



Economic Development Commissions

“A Structure for Action”

Presentation to Ontario East Municipal Conference

Overview

- Quinte EDC Background
- When does it make sense to have a regional economic development commission?
- Structure
- Benefits
- Key Success Factors
- What to Watch Out For
- Our Success
- Questions

Quinte EDC Background

- Originally formed in 1994 (prior to municipal amalgamations)
- Belleville joined as a partner in 2000
- Member Municipalities: Belleville, Brighton and Quinte West
- Focus on Manufacturing and Technology Sectors

When does it make sense to have a regional economic development commission?

- Identified regional economy
- Identified regional workforce
 - Trends in workforce mobility
 - Commute patterns
- Communities have common priorities, opportunities, and targets
- Existing level of cooperation between member communities

QEDC Structure

- Not-for-profit Corporation
- 2 staff plus 1 for Manufacturing Resource Centre
- Representing: Belleville, Brighton and Quinte West
- Board appointments
 - business leaders and political members
- Municipal funded – per capita basis
- Defined focus on manufacturing & technology
- Municipal economic development still required
- Co-located at Loyalist College with 8 other business & Economic Development organizations

Benefits

- Business investors look at regional workforces, supply chain linkages, etc – a regional approach leverages those assets
- Overcomes political boundaries
- Offers more options and critical mass to potential investors
- React quickly and adapt to challenges and opportunities
- Refreshing approach to clients
- Access to funding programs – (FedDev)
- Cost savings

Key Success Factors

- Cooperation between municipal funders – agree to the regional approach and believe that what is good for one community will benefit the others
- Ability to establish partnerships
- Clearly defined roles and responsibilities
- Be part of the municipal team – not another level of bureaucracy
- