

## 5.1 GOAL: BUSINESS ATTRACTION AND RETENTION

STRATEGIC DIRECTION (what?)	ACTION (how?)	RESPONSIBILITIES (who?)	TIMELINE (when?)	RESOURCES (with what?)	PERFORMANCE MEASURES (indicators)	STATUS UPDATE & COMMENTS January 31/2017
Create a “business ready” environment for attraction and growth	Provide local training to build local workforce	North Huron Economic Development will facilitate accessibility to local training by identifying local needs and matching it with available resources	Ongoing	<ul style="list-style-type: none"> <li>Huron Small Business Enterprise Centre</li> <li>Centres for Employment and Learning</li> </ul>	Number of training/networking opportunities available locally	<p>There was limited uptake the last time the County attempted to hold a course locally. Next time it would be beneficial to hold a course that is of interest to local business owners (have been identified in BR+E) or talk to BIA’s. It would also be helpful to be aware of the course/workshop sooner so the BIAs can help promote it.</p> <p>The Centre of Employment &amp; Learning has also run a course on Facebook (social media) at the request of the Wingham BIA. It was well attended because it was what business owners were looking for. The CEL would be willing to assist with other trainings, etc.</p> <p>If a Business Building Business idea is still on the table (modified win this space), the intention is to have small business training/business plan writing workshops available locally so those considering becoming entrepreneurs can gain the knowledge they need and connect with local mentors.</p>
	Create a “toolkit” to navigate new business/inquiries that will accommodate seamless communication between all departments and minimize gaps in information sharing.	<ul style="list-style-type: none"> <li>EDO</li> <li>CBO</li> <li>Planner</li> <li>Municipality</li> </ul>	2016	<ul style="list-style-type: none"> <li>Graphic support for on-line and print version</li> <li>BIZGRID</li> </ul>	Toolkit accessible by all departments fielding new business inquiries. Tracking system developed to determine baseline of distribution.	Completed by County – North Huron Staff have received direction on how to use the tool. Direction was received by Clerk and Building Official.

Business Retention and Attraction (continued)

STRATEGIC DIRECTION (what?)	ACTION (how?)	RESPONSIBILITIES (who?)	TIMELINE (when?)	RESOURCES (with what?)	PERFORMANCE MEASURES (indicators)	STATUS UPDATE & COMMENTS January 31/2017
	Promotional brochure created for recruitment and resident attraction	<ul style="list-style-type: none"><li>• EDO</li><li>• Employers</li><li>• Real Estate Agents</li></ul>	Introduce in 2016 - Ongoing	<ul style="list-style-type: none"><li>• Make Huron Home</li><li>• Huron County Economic Development</li><li>• </li></ul>		Created – currently being used by Health Care recruitment. Copies have been given to ReMax but have not been received by other real estate agents. Could be of interest to other companies recruiting out of the area like Wescast.
Create a culture that supports local first	Support opportunities for local producers	<ul style="list-style-type: none"><li>• EDO</li><li>• BIAs</li></ul>	Ongoing	<ul style="list-style-type: none"><li>• Wingham Farmers’ Market</li><li>• Wingham Chef’s League</li><li>• Huron Food Action Network</li><li>• Foodland Marketing Partnership</li></ul>	Number of events, opportunities where local food is highlighted or education on locally sourced product is available	North Huron continues to support the Wingham Farmers’ Market and has a multi-year agreement in place for the use of Cruikshank Park. All event planning (festivals, etc.) consider using local supplier/product first.
Create a culture that supports local first CONTINUED	Encourage “Buy Local” Programs	<ul style="list-style-type: none"><li>• EDO</li><li>• BIAs</li><li>• Township of North Huron</li></ul>	Ongoing	<ul style="list-style-type: none"><li>• BIA Community Cash Program</li><li>• Local media</li><li>• Huron Food Action Network</li><li>• Foodland Marketing Partnership</li></ul>		During the holiday season, Libro administered Wingham BIA Community Cash Program whereby purchasers pay \$180. to receive \$200. Wingham BIA dollars to be spent locally.

