

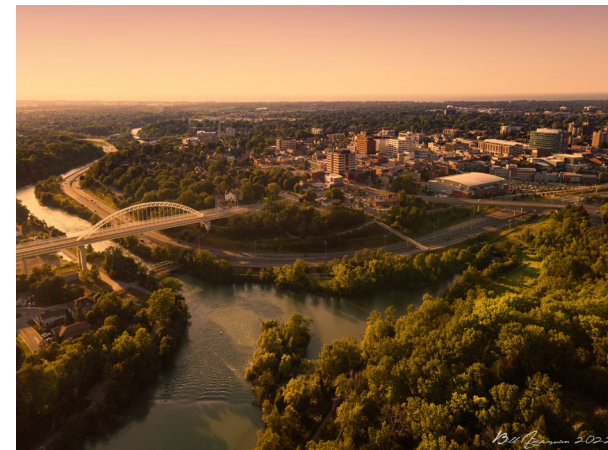
Niagara Economic Strategic Marketing Update

Presented by Katie Desharnais

May 7, 2025

Purpose

This presentation provides an update on the strategic marketing initiatives undertaken by Niagara Region Economic Development (NED), with a primary focus on international investment attraction. It also covers other efforts that support Niagara's business environment and growth.



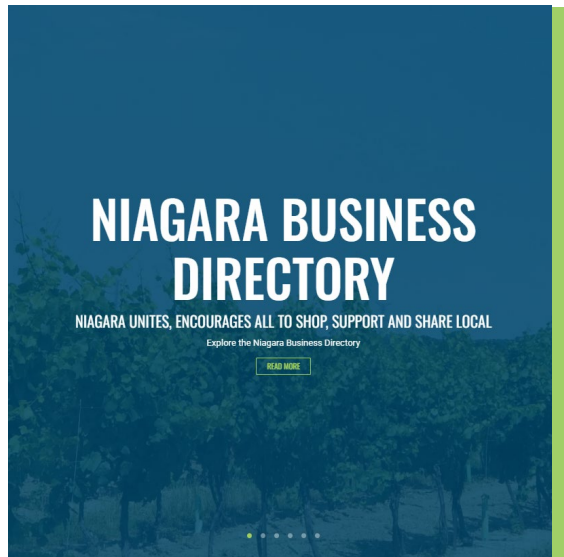
Discover Niagara: Invest, Inspire, Grow Video

- **Purpose:** Showcase Niagara's business potential, emphasizing infrastructure, skilled workforce, and key sectors (electric mobility, advanced manufacturing, agriculture).
- **Storyline:** Follows a business executive and family relocating to Niagara, highlighting their transition.
- **Production:** Captured over six months to represent Niagara year-round.
- **Target Audience:** Aimed at global business leaders, focusing on decision-making factors for senior executives.

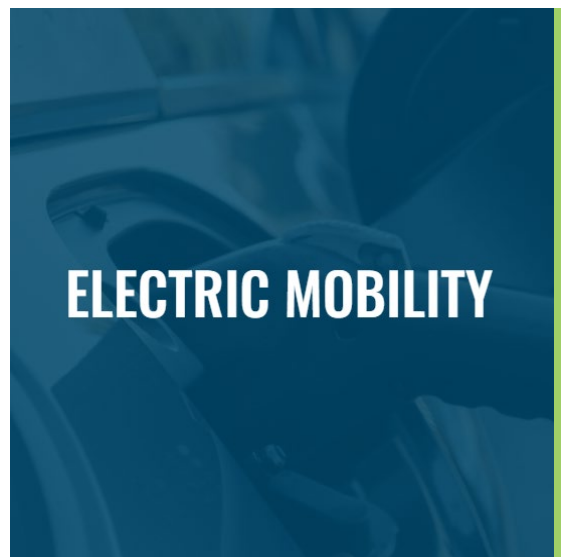


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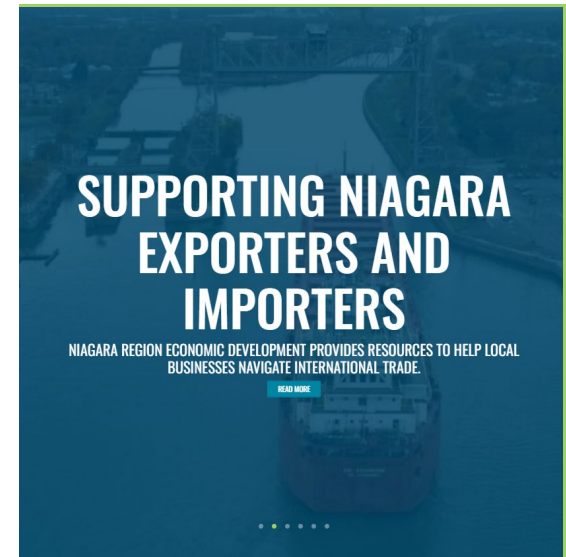
New Landing Pages



An interactive tool for connecting investors with local businesses and opportunities in Niagara.



Highlights Niagara's role as a hub for electric vehicles and mobility industries, featuring key advantages and local initiatives.



Offers resources for businesses navigating tariffs and trade challenges, with information on relief programs.

FOREIGN INTEREST BY COUNTRY

NIAGARACANADA.CA



NIAGARACANADA.CA

- Page visits have increased by 43% YOY
- Page visits have increased 43% in the last 30 days
- Most popular page: Niagara Business Directory

Shop, Support, Share Local Campaign

Purpose: Support local businesses and strengthen Niagara's economy by encouraging residents to engage with their community.

Campaign Overview: Launched on March 31 and runs for nine weeks. Targets Niagara residents to support businesses through purchases, reviews, and social media engagement.

Advertising and Media Coverage: Multi-platform campaign (social media, radio, print, digital). 85% of the spend focused on local media; 15% on social media. Rotating radio ads for each municipality ensure equal representation.

Campaign Materials: Stickers, window clings, and posters for businesses. Available digitally on Niagara Business Directory. Physical items can be picked up at Niagara Regional Headquarters and local municipal customer service desks.



Film and Media Industry Support

- **Goal:** Position Niagara as a prime location for film and media production, attracting investment and supporting local businesses.
- **Cannes Film Festival:**
 - Niagara will be featured in **World of Locations magazine**, distributed globally at major film events, starting at the Cannes Film Festival.
 - The magazine will also be shared at **Venice, Toronto, Sundance, Berlin, Hong Kong, MIPCOM**, and more.
 - Niagara will also appear in a **Cannes-exclusive glossy magazine**, mailed to over 10,000 recipients and showcased at the festival.
 - Both promotions will drive traffic to Niagara's Film Production page on the Economic Development website, which streamlines site locators' access to the best contacts at local area municipalities.



Sponsorship and Industry Engagement

- **Goal:** Support workforce development in the agri-food sector and foster the next generation of agricultural professionals.
- **Collaboration with OAFVC:**
 - NED partnered with the Ontario Agri-Food Venture Centre (OAFVC) to sponsor 54 students from Niagara College's School of Horticulture at a local conference.
 - The conference covered food processing, business expansion, and sustainable agricultural practices.
- **Agri-Food Workforce Development:**
 - This sponsorship reinforces NED's commitment to developing skilled professionals in the agri-food sector.
 - A one-page breakdown of Niagara's Agriculture Action Plan, "Grown in Niagara", outlines priorities and actions for growing the sector.



QUESTIONS & CONTACT

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