

# DEPARTMENTAL REPORT

**Department: Economic Development**

**Month: February 2024**

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## **Funding Opportunities**

- The EDO and Manager of Recreation are exploring grants related to retrofit projects and seniors programming.
- The EDO and Public Works Administrator submitted another grant application for two Summer Student positions.
- The EDO is consulting with two community organizations on funding for capital projects.

## **Community Improvement Plan**

- 2024 applications to the CIP Program are open and being advertised in Buzz on Business Newsletter.
- Several inquiries have come in from local land and business owners about the Tax Increment Grants for possible upcoming projects.
- Five Welcome Bags have gone out to new residents in the area, with five more already requested for the end of April.

## **Business Development**

- The EDO continues to encourage all business owners to ensure their listing information is up to date. Radio ad campaign is currently running and will continue to run on an ongoing basis around other special event campaigns to advertise the directory and to bring local businesses into compliance with the Business Registration By-law 1816.

## **Community Development**

- Plans are in the works for a 2<sup>nd</sup> Annual Youth Career Expo this coming May. More details to come!
- Age-Friendly Assessment Update is coming to Council on February 27<sup>th</sup> Kim Goodman of KA Community Consulting providing a special presentation on her work so far.
- The full assessment, action plan, and implementation guide will come to Council next month in line with the March 31 deadline set by the funding from the Province of Ontario.
- The goal of this plan is to provide the Town and its leadership with the information necessary to make accessibility a part of any program, service, or building's initial design phase.

- EDO continues to participate in discussions with community groups, external employers, provincial ministries, financial services, social and health services, and others to coordinate efforts and support for Domtar employees as they navigate the idling and layoff process.

### **Marketing**

- Repairs to the municipal directional sign at the south-west corner of Centre St & Second St have been completed by Public Works, more repairs are needed to one of the posts and supplies have been ordered. Installation will come when time allows. Thanks go to Public Works for the quick repairs!
- Espanola's membership with our Regional Tourism Operator – Northeastern Ontario (NeONT) – has been renewed. As a member, we receive additional advertising opportunities and discounts on annual tourism marketing.

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**Department Manager: L. Orford**

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