

DEPARTMENTAL REPORT

Department: Economic Development

Month: April/May 2025

Funding Opportunities

- The Communications & Marketing Intern, funded by NOHFC, started at the end of April. The position is providing 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.
- Shared the Francophone Community Grant program with eligible departments and community groups.
- The Public Works department was successful in receiving Canada Summer Jobs funding again this year. The CSJ program will be funding one summer student for eight weeks.

Community Improvement Plan

- Four CIP applications/inquiries received in the month of April and one in May.
 - Current CIP projected expenditures account for approximately 90% of the total program funding.
 - Applications include two for multi-residential new builds, two for signage grants, and one for facade improvements to a downtown business.
- As we move through Spring building season, applications are accepted on a first-come, first-served basis as the funding is finite.

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.

Community Development

- The Espanola Maker's Markets will be back this year with a slightly different schedule. Based on feedback received from vendors and shoppers last year, and to avoid competition with community organizations hosting markets, we will be hosting our markets spread out through the calendar year, rather than in the summer months.

- The 2025 LaCloche Foothills Job Fair & Career Expo was hosted at the Recreation Complex on Tuesday May 13th. We had 26 registered employer booths and over 400 job seekers in attendance. This was our largest even since it began in 2023.
 - A huge thank you goes out to the Recreation Department staff for all of their hard work with set-up and tear-down, as well as for representing the Town with a booth. The Fire Department was also in attendance with a booth, a favourite among attendees again thanks to the bunker gear and push-up competition!
 - A thank you also goes to Whitefish River First Nation for their donations towards the door prizes.
 - We had many employers back for the third year in a row: Vale, Rainbow DSB, UCCM Police, OPP, Espanola Hospital, Canadian Armed Forces, Employment Options//Cambrian College, Laurentian University, NOSM, and Sault College.
 - We also had a number of new faces joining for the first time this year: Glencore, Anishinaabe Spiritual Centre, Community Living, Freelandt Caldwell Reilly LLP, TBell, and Whitefish River First Nation.
 - The LaCloche Care Van opened service for the day to all residents of Sables-Spanish Rivers, Baldwin, and Nairn & Hyman to bring them into Espanola for the Job Fair.
- The EDO attended the Recreation Department's Youth Slo-Pitch Tournament on May 24th, on behalf of the Municipal Emergency Control Group in the role of Emergency Information Officer, hosting a booth with information about building household emergency kits and general emergency preparedness. The information and materials provided were sponsored by the Community Emergency Preparedness Grant, received from the Province. The MECG encourages all residents to think about emergency preparedness in their home and consider building emergency kits suitable for their households!

Marketing

- Social Media
 - April Highlights:
 - Advertised the next round of National Lifeguard Course dates
 - Announced the return of the Youth Slo-Pitch Tournament for May
 - Shared weekly pool and ice schedules
 - Posted new community recycling guide and 2025 pick-up calendar
 - Promoted the All-Candidates Debate, hosted by the Town & MooseFM
 - Advertised Cambrian College's free Trades Exploration Program
 - Posted Call for Recreation & Culture Committee volunteer
 - Posted notice of Council Vacancy & call for Expressions of Interest
 - Shared municipal facility Easter Hours
 - Continued to promote the annual Household Hazardous Waste Day
 - Announced the return of YMCA Summer Camps
 - Shared daily Water Flushing announcements for Public Works
 - Published call out to fill remaining Employer booths at the Job Fair

- May highlights
 - Announced opening of Yard Waste Depot, and followed up with reminder of respectful use
 - Announced date of Seniors Appreciation Day for June 11
 - Posted flag raising for Victims Awareness Week
 - Posted vacancies on the Library Board and Recreation & Culture Committee
 - Shared event posters for Knight Cruisers Car Show, Hospital Auxiliary Gift Sale, and United Church 100th Anniversary
 - Circulated information on Watering By-law
 - Announced opening date for Splash Pad on June 14th, after water tower maintenance is completed
 - Announced ParticipACTION Community Challenge for month of June
 - Shared Firefighter recruitment poster
 - Announced the new iCity Online payment services for property taxes, water/sewer bills, and other municipal invoices
- Responded to inquiries about swimming lessons and pool schedule, winter snow removal, Yard Waste Depot opening, Advanced Polls, and Complex membership pricing.
- New billboard design for the North exit of Town has been installed!

Department Manager: L. Nadeau

Submitted on: May 26, 2025