



Committee Report

To: Councillor Steve Hammell, Chair and
Members of the Planning and Development Committee

From: Claire Dodds
Director of Planning and Development

Date: December 15, 2022

Re: Economic Development - Lead Generation Opportunity

Staff Recommendation:

The “Economic Development -Lead Generation Opportunity” report is for information.

Background:

Economic Development are developing a workplan to deliver services that will generate a greater focus on Business Retention, Expansion and Attraction across the County. Part of business attraction is lead generation, the process of initiating interest in bringing investment to Bruce County. Lead generation and business attraction are core activities within economic development and are a central part of the County’s economic development strategy.

There are many ways to undertake lead generation including targeted marketing campaigns, direct lead development and events. To date, the County has relied on marketing campaigns to drive leads. Economic Development Services see opportunities to be more proactive to generate leads and promote business attraction to Bruce County by undertaking a wider range of activities in this area in 2023.

In the lead up to developing the 2023 workplan, an opportunity was identified to apply for a highly competitive award offered through the Economic Developers Association of Canada. The application for the award required the Economic Development team to prepare a case for the identification and promotion of the County. The application focused on attracting Clean Energy businesses to the County. The County was successful in winning the award, beating out applications from across Canada.

The prize for winning this award is the opportunity to attend the annual MIPIM event. MIPIM is the world’s leading real estate market event including an exhibition, conference and networking event. In 2022 over 2,400 global companies attended the event with over 26,000 participants from around the world with the goal of finding new investment opportunities. The 2023 MIPIM event will occur from March 14 to March 17 in Cannes, France.

The joint award from the Economic Developers Association of Canada and MIPIM includes the following:

- A booth located in the Canadian section of the event
- 4 registrations for delegates to participate in lead generation activities (made up of municipal staff)
- The warden will be invited as a special delegate
- Access to the database of investors prior to the event
- On-site media relations
- Inclusion in the scheduled part of the conference to provide a speech related to opportunities in Bruce County
- A free article in the MIPIIM news section
- Inclusion in the Canadian focused networking opportunities

The package that was won is estimated at approximately \$15,000. Winning this award raises the profile of Bruce County for business attraction across Ontario, Canada and internationally.

The goal of attending a MIPIIM conference is to promote the development and investment opportunities that are available across Bruce County, ultimately developing a list of leads for economic development staff from across the region to nurture. To be successful, a number of processes have been initiated to support ongoing lead generation in the County. This includes the development of County-wide available lands database, marketing material related to the opportunities that exist in the area. This work has been done in conjunction with economic development staff at local municipalities. Local staff will continue to be actively involved in preparation for attending MIPIIM and following the event as the program around business attraction grows within Bruce County.

While energy and related companies will be a primary target during this event, it is anticipated that additional leads will be developed related to accommodations development, food processing and tourism.

In addition to this work, connections have been developed with lead generation entities at both the provincial and federal level including:

- Ontario Ministry of Agriculture Food and Rural Affairs
- Ministry of Economic Development, Job Creation and Trade
- Ministry of Tourism, Culture and Sport
- Invest Ontario
- Invest in Canada

These relationships will continue to be developed and strengthened to be able to develop and act on leads for available properties throughout the area. It is anticipated that these relationships will support the overall investment attraction program. Between now and attendance at the event, County staff will continue to work with municipal staff to further understand and bring appropriate leads to the County.

Financial/Staffing/Legal/IT Considerations:

While the costs related with the MIPIIM conference are covered by the award, there will be costs related to travel, ancillaries, and marketing material. Associated costs will be covered through the 2023 budget.

Interdepartmental Consultation:

The Office of the CAO has been consulted on this prior to submission of the application.

Link to Strategic Goals and Elements:

Goal #7 - Stimulate and reward innovation and economic development

Goal #9 - Coordinated, concerted effort to advance our agenda

Report Author:

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Departmental Approval:

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