

# **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



# COMMUNITY AND BUSINESS ENGAGEMENT

- Supporting local economic development initiatives
- Working together with TEAM NIAGARA
- Ongoing economic development newsletter
- Economic Update Briefs
- [NiagaraCanada.ca](http://NiagaraCanada.ca) and [WelcomeNiagara.ca](http://WelcomeNiagara.ca)





# OUR STRATEGIC PARTNERS



**BROCK  
UNIVERSITY**



**Global Affairs  
Canada**



**CONSIDER  
CANADA CITY  
ALLIANCE**



**LOCAL  
BUSINESS  
CHAMBERS &  
BIAS**



**NIAGARA  
COLLEGE**



**INDUSTRY AND  
SECTOR  
ASSOCIATIONS**



**INVEST  
CANADA &  
ONTARIO**



**LOCAL AREA  
MUNICIPALITIES  
(TEAM NIAGARA)**

# 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](http://NiagaraCanada.ca)





# EMERGING SECTOR DEVELOPMENT AND SUPPORT

01

AEROSPACE



HEALTHCARE

02

MARINE



03



ELECTRIC VEHICLES

04

SPORT TOURISM



05



# 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**

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