (<https://www.niagaracanada.com>) to encourage production companies to choose Niagara locations for filming and post production work.
3. National Post Article – Niagara Economic Development engaged Post Media to develop a paid advertorial in the National Post. This included featured content that positioned the Niagara region as a desirable location for new investment and is targeted to the Greater Toronto Area.
4. Niagara Advantage Video - A high level overview of Niagara's Strategic Advantage. Digital site selection video that speaks to the region's economic advantages including connectivity (highways), post-secondary institutions, strategic location, quality of life and competitive cost advantages.
5. GooseChase Program –Promotional and awareness pieces to support the GooseChase program. This project will provide access to a digital application for Local Area Municipalities and business organizations such as BIA's, Chambers and DMO's in their creation of tourism/resident products that will inspire engagement in the local downtown, events, campaigns to encourage patronage at local businesses and attractions.
6. Niagara Photography – Creation of a year-long plan to capture Niagara's assets and businesses through photography. Photos will be catalogued and access will be available across the Corporation through the Corporate Communications Team for use in the creation of materials to ensure an authentic representation of Niagara.
7. Programmatic Ad Campaign - Targeting C-Suite level individuals seeking to relocate their businesses to Niagara, with a focus on those companies within the manufacturing, agribusiness, medical and tech sectors throughout North America.

8. Updated Pitch Package – Creation of visually dynamic overview of all of Niagara’s strategic advantages to use as a customizable tool for Foreign Direct Investment (FDI) outreach.

#### **Key Planned Marketing Activities to Achieve Strategic Goals:**

1. Economic Key Sector Event geo-targeted campaigns – Planned virtual boundary around strategic conferences to allow push notifications and incorporate digital ads to event attendees to drive traffic to our website and increase business inquiries.
  - a. FEI Canada Annual Conference (Banff, AB), May 30 to June 1, 2022
  - b. Collision (Toronto, ON), June 20 to 23, 2022
  - c. Toronto Global Forum (Toronto, ON), October 17 to 19, 2022
2. Site Selection Map – working collaboratively with Niagara Region Planning, and IT we will be launching a new mapping application on [Niagara Canada](https://www.niagaracanada.com) (<https://www.niagaracanada.com>). This will enable companies to better research available employment lands, infrastructure availability, and other critical information to facilitate site selection enquiry’s.
3. Niagara's 10 Year Economic Development Strategy, communications and promotional plan– Working collaboratively with the Strategic Communications division to support the creation of the Economic Development Strategy communications plan with additional branded materials.
4. Airport Project – Working to establish an innovative partnership with Pearson airport as an opportunity to showcase Niagara to business passengers.

#### **Strategic Sponsorships:**

1. International Women's Day - GNCC
2. Ontario Business Improvement Area Association Conference Sponsorship
3. Niagara Industrial Association Sponsorship
4. Niagara Business Achievement Awards – GNCC
5. Young Professional’s Conference – GNCC
6. Niagara Economic Summit – GNCC
7. Woman in Business Awards – GNCC
8. Ontario Craft Wine Conference Sponsorship

9. Hwy H20 - Business development for the Great Lakes St. Lawrence Seaway System
10. EDCO Annual Conference

The purpose of all projects indicated is to attract investment, entrepreneurs, and skilled workers to Niagara by reinforcing its reputation as one of Canada's fastest-growing locations for businesses and as one of Canada's best places to live and work. Regular reports will be provided to the Planning and Economic Development Committee on progress made to advance the key priorities identified in this report.

### **Alternatives Reviewed**

All activities described in this report are key functions of Regional Economic Development marketing and the tactics being used are consistent with accepted economic development and standard marketing practices.

### **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**

- ED 2-2022 Economic Development Marketing Update
- ED 14-2021 Economic Development Marketing Update

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**Prepared by:**

Katie Desharnais  
Strategic Marketing Manager  
Economic Development

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**Recommended by:**

George Spezza, Ec.D., CEcD  
Director  
Economic Development

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**Submitted by:**

Ron Tripp, P.Eng.  
Chief Administrative Officer

This report was prepared in consultation with and review by Valerie Kuhns, Associate Director and Lyndsey Ferrell, Program Financial Specialist.

**Appendices**

None.