## **ECONOMIC DEVELOPMENT OVERVIEW**

Planning and Economic Development Committee George Spezza

**January 11, 2023** 





# DIRECTOR GEORGE SPEZZA

- Community builder with over three decades of experience in the public and private sectors.
- Certified Professional Economic Development designations from International and National organizations
- Member of the International Economic Development Council International Advisory Committee
- Board Member of the Consider Canada City Alliance.





#### YOUR ECONOMIC DEVELOPMENT TEAM



MARCO MARINO
Associate Director,
Economic Development | Niagara Region



KATIE DESHARNAIS Manager of Strategic Marketing, Economic Development



ERIC CHOU

Manager, Trade & Investment,
Economic Development



DANIEL TURNER

Manager of Strategic Growth Services,
Economic Development



BLAKE LANDRY Manager, Economic Research and Analysis





Regional Mandate in Economic Development

Niagara Economic Development's mandate is defined in the Memorandum of Understanding signed in 2022 by the Chief Administrative Officers of all 13 municipalities.

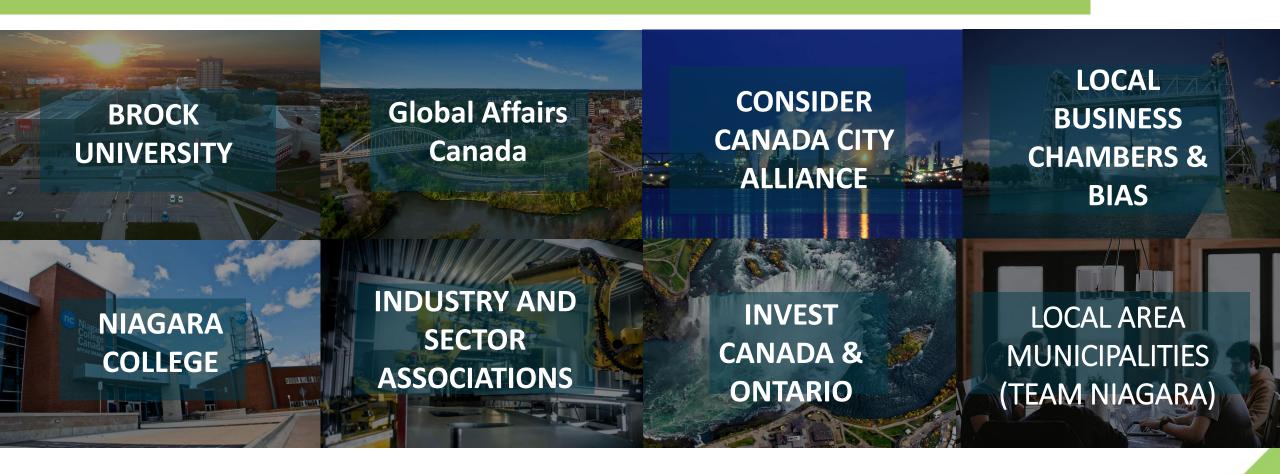
Key functions for Regional economic development are:

- Foreign Direct Investment Attraction and Trade
- External Marketing and Lead Generation
- Site Selection and Expedited Services
- Economic and Business Research and Analysis
- Regional Strategic Initiatives
- Regional Advocacy





#### **OUR STRATEGIC PARTNERS**







KEY ACCOMPLISHMENTS FOR NIAGARA

Niagara Region 10-year Economic Development Strategy

\$2 M in Tourism Support funding distributed to 168 Niagara businesses

Niagara Economic Update Research

Hosting International Delegations/Canada Summer Games Cultural Event

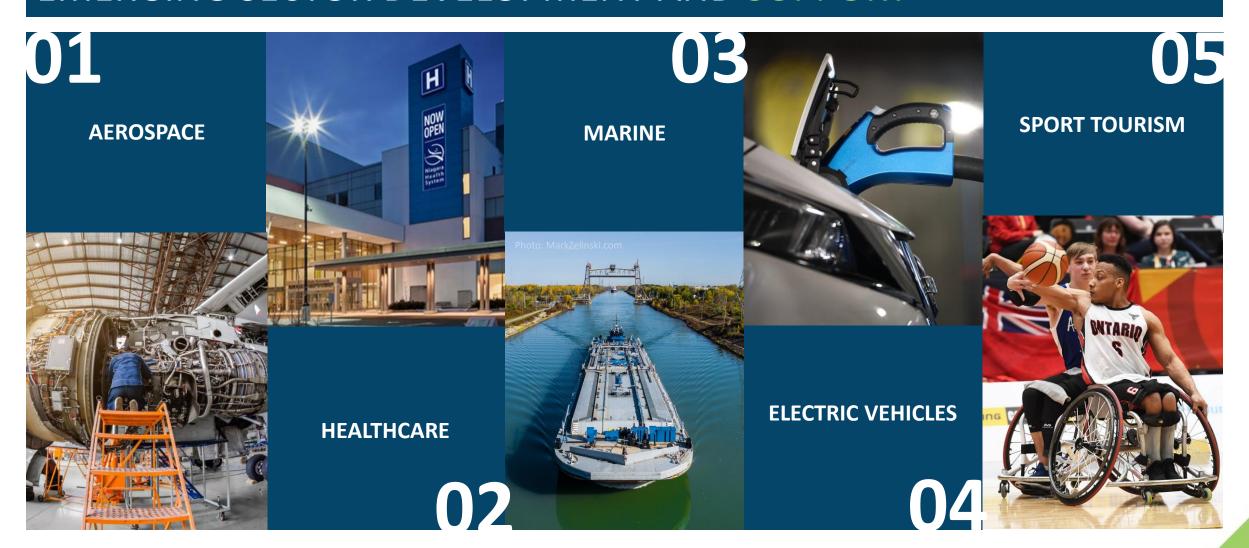
60 000 Annual website visitors / NiagaraCanada.ca







#### EMERGING SECTOR DEVELOPMENT AND SUPPORT







#### **MOVING FORWARD**

- Strategic Priorities
  - Implementation of 10 Year Economic Strategy
  - Emerging sector analysis including Agriculture
  - Selling Niagara globally to attract investment and creating jobs
  - Building our collaboration with Team Niagara
- Targeted lead generation in priority markets
  - Europe UK, Italy, France Germany
  - Nordics Sweden, Denmark
  - United States East and West Coast major cities
  - Greater Toronto Area









### QUESTIONS & CONTACT

**George Spezza** 

**Director | Economic Development** 

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