



*ONTARIO EAST ECONOMIC
DEVELOPMENT COMMISSION*

Presentation to the
Ontario East Municipal Conference
September 2005

Serving over 200 communities
and 2 million people.



OEEDC 2005 Board of Directors

- **President, Susan Ellis**
Coordinator, Economic Development, Recreation and
Tourism, City of Pembroke
- **Vice President, Gerrit DeBruyn**
Executive Director, Trenal CFDC
- **Past President, Stephen Hyndman**
CAO, City of Belleville

Serving over 200 communities
and 2 million people



OEEDC 2005 Board of Directors

- Director, Jeanne Charlebois
Deputy Clerk Treasurer, Twp. of Champlain
- Director, Darrell Cox
Business Development Consultant, City of Ottawa
- Director, Hollee Kew
Manager, Economic Development, Lennox & Addington
- Director, Paul Blais
Project Manager of Business Development, KEDCO
- Administrative Director, Joyce Gravelle

Serving over 200 communities
and 2 million people



Strength In Numbers

- We are a group of over 130 Eastern Ontario municipal, provincial, federal and private sector representatives working together to market the Eastern Ontario region to potential business investors and industry. Together we represent over 200 communities, thousands of businesses and nearly 2 million residents.

Serving over 200 communities
and 2 million people



Ontario East



Serving over 200 communities
and 2 million people



OEEDC – A Brief History

- Founded in 1988 with 14 members, OEEDC was essentially established as an umbrella marketing organization for communities in Eastern Ontario
- It also provided common ground for networking, sharing of best practices, input to regional policy development etc.

Serving over 200 communities
and 2 million people



Strength Through Partnerships

- Federal: CISP, CFDC's
- Provincial: OMMAH, OMAF, MEDT
- Associations: EDCO, EDAC
- Municipal: Eastern Ontario Warden's Caucus
- Private Sector

Serving over 200 communities
and 2 million people



Priorities...

- Education
 - OEMC
 - Professional Development
- Policy and Planning
- Business Development
- Marketing – Website, Co-Op Trade Shows, Investment Missions
- Relationship Building

Serving over 200 communities
and 2 million people



OEEDC – Current Priorities

- **The Marketing Program:**
 - Influence the Influencer Program
 - www.ONTEAST.com (major project 2005-2006)
- **Research Programs:**
 - Eastern Ontario Food Study
 - Downtown Revitalization - \$65,000
 - Automotive Sector Study - \$20,000
 - Logistics, Plastics & Tourism Investment Studies - \$150,000
 - Eastern Ontario Opportunity Action Plan - \$98,905
 - GIS Based Web-Site for OEEDC - \$250,000

Serving over 200 communities
and 2 million people



2005 and Beyond...

- **5 year Business Plan**
- **Regional Marketing Strategy:** based on outcomes of the Eastern Ontario Opportunity Action Plan and recent sector studies:
 - Regional cluster profiles
 - Marketing and educational tools for EDO's
 - Continued data base development
 - Enhanced trade missions
- **Continued strengthening of partnerships**
- **Continued representation of regional issues**

Serving over 200 communities
and 2 million people



How We Can All Succeed...

- Multi-tiered approach to economic development in eastern Ontario
- Project based, results oriented
- The path forward....

Serving over 200 communities
and 2 million people



Become a Member!!

- Save money marketing and promoting your community/business
- Be noticed by national and international site selectors and business consultants
- Learn about issues affecting your community/business through educational seminars and workshops
- Participate in shaping regional policies

Serving over 200 communities
and 2 million people



Types of Membership

- **Active:**

An individual employed by a municipality directly or through a municipal committee, commission or corporate body. Active membership provides for a 2nd member at no additional cost.

Serving over 200 communities
and 2 million people



Types of Membership

- **Associate:**

Any person employed by an agency or corporation actively involved in economic development through the private sector, educational system or government sponsored programs.

Serving over 200 communities
and 2 million people



Types of Membership

- **Government:** An employee of the Federal or Provincial Government. Government members have no voting privileges.
- **Honourary or Life:** Appointed at the discretion of the Board of Directors with ratification of the general membership.

Serving over 200 communities
and 2 million people



Join OEEDC

- For more information about joining OEEDC visit our website at www.onteast.com or contact us at (613)-528-1472 or by e-mail: info@onteast.com

We look forward to working together with you!!

Serving over 200 communities
and 2 million people



We look forward to
working together with you.

www.onteast.com

Serving over 200 communities
and 2 million people