

To: The Economic Development Standing Committee

From: The Manager of Economic Development

Date: August 28, 2024

Subject: Summer Departmental Activity Report

The following is an update of department activities from May to August 2024:

Events

The department was involved with several events through the summer:

- June 24-25 – SME Show in Toronto
 - First time attending this event. The event was targeted to small and medium sized businesses in the GTHA.
 - Elliot Lake was the only Municipality in attendance.
 - Staff connected with over 100 visitors and handed out 132 newly created Invest Elliot Lake brochures
- July 11 – Ec Dev Town Hall
 - Presentation at Council Chambers. Well attended and great feedback from constituents. This included comments about non physician healthcare recruitment and a community pride group.
- July 23 – ATV Event
 - This tourism/community rider event was held at Collins Hall and had 35-45 attendees.
 - Presentations by City staff on power sport tourism, the OPP about rules of the road and the ATV Club about membership and trails work. Napa Powersports were on hand and donated a great door prize.
- August 18-20 – AMO Ottawa
 - The Manager of Economic Development was part of the team that attended AMO. Staff contributed however possible and took part in the 3 delegations and 2 stakeholder meetings.

In the Media

City staff supported and worked with creative teams for several productions that filmed in and around the City. This included Dirt Trax, Crossroads, Still Standing and Ashley Rae.

Tourism

It has been a busy tourism season for staff.

The Welcome Centre 1/Trailhead has been a busy location. The site was staffed Friday, Saturday and Sunday for the month of June and 7 days a week in July and August. Feedback has been wonderful with ambassadors still engaging with 20-40 visitors a day.

The trailhead and other City facilities have been stocked with several new marketing items. This includes:

- Eat Play Visit
- New Community Map
- Updated Explore Elliot Lake Guide
- New Mississagi Park Flyer

Staff have worked with its tourism partners including Algoma Country and Destination Northern Ontario to promote the community and arrange Familiarization Tours through the City. The most recent being a photo shoot to highlight a visit to Elliot Lake to Golf at Stone Ridge then take a sightseeing flight with Glassy Bay Outfitters. Collateral is expected in the coming weeks.

Staff have been working with partners to secure a snowmobile oval/snow cross race in the community in 2025. This would include funding from FEDNOR, NOHFC and Destination Northern Ontario and would be a great draw into the city in the winter season.

The department also continues to support community groups that have an impact on tourism including the snowbirds, the ATV club and the Rod and Gun Club. The Manager of Economic Development also sits on the Mississagi Park Board. Mississagi Park is a large tourism draw to the community and staff contribute as able to ensure the Park's long term success.

The city was recently approved for a FEDNOR grant to fund 90% of a tourism strategy. This will help shape the scope for tourism in 2025.

Land Sales and Business Attraction

Land sales and land acquisitions have been busy over the last several months. Sales, transfers and acquisitions have included:

- 80 Dieppe
- Lot 14 Fox Drive
- 255 Highway 108
- Forest Place

Work continues with the other landowners and their projects as well. There have been many inquiries about properties and business opportunities. Staff have been diligently working to move them to the next level.

Business Support

Staff continue to support new and existing businesses.

The team recently helped promote a grand opening event for JCs Computers and there are several more on the docket for September.

Recently, the city signed a short term lease and welcomed Radio Fuels Corp to the community. Although their work term is only 3-4 months with hopes of converting to a longer term lease, they have brought in 6-8 staff who are spending money in the community.

General Community Economic Development Activity

The department has been heavily involved in the Jamie and Jo-Ann Armstrong Fundraising Challenge and offered support where possible.

Staff have worked as part of the physician recruitment team and recently helped secure a long term lease for space at the Family Health Office.

The team is involved in several community and workforce attraction projects. Most recently the Réseau Du Nord immigration program that will see businesses have the access to an international bilingual workforce

The Economic development department continues to work with our partners at ELNOS, the East Algoma CFDC and Elliot Lake Retirement Living to continue to help make Elliot Lake an environment that is conducive for businesses and community members to thrive.

Social Media & Graphic Design

The City's strategic plan placed an emphasis on communication with the City's constituents. Mr. Heard manages all of the city's electronic channels (Instagram, Facebook, Twitter/X and the City news site) and provides responses as required. Mr. Heard also manages the City's creative outputs including signage and collateral.

Staff remain available and at the ready to be contributing members to the team and help make Elliot Lake a great place to live, play and do business.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Steve Allen". The signature is fluid and cursive, with a large initial "S" and "A".

