

# DEPARTMENTAL REPORT

**Department: Economic Development**

**Month: March 2025**

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## **Funding Opportunities**

- The EDO and Library CEO submitted an application to the Ontario Trillium Foundation Capital Grant on March 5.
- Applications were received for the Communications & Marketing Intern position, 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. Interviews are scheduled for early April.
- Final reporting was completed by the EDO and Taxation Clerk for ICIP Transit funding, and a progress report was submitted to FedNor for the CIINO grant.

## **Community Improvement Plan**

- Applications for the 2025 Community Improvement Plan grants are 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 EDO responded to inquiries from two local business owners in March about façade improvement grants available.

## **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.
- The EDO will be completing a review of the municipal Signage Program for complete registrations and to identify where efficiencies can be made in the administrative process.
- 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 13<sup>th</sup> at the Recreation Complex!

## **Community Development**

- On behalf of the Age-Friendly Community Working Group, nominations were accepted throughout March for the Senior of the Year award. Nominations that

met the eligibility criteria will be forwarded to the selection committee in April. The Age-Friendly Committee looks forward to seeing Espanola's Senior of the Year recognized later this Spring!

## **Marketing**

- Social Media
  - March Highlights:
    - Shared Fraud Prevention & Awareness Presentation from Cambrian College
    - Continued to share the Call for Nominations for the Senior of the Year Award
    - Shared March Break pool and ice schedules
    - Shared EPL March Break programming schedule
    - Shared reminders of cancelled swimming lessons due to March Break programming
    - Shared Death Café event information from ERHHC
    - Continued to advertise PW Summer Student positions and Communications & Marketing Intern Job Posting
    - Announced the installation of the feminine hygiene dispensers at the Complex and Public Library
    - Published International Women's Day post. This year's theme was #AccelerateAction.
    - Shared remind to Spring clocks forward for Daylight Savings
    - Shared closing of the Outdoor Rink & Skating Oval after another successful season!
    - Shared information from HSN's Espanola Campus on new Mental Health & Addictions group therapy sessions
  - Responded to inquiries about 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. The designer is working on a draft, and we hope to have it installed within the next few weeks...if the weather cooperates!

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**Department Manager: L. Nadeau**

**Submitted on: March 25, 2025**