

DEPARTMENTAL REPORT

Department: Economic Development

Month: Sept/Oct 2024

Funding Opportunities

- The EDO and Manager of Community and Recreation were excited to host a funding announcement on September 10th to recognize an Ontario Trillium Foundation Capital Grant. The \$58,100 provided by OTF funded the replacement of the MUA-1 Air Intake unit which services the ERRC Changerooms.
- Application was submitted to the Community Emergency Preparedness Grant to assist the Municipal Emergency Control Group/Fire Department in increasing the community's capacity to provide emergency shelters during winter storms.
- Funding opportunities currently being explored for projects with the Recreation, Transit, and Library department managers.
- The Grants Committee (internal) will meet on October 28th to discuss current and future funding opportunities.
- A summary report of the funding applied to and received in 2024 is attached. In 2024, the Town:
 - Carried 17 funded project approvals forward from previous years.
 - Submitted 15 new grant funding applications. To date, 4 have been approved, 2 were unsuccessful, 2 were closed due to lack of funding available, and 8 are still being evaluated.
 - Completed 13 funded projects, some which were multi-year beginning in 2023 or earlier.
 - Is currently researching five funding opportunities for 2025 projects.

Community Improvement Plan

- The EDO had several consultation meetings for CIP applications. There are already two applications for 2025 projects.
- The EDO, CAO, Treasurer, Deputy Treasurer, and Tax Clerk met in early October to discuss current usage and funding levels of the Community Improvement Plan & Tax Increment Grant.

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.

- On September 17th, the Town sponsored a final event for the Unifor (Domtar) Action Centre – partnered with Cambrian College – “Thinking of Starting a Business” workshop at the Recreation Complex. The event was advertised to Unifor 74 & 156 members, with extra seats open to the public. The three-hour workshop covered 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 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 final Downtown Market of the Summer Season was held at the Downtown Municipal Lot on Tudhope Street on September 21st, hosting 12 local vendors from 10am-2pm. To the delight of shoppers and vendors alike, the rain held off for most of the day. Shoppers were also treated to the musical stylings of local band Seldom Seen and local musician & vocalist, Adele Bishop.
- The Unifor (Domtar) Action is set to close on October 31st, 2024. The EDO attended the final Labour Action Committee meeting on October 16th, conveying the Town’s appreciation to Centre Staff over the past year for their efforts in participating in discussions with community groups, external employers, provincial ministries, financial services, social and health services, and others to support former Domtar employees as they navigated the idling and layoff process.
 - The Action Centre has had several staff over the last 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; we wish them all the best in their current and/or future endeavours.
 - A thank you also goes out to the Unions for sharing several of their learning/training opportunities with the wider community.

Marketing

- Social Media
 - September Highlights:
 - Posted First Day of School Safety Tips
 - Advertised Fall Swimming Lessons
 - Closed the Splash Pad for the year
 - Announced the Ontario Trillium Foundation Funding for the Complex HVAC replacement
 - Posted public notices for the PWD Fall Flushing program
 - Advertised 25th Anniversary of the Recreation Complex programming
 - Advertised 25th Anniversary membership & pass deals

- Advertised for September Maker's Market begins August 30th
- Advertised registration for Starting a Small Business workshop for Cambrian College – Sept 17th
- Announced the date for Rockin Around the Christmas Oval – November 23rd
- October Highlights:
 - Local Government Week Campaign from October 21st-25th
 - 15 departmental posts were shared detailing the operational duties of each municipal department and highlighted contributions of staff to municipal projects
 - Poppy Campaign Flag Raising – October 25th
 - Posted vendor and float recruitment for Rockin Around the Christmas Oval
 - Shared employment vacancies for the Finance, Public Works, and Recreation departments
 - Advertised for the Complex 25th Gala and shared photos from the October 17th event
 - Shared the great news that the new Public Works office was open for business
 - Advertised Free Transit Week for the Espanola & LaCloche Care Vans from October 21st-25th
 - Shared reminder of Winter Parking Bylaw coming into effect again on November 1st
- The tourism swag line at the library continues to promote Espanola with apparel and other fun items. New items coming this Fall/Winter season!
 - Swag continues to make its round through prizes/giveaways and donations to community event made by various departments.

Department Manager: L. Orford

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