



# DEPARTMENTAL REPORT

**Department: Economic Development**

**Month: Summer 2024**

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## **Funding Opportunities**

- The EDO and Supervisor of Community and Recreation are excited to announce that the Town received an Ontario Trillium Foundation Capital Grant to renovate an underutilized court at the Espanola Recreation Complex.
- Funding currently being explore for projects with the Fire, Recreation, and Library department managers.
- Final Reporting was submitted in July for the Inclusive Communities Grant that funded the Age-Friendly Community Action Plan and in August for the Canada Summer Jobs funding received by Public Works.

## **Community Improvement Plan**

- The EDO had several consultation meetings for CIP applications throughout the summer for both Tax Increment Grants and Beautification projects.
- The EDO, Treasurer, Deputy Treasurer, and Tax Clerk met in June and August to discuss current usage and funding levels of the Community Improvement Plan Tax Increment Grant. The program continues to gain popularity with multi-residential developments.

## **Business Development**

- The EDO continues to encourage all business owners to ensure their listing information is up to date. Radio ad campaign is continuing 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 is sponsoring a final event for the Unifor (Domtar) Action Centre – partnered with Cambrian College – to host a “Thinking of Starting a Business” workshop on September 17<sup>th</sup> from 1-4pm at the Recreation Complex. The event has been advertised to Unifor 74 & 156 members, with extra seats open to the public. The workshop will cover writing a business plan, market research, building a brand, and budgeting, with presentations from local small business owners and the Sudbury Regional Business Centre.

## Community Development

- The EDO was in Minden on June 6<sup>th</sup> to attend a Teeny Tiny Summit, hosted by OMAFRA. The Summit had sessions on building community engagement, enabling housing in small communities, creating community wealth & well-being, creating youth initiatives, and building a positive community mindset.
- Marc Serré, MP Nickel Belt and the LaCloche Mayors were in Espanola on June 26<sup>th</sup> to share the funding announcement for the new LaCloche Care Van. The event was well attended by staff, community members, and the media. Thank you to all of Council who were able to make it out to the announcement!
- The Unifor (Domtar) Action Centre will be wrapping up their work over the next few weeks. 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 Action Centre has had several staff over the last 10/11 months that have all worked diligently to collect job postings, research training opportunities, and assist their fellow affected workers in navigating the layoff and post-layoff process to the best of their abilities. A huge shout out goes to Shannon, Dustin, Chris, John, and Dalton for their work brainstorming and hosting events. And a thank you goes out to the Unions for sharing several of their learning/training opportunities with the wider community.
- The EDO, Deputy Clerk, and Supervisor of Community & Recreation met with the Health Systems Innovation Lead several times over the summer to discuss the implementation of the Age-Friendly Community Action Plan and upcoming funding projects. A progress report will be coming to the Corporate Services table in late Fall.

## Marketing

- Social Media
  - June Highlights:
    - Funding Announcement for LaCloche Care Van
    - Fire Department recruitment
    - Splash Pad open for the season – June 1<sup>st</sup>
    - Launch of Participation – month of June
      - Regular posts for related events and programs
    - Launch of the Espanola Maker's Market season
    - Recognition of National Indigenous Peoples Day – June 21<sup>st</sup>
  - July Highlights:
    - Launch of the LaCloche Care Van Service – July 8<sup>th</sup>
    - Launch of the "watch for us when driving" campaign – partnership of the LaCloche municipalities and PHSD
    - Call for Photos & Stories for the 25<sup>th</sup> anniversary of the Complex
    - Launch of Co-ed Fall Ball 2024
    - Announcing the Youth Slo-Pitch Tournament – Sept 6-8<sup>th</sup>
  - August Highlights (so far):
    - Announced 25<sup>th</sup> Anniversary of the Recreation Complex programming
    - Hosted 25<sup>th</sup> Anniversary Free Programming Day

- Launched 25<sup>th</sup> Anniversary membership & pass deals
  - Said goodbye to Clear Lake Lifeguards after another great season!
  - Advertising for September Maker's Market begins August 30<sup>th</sup>
  - Fall Swimming Lesson dates announced
  - Advertised registration for Starting a Small Business workshop for Cambrian College – Sept 17<sup>th</sup>
- The tourism swag line at the library continues to promote Espanola with apparel and other fun items. New items coming the Fall!
- Swag continues to make its round through prizes/giveaways and donations to community event made by various departments.

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**Department Manager: L. Orford**

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