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**Subject:** Economic Development Update Q1 and Q2

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

**Report date:** Wednesday, July 13, 2022

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## **Recommendations**

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

## **Key Facts**

- This report provides an update on the Economic Development Division's activities during Q1 and Q2 2022.
- The last update report was provided to PEDC in January 2022 which reported on activities in the Economic Development Division in Q3 and Q4, 2021.
- Economic Development activities during Q1 and Q2 supported the Economic Development Strategy and Action Plan approved by PEDC in March 2019.
- Economic Development initiatives and projects going forward will enable the implementation of the new 10 Year Economic Development Strategy.

## **Financial Considerations**

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

## **Analysis**

This report is a summary of Niagara Economic Development's activities for the first 6 months of 2022, more detail is contained in Appendix 1. The activities are organized by the functional areas of economic development.

### **1. Strategic Initiatives**

- Long Term Economic Development Strategy completed.
- Economic Rapid Response Team (ERRT) Economic Recovery Plan implemented and biweekly calls finished in April 2022.
- Organization of the Canada Summer Games Niagara Region 13:13 event to be held at Niagara Place on Sunday August 14th is ongoing.
- Tourism Adaption and Recovery Fund final reporting is near completion.

## 2. Business and Economic Research

- Research Projects: Niagara Economic Update; Niagara Manufacturing Update; National Trade Corridors Fund Expression of Interest; Marine Sector Profile (in progress); Niagara Agriculture Profile and Niagara Agriculture Economic Impact Analysis (in progress); Niagara 2021 Census Profile (in progress).
- Research Inquiries/Responses: 110
- Public Outreach: Niagara Industrial Association; Niagara Manufacturing Update; Brock University: Building a Competitive Production System in the Niagara and Ontario Agri-food; Brock University: Professional and Continuing Studies; Niagara College: Walker Advanced Manufacturing Innovation Centre; Niagara Workforce Planning Board and Niagara Region Community Dashboard (Economy and business section).

## 3. Foreign Investment Attraction and Trade

- Two lead generation contracts underway in The Nordics (Denmark, Finland, The Netherlands, Norway, Sweden), Germany, France and Italy. They will provide 100 qualified leads by the end of 2022.
- Ongoing lead generation contracts are focused on target sectors in a number of states in the U.S., in the Greater Toronto Area and in the Latin / Central / South American countries, as the Hamilton Niagara Partnership.
- 16 potential investment leads have been received January 1<sup>st</sup> to May 31<sup>st</sup>, 2022.
- Consider Canada City Alliance and the relationship with Invest in Canada, produced 1 lead and resulted in Niagara being shortlisted as one of 3 Ontario sites.
- Niagara presentation at “Consider Canada for Business” hosted by the Canadian Chamber of Commerce for Belgium and Luxembourg.
- FDI mission, May 29th to June 3rd, 2022, included meetings at the Hannover Messe, a presentation to businesses at a Canadian Embassy event in the Netherlands and a meeting with the Ontario Trade Commissioner, Paris.
- Partnership & collaboration discussions have taken place with many local overseas investment, trade and business organizations.
- Local Activities include: Site visits in Niagara and hosting a group of overseas Consul Generals based in Toronto, for EU Day, on May 9<sup>th</sup> 2022.
- Participation at the World Forum for Foreign Direct Investment and meetings/presentations with Global Affairs Canada and Ontario Government Commercial Officers at Canada High Commission in the UK along with initial meetings with lead generation consultant and a local manufacturing investment prospect.

- Niagara Foreign Trade Zone (NFTZ): Responded to inquiries; Preparations for a joint Trade Accelerator Program with Hamilton Economic Development, facilitated by the Toronto Region Board of Trade and the World Trade Centre; LATAM Start Ups conference, Toronto and LATAM Start Ups Bootcamp being organized for Fall 2022 in partnership with Hamilton Economic Development.

#### 5. Business Development and Investment Support

- Site Selection: 15 site selection requests have been received by companies and governmental partners for businesses that are looking for either vacant industrial space available for lease or greenfield industrial lands available for immediate development.
- Grants and Incentives: 8 Industrial Development Charge Grant Applications have been received. These applications represent both new investment in the region as well as expansions of existing companies and NED has approved 4 Gateway Economic Zone and Centre CIP applications.
- Engaged internal departments to begin the construction of a digital inventory of Niagara vacant industrial lands.

#### 6. LAM, Local Business and Sector Support

- Local Business Support: Liaison for local DMO's, Chambers and BIAs; "Buy Local" grant administration, three applications received to date; administration of GooseChase license for all municipalities; support to businesses receiving grants from the Tourism Recovery and Adaption Fund; membership of the Niagara Tourism Network and ongoing response to inquiries on business start-ups and expansion.
- Sector Support: Liaison for Golden Horseshoe Food and Farming Alliance; Niagara Federation of Agriculture; Greenhouse Technology Network; Niagara Gateway Tourism Centre and Tourism Industry Association of Ontario. Member of Niagara Agriculture Municipal Learning Network; OMAFRA's Agricultural Economic Development Community of Practice and Tourism Skillsnet Ontario. Staff resource to the Agriculture Policy Advisory Committee and support to Agrifood businesses and organizations.
- Project Support: Brock University, Niagara Community Observatory to Assess the Adoption of Automation in Agribusiness; Canada Summer Games Niagara Region 13:13 event and co-author of the Strategy.
- LAM Support: Non-EDO municipalities: Wainfleet, West Lincoln, Pelham, and Niagara-on-the-Lake; LAM Funding administration to all municipalities; Strategic Advisory Council member; ERRT and communications to non-EDO CAO's; Team

Niagara; BIA collaborative group to provide connection to Regional services; Niagara-on-the-Lake Tourism Taskforce; European Union Day for both Region and Niagara-on-the-Lake; Indigenous Engagement Working Groups and sub-working groups for Collaboration and Consultation.

#### 7. Strategic Marketing:

- Ongoing support to position and market Niagara region as a choice destination for businesses to locate and transform Niagara into a globally renowned community. Promote Niagara as a location for business and resident investment in key markets and sectors through marketing activities.
- Development of the communications materials required to support Niagara's 10-Year Economic Development Strategy.
- Developing stages of creating an interactive employment lands and buildings map to support investment attraction.
- Sponsorship of local and North American conferences and events.
- Creating an asset inventory of marketing collateral across all 12 municipalities in partnership with local economic development offices, which will be used for internal and external marketing initiatives including:
  - Niagara business showcase videos (12 total)
  - Niagara Agricultural videos (4 total)
  - Various promotional items and materials
- Enhanced [welcomeniagaracanada.com](http://welcomeniagaracanada.com) by working with Local Immigration Partnership.

#### **Alternatives Reviewed**

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

#### **Relationship to Council Strategic Priorities**

Economic development activities described in this report directly support Council's 2019-2022 Strategic Priority:

- Supporting Business and Economic Growth

## **Other Pertinent Reports**

- ED 1-2022 Economic Development Quarterly Update
- ED 15-2021 Economic Development Quarterly Update

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### **Prepared by:**

Valerie Kuhns  
Associate Director  
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 Niagara Economic Development team members, and reviewed by Lyndsey Ferrell, Program Financial Specialist.

## **Appendices**

Appendix 1    Niagara Economic Development Update Q1 & Q2, 2022