

DEPARTMENTAL REPORT

Department: Economic Development

Month: April & May 2024

Funding Opportunities

- The EDO and Supervisor of Community and Recreation are exploring funding opportunities related to improving and increasing use of outdoor spaces through age-friendly accessibility.
- Public Works Department has received funding from the Canada Summer Jobs program to help off-set wages for student positions.

Community Improvement Plan

- The EDO had one consultation meeting for CIP applications in April and two in May. One is for a new build and two relate to exterior improvements for existing structures in the Downtown corridor.
- 2024 CIP budget is over half used with much of building season still ahead of us.

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.
- The Town partnered with the Unifor (Domtar) Action Centre to offer a schedule of five presentations by local service providers and funders on how to start a small business and what resources are available to entrepreneurs in our area. The event was on April 2nd at the Recreation Complex from 3-7pm and saw interest from Unifor members and the general public. The EDO was excited to hear some interesting business ideas and looks forward to seeing how they may come to fruition.

Community Development

- The 2nd Annual Regional Job Fair & Career Expo was held on Tuesday, seeing participation from 30 booths and over 270 attendees! The Town was represented at booths by the Public Library, Fire Dept, and Rec Dept. Sincere thanks go out to Espanola's Recreation Facilities Team for their amazing support with hosting the event!!

- EcDev collaborated with the Unifor Action Centre on this event as it was scheduled just a few weeks before the final round of planned Domtar layoffs.
- Thanks to generous sponsorship from Unifor Local 74, booth representatives were provided with a light lunch.
- The 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.
- The EDO and Supervisor of Community & Recreation met with the Health Systems Innovation Lead in May to discuss the implementation of the Age-Friendly Community Action Plan and upcoming funding opportunities.

Marketing

- Social Media
 - April Highlights:
 - Regular posting to advertise National Lifeguard Course, recreation/free swims, YMCA camps, Wall of Fame Call for Nominations, and final recreation skates for the year.
 - Daily Watermain Flushing, street by street until finished
 - Announced 2nd Annual Regional Job Fair & Career Expo
 - Fire Dept Stuff a Truck – April 16th
 - Household Hazardous Waste Day – April 27th
 - National Day of Mourning – April 28th
 - May Highlights:
 - The Town recognized both National First Responders Day and Ontario Doctor’s Day on May 1st, as well as the beginning of Community Living Month. The following week saw posts for both Emergency Preparedness Week and Mental Health Awareness Week.
 - Regular posting to advertise ParticipACTION, Seniors Luncheon, Wall of Fame Call for Nominations, YMCA camps, and recreation/free swims.
 - Regional Job Fair – May 7th
 - Announcement of Spin Classes
 - Announcement of Splash Pad opening – June 1st
 - Knight Cruisers Cruiser’s Car Show – May 25th
- The tourism swag line at the library continues to promote Espanola with apparel and other fun items.
 - New on the shelves are more ball caps for summer, cooler bags, and more! Bucket hats are also back for the summer.

Department Manager: L. Orford

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