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*look at both family’s needs for locating here but also consider retention of our current workers and their important contributions*

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	Explore the possibility of a local purchasing policy	<ul style="list-style-type: none"><li>• Director of Finance</li><li>• CAO</li></ul>	2017	<ul style="list-style-type: none"><li>• Huron Food Action Network</li><li>• Huron County Health Unit</li><li>• Huron Business Development Corporation</li><li>• Huron County Rural Lens</li></ul>	Policy researched, drafted and presented to Council	A draft procurement policy has been developed by North Huron Staff and is currently under review by the CAO.
Regularly engage all sectors of the North Huron economy	Economic Development Summit held annually with representatives of all sectors to review state of the economy and identify opportunities and challenges	<ul style="list-style-type: none"><li>• EDO</li></ul>	Annually	<ul style="list-style-type: none"><li>• Business representatives</li><li>• BIAs</li><li>• Community Partners</li></ul>	Summit held annually prior to creation of Economic Development Business Plan	No activity to report.

5.2 GOAL: MORE HIGHLY SKILLED WORKFORCE

Strategic Direction (What)	Action (How)	Responsibilities (Who)	Timeline (When)	Resources (with what)	Performance Measures (Indicators)	STATUS UPDATE & COMMENTS January 31/2017
Make local secondary school students aware of local job opportunities with post-secondary skills	Career Days (Take your child to work day)	<ul style="list-style-type: none"><li>EDO will provide local knowledge of labour market and assist with networking between local businesses/industries with local educators/employment programs</li></ul>	Annually and Ongoing	<ul style="list-style-type: none"><li>Co-op teachers</li><li>Careers and Civics teachers</li><li>Conestoga College</li><li>Fanshawe College</li><li>MTCU</li><li>4 County Labour Market Planning Board</li><li>School boards</li><li>Area businesses and industry representatives</li></ul>	Number of North Huron students who receive information on local leading businesses and opportunities	<p>Former Economic Development Officer approached the high school about holding student driven job fair in second semester. Idea is to have students from independent study classes lead – interest from Wingham BIA and local businesses currently exists – have not promoted it to Blyth BIA yet. Had offered assistance from North Huron Ec Dev and Rebecca Rathwell from the CEL. The intent of this job fair was to connect students with some of the many part-time jobs that are currently available locally.</p> <p>F E Madill has committed to promoting an OMAFRA led initiative to the independent studies course in second semester. The program invites municipalities to question youth on subjects that they would like to get a youth perspective on. OMAFRA and North Huron Ec Dev have met with F E Madill administration, the independent studies teacher and the data management teacher. OMAFRA has committed to giving students direction on the project and research methods. North Huron has committed to be resource and to assist students with preparing a delegation to Council once their research project is complete. The project falls into several of the youth involvement goals. The project will be presented to students and it is their decision if they want to take it on. If there is no interest in the current semester – it can be done in future semesters if interest dictates.</p>

