

Report of the Manager of Economic Development

December

2021

CITY OF ELLIOT LAKE

Report from the Manager of Economic Development

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Community Development Officer

The Community Development Officer assists the Economic Development office with ongoing projects, including implementation of the Economic Development & Diversification Strategy, the City of Elliot Lake's Strategic Plan, writing staff reports and grant applications, and other support where needed. The Community Development Officer is also responsible for fostering of partnerships among various stakeholders and coordination of all activities associated with implementing the Age Friendly Action Plan.

Committees

- Recording secretary to the Seniors Advisory Committee, and Accessibility Advisory Committee. Fill in as recording secretary to other committees when needed.

Projects

- Accessibility
 - Working with Public Works on plan for accessibility parking lot at bottom of Spruce Beach, beside the life guard shack
 - Working towards accessibility upgrades to trail from Spruce Beach to Elliot Lake boat launch
 - Working on "Community Leaders in Accessibility" project. To engage local businesses in the effort to provide fully accessible shopping in Elliot Lake
 - Outdoor Accessibility Audit, with amendments, was approved by Council.
 - Working with Accessibility Advisory Committee as recording secretary and dedicated support for accessibility projects
- Wellness Fair 2021
 - Small scale, in person fair held Saturday November 13, 2021 from 10 am to 2 pm at Collins Hall.
- Inclusive Communities Grant
 - Successful in obtaining the Inclusive Community Grant for the maximum amount of \$60,000.
 - Picnic tables retrofitted
 - Benches going to be installed
 - Charging stations to be installed and advertised/marketed
 - Pathways to picnic tables to be completed early Spring 2022
- Healthy Communities Initiatives Grant
 - Grant was unsuccessful

- Going to continue with the project. Budget set aside through Public Works for work on the trail from Spruce Beach to Elliot Lake boat launch
- Seniors Community Planning Grant
 - Grant will fund 100% up to \$25,000
 - Community group bulletin boards around the community (as noted in the City of Elliot Lake's Community Safety and Well-Being Plan)
 - Waiting to hear the status of grant application
- Departmental Support
 - Ongoing support of departmental operations including
 - Investment inquiries and phone calls to department
 - CIP applications

Economic Development Manager

Committees

Recording secretary to Economic Development Standing Committee and resource to multiple committees as required.

Projects

- **Fox Drive Project**
 - Staff is working with Public Works to get an updated cost and timeline to service the area. Public Works has confirmed that the area will be able to be serviced from Perini without the need for a substation. The cost to add a substation was previously underestimated and would have made the project difficult to justify based on the current land prices.
 - Staff are working with Tulloch to revisit the survey of the area. The goal is to adjust the lots on the North East side of Fox Drive.
- **Updating Economic Development Department's Resources**
 - Staff is working to update/create the following:
 - Available residential and commercial properties listing (private and city owned)
 - Economic development web page
 - Available land information package (tax rates, utilities contacts, ect)
 - Community profile and marketing collateral.
 - Staff are in the process of updating the local business directory.
- **Business Outreach**
 - Staff will be connecting with existing businesses in the community to discuss Business Retention and Expansion opportunities.
- **Waterfront Development at Elliot Lake Boat Launch**
 - Working on boat slip rental program with the Recreation Department.
 - Handed landscaping and further site development to Public Works.
- **Economic Development Intern**

- Mr. Marcus Heard was brought aboard on November 1st. Marcus will be working with the team to create a Strategic Plan for the department as it begins moving forward with a new mandate. This will include tourism, residential and commercial opportunities.
- **GIS**
 - Funding application submitted and approved. Handed to specialist in the City's IT Department to execute.
- **Land Sales/Investment Inquiries**
 - Investment/land sale inquiries are at all time high.
 - Anticipating a pending sale to move to Council December 2021.
 - Staff continue to respond to inquiries large and small.
- **HNCEA**
 - Staff will be taking a more active role with the Huron North Community Economic Alliance and will be requesting a board seat to ensure that Elliot Lake's is both a contributing member and that the City's interests are represented.
- **Collaboration**
 - Monthly roundtables with ELNOS, CFDC and the NOHFC are scheduled to ensure that all stakeholders are collaborating and that new opportunities are not missed due to poor communication between the groups.
- **Tourism Initiatives**
 - Ski Hill – Advertising has been ordered to promote and attract skiers to the area.
 - Snowmobilers - The Economic Development team continues to work with ASPA to market the city to snowmobile visitors. This includes investigating a staging area for the City.
 - ATV – Staff are looking at new avenues to market the city to ATVers throughout the Province.
- **CEDI**
 - The department is working with Blind River, Serpent River and Mississauga First Nations on the First Nation-Municipal Community Economic Development Initiative (CEDI). This grant is in place to support First Nations and neighbouring municipalities who want to create a shared vision for joint economic development. The project is in its infancy, but will look at land use and other economic opportunities
- **Former MNR Worksite Sale by RFP**
 - Successful bidder selected pending additional information
 - Bidder working on information to bring back to Council
 - Research ongoing for servicing the area and other implementation issues

- **Old Marina Property (Timber Road)**
 - Staff are working with the CAO and Tulloch to review the area and possibly resurvey it to issue an RFP for the area.
- **Industrial/Commercial CIP**
 - CIP Being reviewed with new initiatives being proposed. City's planning firm may assist where needed.