

DEPARTMENTAL REPORT

Department: Economic Development

Month: November 2024

Funding Opportunities

- The EDO and Supervisor of Community and Recreation are investigating the latest round of the Seniors Community Grant on behalf of the Age-Friendly Committee.
- The 2025 deadlines for Ontario Trillium Foundation Grants have been released:
 - Capital Grant: Application period is from February 5 to March 5, 2025
 - Seed Grant: Application period is from July 23 to August 20, 2025
 - Grow Grant: Application period is from October 8 to November 5, 2025
 - Youth Opportunities Fund
 - **System Innovations Grant**
 - Application period November 5, 2024 to March 12, 2025
 - Deadline for lead organizations to complete the required pre-application coaching call: February 19, 2025
 - Deadline for lead organizations to submit the Organization Information: February 26, 2025
 - **Youth Innovations and Family Innovations Grant:**
 - Application period January 6, 2025 to July 9, 2025
 - Expression of interest deadline: April 9, 2025
- Canada Summer Jobs application portal is now open from November 18 to December 19, 2024.

Community Improvement Plan

- The EDO, CAO, Treasurer, and Tax Clerk met in early October to discuss current usage and funding levels of the Community Improvement Plan & Tax Increment Grant. Further details to be discussed in separate report to Council.
- Economic Development is collaborating with the Building Department to develop information guides to assist those interested in building Additional Residential Units (ARUs) on their properties. Four guides will be available in the new year for: Building a Legal Basement Apartment, Building an Above Garage Apartment, Building an Accessory Dwelling, and breaking down the changes to the 2025 Ontario Building Code.

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.
- Responded to inquiries about registering for the online Business & Services Registry
- Responded to inquiries from out-of-town developers regarding commercial property identification, community demographics, and market potential.

Community Development

- The EDO continues to work with the Recreation Department to implement funding projects relating to the Age-Friendly Plan and increasing accessibility in outdoor recreation spaces.
- The Holiday Market was held again this year in conjunction with the Rockin' Around the Christmas Oval event on November 23. The market hosted 13 vendors for the daytime market and 10 for the evening market.

Marketing

- Social Media
 - November Highlights:
 - Shared reminder of Winter Parking Bylaw in advance of first large snowfall of the winter.
 - Advertised recruitment for Volunteer Firefighters and Assistant Superintendent of Public Works, as well as Non-Profit Housing Board.
 - Announced the return of the Rockin' Around the Christmas Oval event for its second year.
 - Shared posts for Indigenous Veterans Day and for Remembrance Day, including the story of former Espanola resident Charles Byce DCM MM, one of Canada's most decorated Indigenous veterans.
 - Posted notices from the Town and Espanola Hydro regarding the payment of bills during the CUPW postal strike.
 - Prepared holiday service hours content for sharing in December.
- The tourism swag line at the library continues to promote Espanola with apparel and other fun items. Awaiting arrival of new winter items – some items are delayed due to the CUPW strike.
 - Swag continues to make its round through prizes/giveaways and donations to community events made by various departments.
- The EDO attended the Northern Ontario Tourism Summit in North Bay from November 19-21.

Department Manager: L. Orford

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