

## **Niagara Economic Development Update Q1 & Q2, 2022**

This report is an update on Niagara Economic Development activities during Q1 and Q2, 2022, provided under each of the functional areas of the division.

### **1. Strategic Initiatives**

- **Long Term Economic Development Strategy**  
Development of a region-wide 10 Year Economic Development Strategy was completed in June 2022 and presented to PEDC, going to Regional Council on June 23rd for ratification. This strategy is a Council directed project and a collaborative effort led by a Strategic Advisory Council. Membership of the Council includes representation from all the LAM economic development offices, as well as NED and Niagara Region Planning and Development.
- **Economic Rapid Response Team (ERRT)**  
The implementation of the Economic Recovery Plan has been completed. Due to the completion of the Ontario Government Re-Opening plan, the biweekly calls with the ERRT group and Niagara Region Public Health, facilitated by Niagara Economic Development finished in April 2022.
- **Canada Summer Games**  
Work is ongoing to organize the Niagara Region 13:13 event to be held as part of the cultural program, for the Canada Summer Games in 2022. Niagara Region has been paired with Ontario and is working in partnership with Destination Ontario on the event. The event will include a full day of family friendly programming and will be held at Niagara Place in the Canada Games Park on Sunday August 14th, 2022.
- **Tourism Adaption and Recovery Fund**  
Fed Dev Ontario provided support to tourism dependant businesses to fund projects enabling them to conform to Public Health protocols and stay open through COVID-19 restrictions. NED has been the third party delivery agent for this funding working with the municipal EDOs. \$2m funding was provided to 168 tourism-dependent businesses. 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:**

- Total: 110
- Brock University: 8
- Niagara College: 1
- Niagara Region Internal (Planning, Communications, Finance, Public Health, Corporate Strategy and Innovation, etc.): 18
- Businesses/Investors: 38
- Stakeholders/Partners (ex. GNCC, NIA, DSBN, other government, HOPA, media, tourism organizations, Innovate Niagara, etc.): 15
- Local Area Municipalities: 30 (St. Catharines: 3, Lincoln: 3, Niagara Falls: 3, Welland: 2, Port Colborne: 3, Fort Erie: 8, Thorold: 2, Grimsby: 4, Pelham: 2)

**Public Outreach:**

- Niagara Industrial Association: Niagara Manufacturing Update (Jun. 8)
- Brock University: Building a Competitive Production System in the Niagara and Ontario Agri-food (May 19)
- Brock University: Professional and Continuing Studies (Feb. 7)
- Niagara College: Walker Advanced Manufacturing Innovation Centre (Feb. 28)
- Niagara Workforce Planning Board: Niagara Region Community Dashboard (Economy and business section) (Feb. 23)

**3. Foreign Investment Attraction and Trade**

- Two lead generation contracts, focusing on the markets of The Nordics (Denmark, Finland, The Netherlands, Norway and Sweden) Germany, France and Italy.
- These 2 contracts will provide NED with 100 qualified leads by the end of 2022.
- Lead Generation contracts are focused on the target sectors in the following markets: Southeast U.S. – South Carolina, Georgia and Florida; Pacific Northwest – Washington and Oregon; Southwest U.S. – California, Arizona, New Mexico and Texas; Greater Toronto Area and the Hamilton Niagara Partnership focused on Latin / Central / South American countries.
- 16 leads have been received during the time period January 1<sup>st</sup> to May 31<sup>st</sup>, 2022, with 4 having follow up conversations.
- A result of joining the Consider Canada City Alliance (CCCA) is an active relationship with Invest in Canada, producing 1 lead since January 2022 and Niagara being shortlisted as of 3 Ontario sites.
- Niagara presentations at “Consider Canada for Business” hosted by the Canadian Chamber of Commerce for Belgium & Luxembourg, 20 attendees.

- First international prospecting mission since 2019, May 29th to June 3rd, 2022 including meetings at the Hannover Messe, meetings and presentation to businesses at a Canadian Embassy event in the Netherlands and meeting with the Ontario Trade Commissioner, Paris.

