

DEPARTMENTAL REPORT

Department: Economic Development

Month: February 2025

Funding Opportunities

- The EDO and Library CEO submitted an application to the Ontario Trillium Foundation Capital Grant.
- Some other 2025 deadlines for Ontario Trillium Foundation Grants:
 - 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
 - **Youth Innovations and Family Innovations Grant:**
 - Application period January 6, 2025 to July 9, 2025
 - Expression of interest deadline: April 9, 2025
- Shared funding opportunities with the Espanola High School Eco Schools Club
- A job ad was posted for the Communications & Marketing Intern, funded by NOHFC. The positions will provide support related to the development and creation of marketing materials for the Town. Activities include building social media campaigns, preparing promotional material, market research and analysis, and digital marketing. Resumes for the 12-month contract will be accepted until March 14th.

Community Improvement Plan

- Applications for the 2025 Community Improvement Plan grants are now open! As we move into Spring building season, applications are accepted on a first-come, first-served basis as the funding provided is finite.
- The 2024 Building Code came into effect on January 1, 2025, offering a three-month grace period until March 31, 2025 for certain designs that were already underway. Economic Development has collaborated with the Building Department to develop information guides to assist those interested in building Additional Residential Units (ARUs) on their properties. The guides will be available on the Town website very shortly. The guides provide overview summaries of: 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 new and existing 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.
- Registrations have begun for the 2025 LaCloche Foothills Job Fair & Career Expo. Interested businesses and industry professionals can contact the EDO to register. Save the date for Tuesday May 13th at the Recreation Complex!

Community Development

- The Age-Friendly Committee Working Group met on February 4th for the first time this year and saw the addition of representatives from ERHHC, MSDSB Community Paramedicine, and Public Health Sudbury & Districts. The Group looks forward to sharing a status update on the plan's progress with Council in the Spring.
- On behalf of the Age-Friendly Community Working Group, the EDO launched the Call for Nominations for Espanola's Senior of the Year Award. Nominations are being accepted online and via paper copies at the Recreation Complex and Town Hall. Nominations are open until March 30th. The Age-Friendly Committee looks forward to recognizing Espanola's Senior of the Year later this Spring!
- In collaboration with the Recreation Department, Economic Development is running a contest on the Town's Instagram page to highlight the Outdoor Rink and the Lion's Skating Oval. The contest is open until February 28th and the winner will be announced on March 3rd!

Marketing

- Social Media
 - February Highlights:
 - Advertised the Winter Carnival Weekend event schedule
 - Shared Skate-a-Thon advertising
 - Advertised the new fob system is now available for the Fitness Centre
 - Shared Family Day Facility Closure notice
 - Announced the return of the Spring 3 on 3 hockey tournament
 - Launched the Call for Nominations for the Senior of the Year Award
 - Shared information from Elections Ontario about the Advance Polling Location at the Recreation Complex – Library from February 20-22
 - Shared information from Elections Ontario about the Election Day Polling Location at the Recreation Complex Auditorium on February 27 and IDs needed to vote
 - Shared the Communications & Marketing Intern Job Posting
 - Responded to inquiries about March Break swimming lessons and pool schedule, winter snow removal, and Complex membership pricing.
- Economic Development is in the process of replacing the faded billboard on Hwy 6 - North entrance to Town by Spanish River Bridge – with the hope of having a new one in place by end of Spring/early Summer, pending weather conditions.

- The Espanola Swag line at EPL held a winter sale in line with the Winter Carnival, Skate-a-Thon, and Winter Book Sale. Original design blue hoodies, black t-shirts, and youth t-shirts were 25% off for the month of February.

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Submitted on: February 24, 2025