

Report of the Manager of Economic Development

**December
2022**

CITY OF ELLIOT LAKE

Report from the Manager of Economic Development

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Staff

Mr. Heard – Main source for content creation for multiple departments, monitors and facilitates all social media content and is serving as the facilitator of the City's ongoing BR&E Program

Mrs. Doyle – Serving as event support for the Recreation department, Focusing on developing tourism products for the municipality and facilitating 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. Public works received an update In mid-November that Hydro is working on a design to prepare pricing.

Business Retention and Expansion Project

- Survey is prepared and ready is being conducted.
- Staff have bi-weekly action team meets
- To date, 43 Surveys have been completed.

Tourism Initiatives

- Staff are in late stages of preparing a tourism strategy. On December 6th, information will be presented to stakeholders and the public through a "town hall" style event before bringing the complete version back to Council for approval.
- Staff attended the Northern Ontario Tourism Summit and the Ontario Tourism Summit. This was invaluable in making connections and gathering information and exposure to current trends affecting tourism. This information will be used to assist in marketing the community's tourism assets.
- Relaunch of the City's exploreelliotlake.com web site
- New Instagram page
- New Discover Elliot Lake piece.
- Purchased an annual membership to Driftscape
 - Digital tourism tool. Serves as a full tour guide in your pocket and highlights municipal assets, trails accommodations ect. Expected Launch Jan/Feb 2023.

Updating Economic Development Department's Resources

- Staff is continuing to update/create the following:
 - Economic development web page
 - Community profile and marketing collateral.

Available Land Package:

- Staff have located 16 Residential and 6 Commercial lots. Staff have confirmed that the lots are serviced. Lot plans are being developed and staff anticipate bringing these to council to declare surplus in Late December or early January.

Shop Local Event

- The "A Night on the Town" shop local event was a great success. 31 businesses took part and many reported being impressed with the feedback and amount of shoppers. 21 Ballots received for the Social Media promotion on Instagram with 979 received for the enter at point of purchase draws.
- SEE Publication. The city co-sponsored advertising for local businesses. Publication due to mail the week of Dec 5th.

Business Outreach

- Staff are consistently working to strengthen the Municipality's relationship with business owners. The BR&E Program will only further strengthen the Municipality's relationship without business sector.

Workshops

- Staff are working with groups such as Millworks in Sault Ste Marie, Tourism Excellence North to offer workshops and training opportunities to businesses in Elliot Lake

Land Sales/Investment Inquiries

- Staff are responding to inquiries about commercial and residential lots.

Collaboration

- Communicating regularly ELNOS, CFDC and the NOHFC.
- Staff working with boards including HNCEA and AWIC to ensure that Elliot Lake's interests are represented.