



1st Quarter Update

October 5, 2015



TOWN OF COLLINGWOOD



ECONOMIC DEVELOPMENT Action Plan

The Purpose

The Economic Development Action Plan is intended to help guide Collingwood's economic development activities and priorities over the next four years, with a focus on those action items over which the Town of Collingwood has direct control.

Analysis Highlights

1. Collingwood delivers on lifestyle
2. People form Collingwood's core strength
3. Strong employment sectors exist
4. Workforce is a key asset

Objective

Ensure Collingwood continues to be an increasingly attractive place for investment by existing and new businesses.

The Plan

The Action Plan is focused around six main strategic themes, which build on Collingwood's proven reputation as the sought after lifestyle community.

The Action Plan will: i) strengthen Collingwood's existing businesses; ii) grow start-ups and small companies.



GET INFORMED, GET INVOLVED
www.collingwood.ca/bdc



JUNE 1, 2015

In Summary

- 27 Action Items
- 17 are Active
- 1 delayed
- 1 needs help



Existing Business Support

Business Development Centre

- Promote business support services in community

CONTACT SUMMARY 2015

| Month | AVERAGE PER MONTH | | | Total |
|----------------------|-------------------|------------|-------------|-------|
| | Walk In | Phone Call | Appointment | |
| JANUARY - MARCH 2015 | 72 | 31 | 79 | 484 |
| JUNE - JULY 2015 | 86 | 28 | 107 | 414 |

Notes: 53% of contacts required the services of multiple partners.

ALL OF YOUR Business Needs under One Roof

We're Here To Help

Wendy Langford
Owner of Langford's Centre for Business and Economic Development. With over 27 years' experience with the Chamber of Commerce, Wendy brings extensive knowledge in working A support for small business.

Tracy Newberry
Owner of Newberry's Collaborative Enterprise. She has been 20+ years' Owner-President of the Chamber of Commerce.

Wendy Langford
Through local business resources to create opportunities for all aspects of spending within the community.

Wendy Langford
Member of the Chamber of Commerce, Entrepreneur, State of Collingwood Award for Leadership in Business, and the Chamber of Commerce's Small Business, Community Profile and Project A Goals.

Start your business with the support you need. The Business Development Centre (BDC) offers free one-on-one business consultations, mentorship programs, and start-up business loans. Clicker 307 Ask us about the Starter Complete and Success Company financing programs. Starting up business? Stop in and pick up your New Member Package from the BDC.

Grow your business with a small business loan up to \$25,000, or review your business plan with one of our experts. Consult our monthly calendar of events for workshops and seminars that will give your skills in marketing, social media, available consumer services and more.

Invest in Collingwood. The BDC presents local business to investors, lenders, and support economic growth in the Town. We have resources to help help business thrive in Collingwood.

Find out more: 166 Elginwater Street
785-445-8443 • business@collingwood.ca

BUSINESS DEVELOPMENT CENTRE

Business Visitation Program

- 9 completed, 4 more to go

Success Story Celebration

- At Collingwood.business

Labour Market Data

- Available at Collingwood.business under Community Profile

Share Your Success.

Interested in having your company profiled on our **NEW** business development website?

Visit us online at Collingwood.business and tell us why your company is a local Success Story.

Different Sectors. Lots of Success.

COLLINGWOOD

TOWN OF COLLINGWOOD

ECONOMIC DEVELOPMENT

Action Plan

COMMUNITY PROFILE

Share Your Success

LONG WHERE YOU WORK

BLISS OF SMALL TOWN LIFE

THE LIFESTYLE YOU WANT

TOWN OF COLLINGWOOD COMMUNITY PROFILE

Small Business Growth

- **Start-up Support**
 - Small Business Month focus
 - Celebrating Summer Company & Starter Company 'graduates'

- **Expand Mentorship Support**
 - Launch of PowerUpYourBusiness.ca

- **Training & Education**
 - More workshops planned for November and 2016 events with Partners



| DATE / TIME | EVENT /LOCATION |
|--|--|
| Thursday Oct. 1 11:30-12:30pm | Business in Motion – Presenting David Foot: Author of Boom, Bust and Echo. <i>Historic Gayety Theatre</i> |
| Thursday Oct. 1 5:00pm - 6:30 pm | Chamber of Commerce 'After 5' Networking <i>Atoka House, 19 Keith Avenue</i> |
| Monday Oct. 5 12:30pm -2:30pm | Coffee with Council: Celebrating Entrepreneurship <i>Business Development Centre</i> |
| Wednesday Oct 7 12:30pm-2:00pm | Power Up your Business Mentorship Series. Info & Sign-up session <i>BERN</i> |
| Wednesday Oct. 14 11:45am-1:00pm | Collingwood Chamber Powerlunch – Nicole Vaillancourt <i>Collingwood Library</i> |
| Wednesday Oct 15 12:30-1:30pm | Power Up your Business Mentorship Series. Info & Sign-up session <i>BERN</i> |
| Thursday Oct. 15 5:00pm - 6:30pm | Chamber of Commerce 'After 5' Networking <i>Yoga First & Spa</i> |
| Friday Oct. 16 9:30am-12:30pm | Measuring Your Marketing <i>Collingwood Public Library</i> |
| Sunday Oct. 18 9:00am – 4:00pm | 9th Annual Wasaga Beach Business Show <i>Wasaga Beach Rec Plex</i> |
| Tuesday Oct. 20 11:45am-1:00pm | Collingwood Chamber Powerlunch: Brian DePratto: TD Economist <i>Collingwood Library</i> |
| Thursday Oct. 22 6:00pm-9:00pm | Pinterest Workshop <i>Collingwood Library</i> |
| Sept. 30, Oct 7 and Oct. 28 6:30pm-9:00pm | Immigrant Entrepreneur Networking Series hosted by Simcoe County <i>Collingwood Public Library</i> |

