

Report of the Manager of Economic Development

May
2022

CITY OF ELLIOT LAKE

Report from the Manager of Economic Development

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Economic Development Manager

Committees

Recording secretary to Economic Development Standing Committee, Arts and Culture Hub Steering 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 received direction from Council to adjust the lots on Fox Drive. New surveys have been completed and are being registered in the coming weeks. This will allow us to complete the Agreement of Purchase and Sale for new landowners.
- **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.
 - New Map and Discover Elliot Lake piece.
- **Site Plan Control Agreements**
 - Staff is working with our planners and various other departments to ensure that our process is as accurate and client focused as possible.
- **Business Outreach**
 - Staff will be connecting with existing businesses in the community to discuss Business Retention and Expansion opportunities.
 - The Manager of Economic Development has completed the Business Retention and Expansion Coordinator program and has received the BREC designation.
- **Land Sales/Investment Inquiries**
 - Investment/land sale inquiries have begun to taper off.
 - 3 Agreements of Purchase and Sale approved in April.

- Staff continue to respond to inquiries large and small.
- Staff is working to identify vacant residential land within the community to be declared as surplus in order to be listed for sale.
- **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 communication gaps between the groups.
 - Serving as a resource to the newly assembled Chamber of Commerce.
- **Tourism Initiatives**
 - Snowmobilers - The Economic Development team continues to work with ASPA (Algoma Snow Plan Affiliation) to market the city to snowmobile visitors. This includes investigating a staging area for the City and the rerouting of the trail off of Stanrock Road.
 - ATV – Staff are looking at new avenues to market the city to ATVers throughout the Province.
 - OFATV – Serving as support to the Elliot Lake ATV club and their transition to OFATV.
 - Staff working with trails groups and landowners to inventory current trails and exploring advertising opportunities.
 - Staff are working on an outline of a Tourism Strategy to bring forth to the committee.
- **Industrial/Commercial CIP**
 - CIP Being reviewed with new initiatives being proposed. City's planning firm may assist where needed.