Partnership & collaboration discussions have taken place with the following organizations: Global Affairs Canada Trade Commission Services in Italy; Invest Ontario Trade Investment Officers in United Kingdom / France / Germany; Netherlands Foreign Investment Agency (NFIA); Canadian German Chamber of Industry and Commerce Inc. (CGCIC); The Trade Council of Denmark, Health and Life Sciences Snr. Trade Advisor; Greenhouse Technology Network; CENGN: Canada's Centre of Excellence in Next Generation Networks; Life Sciences Ontario; Tourism Partnership Niagara and Niagara Industrial Association.

Local Activities include:

- Continued site visits with all Local Area Municipalities EDOs
- Niagara Region Business site visits including:
- Norgen BioTek
- Rates.ca
- Hydac Inc.
- CERES Global
- HOPA Multimodal Hub Thorold

Conferences attended:

- Canadian FDi Forum for Economic Development Professional Development
- MariTech Conference to promote Niagara Region to the CDN Marine Sector

European Union Day, May 9th

Niagara Economic Development, in partnership with the Town of Niagara-on-the-Lake and the Niagara-on-the-Lake Chamber of Commerce, celebrated the 72nd European Union (EU) Day with a flag raising held in Niagara-on-the-Lake at the Old Courthouse, which signifies the EU's motto, "United in diversity". In attendance were the Ambassadors to Canada from Spain, Portugal and Cyprus. Also in attendance were 14 consul generals representing Austria, Bulgaria, Croatia, Czech Republic, France, Germany, Greece, Hungary, The Netherlands, Poland, Romania, Spain, Sweden and the Ukraine.

Earlier in the day, the group were hosted by NED at Niagara College's Wine Visitor + Education Centre to learn about the cutting-edge innovation happening at the post-secondary institution. The European Union Consul Generals in Toronto, represented by the French Consul General Tudor Alexis, also the European Union Consuls General in Toronto President

presented a cheque for \$2,000 to Niagara College which will support students impacted by the war in Ukraine.

#### Niagara Foreign Trade Zone (NFTZ)

- Foreign Trade Zone Inquiries
  - Contacts at EDC referred an American company, involved in the Vertical Farming sector, who was interested in learning about the Foreign Trade Zone programs. Information about exporting fruits and vegetables from Canada to the United States was compiled from various Canadian and U.S. regulatory authorities such as Canada Border Services Agency, Health Canada, U.S. Department of Homeland Security, U.S. Department of Agriculture and U.S. Food and Drug Administration.
  - Planning has started for an in-person NFTZ presentation in Q3/Q4 2022. This in-person learning opportunity will be promoted through the Niagara Industrial Association, Niagara Chambers of Commerce, among other social media channels.
  - A U.S. company, referred to Niagara Economic Development by one of Niagara's lead generation contracts, inquired about the ability to sell Ultraviolet (UV) products in Canada. Research has been conducted on the regulatory requirements to sell UV products as medical devices through Health Canada, and as Pest Control Devices through the Pest Management Regulatory Agency (PMRA) of Canada.
- Toronto Region Board of Trade
  - Niagara Economic Development has begun discussions with Hamilton Economic Development to conduct a joint Trade Accelerator Program (TAP).
  - The World Trade Center Toronto is in discussions with FedDev Ontario about eligibility criteria changes to the program and the launch of a new program similar to TAP.
  - The Niagara-Hamilton Cohort is expected to take place in Fall, 2022.
- LATAM Start Ups
  - On Friday, June 17th, Niagara Economic Development attended a Pre-Collision LATAM Start Ups conference, being held at the Canadian Broadcasting Center.
  - With Hamilton Economic Development, Niagara Economic Development, will organize a LATAM Start Ups Bootcamp with Latin American international Startups in Fall, 2022.

