

Report of the Manager of Economic Development

August
2022

CITY OF ELLIOT LAKE

Report from the Manager of Economic Development

August 2022

Economic Development Manager

Committees

Recording secretary to Economic Development Standing Committee, Arts and Culture Hub Steering Committee and resource to multiple committees as required.

Staff

The team served as resources for both the Street Dance and the Drag Races. Both Mr. Heard and Mrs. Doyle were extremely instrumental in the successful execution of the events.

Projects

Fox Drive Project

- Staff are still working with Public Works to get an updated cost and timeline to service the area from hydro.
- There was some clarification on the surveys required from the 2 new landowners. With these cleared up, staff are expecting to bring Agreements of Purchase and Sale to council in August.

D4 & Phase One Environmental Esten/Pearson Area

- Staff have received the phase 1 Environmental assessment and D4 study on the area at the corner of Pearson Road and Esten Drive North. The outcome of this study was that a Phase 2 Environmental as well as a few other measures would need to be undertaken before the area will be cleared for sale.
- The reach of this study covers from Esten Drive North & Pearson to Senator Trailer Park.
- If cleared, this would allow for development along the Pearson drive corridor towards Diefenbaker Ct. Including a possible development at the former Senator Trailer Park area.

Business Retention and Expansion Project

- Staff along in cooperation with ELNOS will be undertaking a Business Retention and Expansion program.
- This program should have a low cost to the Municipality
- Report seeking approval to follow.

Tourism Initiatives

- With the addition of Mrs. Doyle, and as part of the strategic direction for the department presented to council, the team will begin focusing in earnest on tourism opportunities. This includes revisiting the City's tourism strategy as directed in the previous meeting. Staff will be working with various groups such as HNCEA, Destination Northern Ontario and Algoma Kinniwabi Travel Association to promote Elliot Lake as an all season playground.

Events

- Moon light madness/shop local campaign – Nov
- Outdoors Show – Feb 2023
- Ice Fishing Derby – Feb 2023
- Tradeshow – Mar/Apr 2023
- Spring Downtown Business Event – April 2023
- Street Dance - July 2023
- Drag Races – July 2023
- Arts On The Trail Sept 2023

Trailhead

- Staff are researching an overhaul to the Trailhead at highway 17 & 108.
- Location serves as a key location to attract tourism to the Municipality.
- Staff will be seeking grants to fund the work.

Charging Station

- Staff are in discussion with two possible suppliers of charging stations for the Municipality. Both with different financial models.
- Proposed location is at the Miners Memorial.
- The inclusion of EV charging is necessary for a municipality off the Trans-Canada that looks to attract tourism.
- Funding timeline is tight. Staff will work on bringing a report to the August 8th meeting of council.

Updating Economic Development Department's Resources

- Staff is continuing 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.

Business Outreach

- Staff are consistently working to strengthen the Municipality's relationship with business owners. Post North Shore Challenge, staff will be reaching out to businesses in key verticals to assess the economic impact of the event on the business community.

Land Sales/Investment Inquiries

- Investment/land sale inquiries have begun to taper off.
- Staff are working with multiple departments to identify vacant residential land within the community to be decaled as surplus in order to be listed for sale.

Collaboration

- Communicating regularly ELNOS, CFDC and the NOHFC to ensure that all stakeholders are collaborating and that new opportunities are not missed due to poor communication between the groups.
- Mr. Antunes was appointed to the Algoma Workforce Investment Corporation (AWIC) Board. The goal is to ensure that Elliot Lake's business are well represented and that all resources are available in the Municipality.
- Serving as a resource to the newly assembled Chamber of Commerce.

Industrial/Commercial CIP

- CIP Being reviewed with new initiatives being proposed. City's planning firm may assist where needed.