Township of North Huron EDSP 2015

Strategic Direction (What)	Action (How)	Responsibilities (Who)	Timeline (When)	Resources (with what)	Performance Measures (Indicators)	STATUS UPDATE & COMMENTS January 31/2017
	Engage more students through Local Government Week	<ul style="list-style-type: none"> <li>• CAO</li> <li>• Council</li> <li>• Senior Management Team</li> </ul>	Each semester and Ongoing	<ul style="list-style-type: none"> <li>• Civics teachers</li> </ul>	Comprehensive program highlighting local government/municipal jobs presented to Civics Classes during Local Government Week. Number of students reached.	No activity to date.
	Engaging and educating our existing summer students/co-op students	<ul style="list-style-type: none"> <li>• EDO</li> <li>• Senior Management Team</li> </ul>	Annually	<ul style="list-style-type: none"> <li>• Municipal staff</li> </ul>	A scheduled day combining; <ul style="list-style-type: none"> <li>-required training,</li> <li>-education on municipal services</li> <li>-information on municipal jobs</li> <li>-tour of North Huron assets and points of interest</li> </ul>	No activity to date.
	Industry Connects Career Fair	<ul style="list-style-type: none"> <li>• EDO will support the Industry Connects Job Fair and ensure it is accessible for local employers and students</li> </ul>	Annually	<ul style="list-style-type: none"> <li>• SBEC</li> <li>• Conestoga College</li> <li>• Avon Maitland District School Board</li> <li>• Centre for Employment and Learning</li> <li>• MTCU</li> <li>• 4 County Labour Market Planning</li> </ul>	Number of local students who attend the Industry Connects Career Fair Number of local employers who rate their participation in the Industry Connects Career Fair as satisfactory or better	This project is being led by several community partners. North Huron Staff have not heard what plans are made for the next career fair. They have been held every 18 months. North Huron has expressed interest in hosting the next fair.
Make local secondary school students aware of local job opportunities with post-secondary skills	Apprenticeships	<ul style="list-style-type: none"> <li>• EDO will provide local knowledge of labour market</li> <li>• EDO will facilitate networking opportunities with business community and business organizations</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>• OYAP</li> <li>• Businesses</li> <li>• Conestoga College</li> <li>• OFA</li> <li>• HMA</li> </ul>	Meetings facilitated that will allow local businesses to obtain information and resources regarding apprenticeships	Community service providers are often invited to BIA meetings to share information on their services. Information has been shared on apprenticeship information sessions held locally.
	Promote co-op placements aimed at 1) Students 2) Businesses	<ul style="list-style-type: none"> <li>• EDO will provide local knowledge of labour market</li> <li>• EDO will facilitate networking opportunities with business community and business organizations</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>• OYAP</li> <li>• OFA</li> <li>• Guidance Councillors</li> <li>• Centre for Employment and Learning (CEL) Job Developer</li> <li>• HMA</li> <li>• HTA</li> <li>• BEC</li> </ul>	Meetings facilitated that will allow local businesses to obtain information and resources regarding a diversity of co-op placements	Ongoing.

Strategic Direction (What)	Action (How)	Responsibilities (Who)	Timeline (When)	Resources (with what)	Performance Measures (Indicators)	STATUS UPDATE & COMMENTS January 31/2017
	Identify existing resources and assist with making connections to benefit local residents and employers	<ul style="list-style-type: none"> <li>North Huron Economic Development</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>Huron County Business Support Network Grid</li> <li>Small Business Enterprise Centre</li> <li>Huron Business Development Corporation</li> <li>Centre for Employment and Learning</li> <li>Conestoga College</li> <li>4 County Labour Market Training Board</li> <li>HMA</li> <li>OFA</li> </ul>	Tracking system is developed and baseline for inquires is established	Ongoing.
Attract Skilled New Comers	Work with local businesses to develop and implement recruitment campaign to fill vacancies	<ul style="list-style-type: none"> <li>EDO</li> <li>Make Huron Home</li> </ul>	2016 and Ongoing	<ul style="list-style-type: none"> <li>Make Huron Home</li> <li>Huron County Economic Development</li> <li>Conestoga College</li> <li>Centre for Employment and Learning</li> <li>HMA</li> </ul>	Number of businesses utilizing campaign	Identified as a priority for 2018. Promotional piece for attraction created (developed in consultation with local real estate and physician recruitment committee as they are the people often speaking to those interested in relocating). Former Economic Development Officer attended meeting in Exeter where service providers and immigration services came together to share information and set goals. Should look at a similar mode with K/W rather than London being target market. Have kept in touch with local businesses with the greatest recruitment needs. Have had discussion with the Centre for Employment and Learning and other local agencies to set groundwork for a local initiative.
	Borrowing from the physician recruitment model, provide individualized resources, information and connections to job candidates looking to relocate	<ul style="list-style-type: none"> <li>EDO</li> <li>Make Huron Home</li> <li>Local Employers</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>Community Groups and Organizations as appropriate as dictated by the interests of the candidate and the needs of the family</li> </ul>	Number of employment candidates that have received information	No activity to report.

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	Explore with newcomers what makes the area attractive to consider staying in the area.	<ul style="list-style-type: none"><li>EDO</li></ul>	Ongoing	<ul style="list-style-type: none"><li>New residents of North Huron</li></ul>	A list of local assets that can be/or has been used to attract new residents	Informal – ongoing.
	Explore with former residents the reasons that prompted their out migration from North Huron/Huron County.	<ul style="list-style-type: none"><li>EDO</li></ul>	Ongoing	<ul style="list-style-type: none"><li>People making a move away from North Huron and Huron County</li></ul>	A clear and accurate understanding of the issues that encourage people to leave. Utilize the information	No activity to report.