To find out more about a specific event visit <http://www.collingwood.business/events/>

Case Study 1



POWERUP
YOUR BUSINESS MENTORSHIP SERIES

7 interactive mentoring sessions that will help
TAKE YOUR BUSINESS TO THE NEXT LEVEL

EVERY SESSION WILL:

- Inform:** Expert panel of mentors
- Guide:** Problem solving "Mentor Advisory" roundtable
- Inspire:** Rapid-fire brainstorming & mentoring
- Focus:** Facilitated goal setting & prioritizing

INFO & SIGN-UP SESSION

Learn more about this workshop series and meet the mentors.

Wednesday, October 7
5:30 – 6:30 pm

Thursday, October 15
12:30 – 1:30 pm

NEW For South Georgian Bay

Find out more Business Enterprise Resource Network
1 First St., Suite 206, Collingwood Telephone (705) 445-7333

DETAILS & REGISTRATION
www.PowerUpYourBusiness.ca

Georgian Collingwood Centre for Business and Economic Development bern



Business Service Priority

○ Customer Service Priority

- Begun scoping out project with HR
- Consulting with other municipalities on best approach

● Land & Space Listing

- County has delayed launch of the portal until 2016



Business & Tourism Promotion

Digital Platform Communication

- Need resources to implement Experience.Collingwood social media plan
- Collingwood.Business website launched and in active use



Inspire & Understand Business

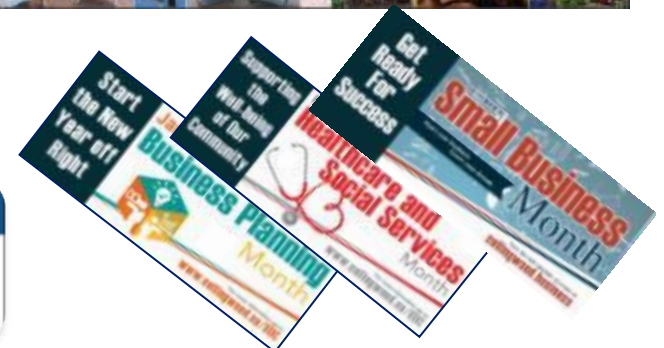
- First business symposium event held on October 1 with planning underway for next event...Business IS in Motion

Partnership Marketing

- Tourism & business marketing of monthly events

Competitive Advantage Marketing

- 1st Success Story posted at Collingwood.Business
- Collingwood companies profiled at Simcoe County booth at Canadian Manufacturer & Technology Show (CMTS) this week



Case Study 2

BUSINESS IN MOTION
University Business School
of Southern Georgian Bay

Zeifmans
Ideas with impact

HOW TO SUCCEED FROM THE DEMOGRAPHIC SHIFTS IN SOUTHERN GEORGIAN BAY

Presenting David Foot.
Best-selling author of Boom, Bust & Echo.
World-renowned speaker, Canadian economist and Demographer.

HISTORIC GAYETY THEATRE
OCTOBER 1, 2015
11:30-12:30

DAVID FOOT PRESENTATION: \$30**
NETWORKING LUNCH WITH DAVID FOOT: **SOLD OUT**

BOOK YOUR TICKETS NOW!
P: 705-445-0221 INFO@COLLINGWOODCHAMBER.COM

Zeifmans
Ideas with impact

COLLINGWOOD COLLEGE GAYETY THE CHRIS KELDER TEAM Assante WEALTH MANAGEMENT

CROZIER & ASSOCIATES Consulting Engineers FOUR WHEEL

TOWN OF COLLINGWOOD

ECONOMIC DEVELOPMENT
Action Plan

Great Place For Business

● Broadband

- Kicked off local broadband analysis

● Downtown

- Assessments have been completed, made possible by RED funding with proposed plan in development with BIA

○ Airport

- n/a

● Arts & Culture

- Working on defining roles with PRC: Community vs Tourism



Workforce at Work



Youth Engagement

- Profile Summer Company & Starter Company
- High School pilot



Job Search Support

- Planning a promotional planning meeting for jobscentral.ca with Tracks and other job search organizations



Resource Promotion

- Georgian College as a cornerstone partner

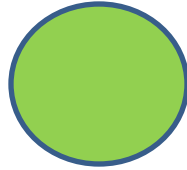


Georgian College Collaboration



In Summary

- On Track



- Require funding assistance to progress Q4 priorities:
 - Social Media Promotion
 - Annual Business Survey