## 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.
  - Eight of the seven site selection requests received by Niagara Economic Development were from either the Ministry of Economic Development, Job Creation and Trade of the Ontario Ministry of Agriculture, Farms and Rural Affairs.
- Grants and Incentives
  - In the past two quarters eight Industrial Development Charge Grant Applications have been received. These applications represent both new investment in the region as well as expansions of existing companies.
  - Niagara Economic Development, in collaboration with participating communities, has approved four Gateway Economic Zone and Centre CIP applications.
- One letter of support was provided supporting a business's application to the National Trade Corridors Fund.
- Completed an advertorial in the Financial Post position Niagara promoted the region to a GTA audience of manufacturers as a destination for expansion.
- Engaged internal departments to begin the construction of a digital inventory of Niagara vacant industrial lands.

## LAM, Local Business and Sector Support

### Local Business Support

- Liaison for local DMO's, Chambers and BIAs.
- "Buy Local" grant administration to support initiatives to build consumer loyalty in local downtowns/municipalities to all Local Area Municipalities – three applications received in 2022 to date.
- Administration of GooseChase license for all municipalities, local business organizations to create events, missions and games locally for 2022.
- Funding support to Niagara tourism dependant businesses, through FedDev Tourism Recovery and Adaption fund, administered by the Region.

- Membership of the Niagara Tourism Network, updating local tourism businesses on Regional initiatives, resources and advocacy efforts impacting the tourism sector.
- Ongoing response to inquiries on business start-up and expansion to provide direction and resources.

## Sector Support

- Projects and sector support
  - Support to broadband expansion in rural areas via information sharing regarding funding opportunities, municipal support and support to applications from tech sector.
  - Membership of the Golden Horseshoe Food & Farming Alliance Working Group, addressing planning and economic development policy and initiatives in the agriculture sector.
  - Project liaison with Niagara Federation of Agriculture in creation of on-farm video series to highlight the sector.
  - Member of the Niagara Agricultural Municipal Learning Network.
  - Staff resource at Agricultural Policy Advisory Committee.
  - Member of OMAFRA's Agriculture Economic Development Community of Practice.
  - Liaison to Greenhouse Technology Network.
  - Project support/advisory in Brock's Niagara Community Observatory/OMAFRA project to assess the adoption of automation in the agri-business sector.
  - Attendance at the Ontario Craft Wine Conference.
  - Sector support as required to agrifood businesses/organizations.
  - Panelist for the brand launch at the Niagara Benchlands Tourism Summit.
  - Support to Canada Summer Games 13 for 13 event for Region.
  - Collaboration with partners organizing the Active Economy Summit.
  - Liaison for Niagara Gateway Tourism Centre.
  - Membership in Tourism Skillsnet Ontario – Niagara Working Group, collaborative to help in addressing workforce gaps in tourism.
  - Liaison for Tourism Industry Association of Ontario.

## LAM Support

- Ongoing support to non-EDO municipalities: Wainfleet, West Lincoln, Pelham, and Niagara-on-the-Lake with advisory support including:
  - Development inquiries and process support.
  - Support to Trade and Investment at local level, identifying areas of interest to promote for investment attraction.
  - Business retention and expansion support including company visits as required.
- LAM Funding administration to all municipalities - 1 applications received to date in 2022.
- Representation at Strategic Advisory Council and communications to non-EDO CAO's for input into the 10 Year Economic Development Strategy. Co-author of the Strategy.
- Representation at ERRT and communications to non-EDO CAO's on changing protocols and resources as related to COVID-19.
- Representation at Team Niagara.
- Meet with BIA collaborative group to provide connection to Regional services as applicable.
- Member of Niagara-on-the-Lake Tourism Taskforce.
- Representation at European Union Day for both Region and Niagara-on-the-Lake.
- Member representing Economic Development on Indigenous Engagement Working Groups and sub-working groups for Collaboration and Consultation; Events.

## 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 including print, web components, and a communications and social media 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 including:
  - Greater Niagara Chamber of Commerce Business Achievement Awards.
  - OBIAA Conference Sponsorship.
  - Ontario Craft Wine Conference.
  - Financial Executives International Canada Annual Conference.
  - Welland Economic Development Golf Tournament.
- To create 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 to promote to update it as the primary online source for information to newcomers. Updates included adding Niagara's immigration guide in additional languages, including Ukrainian.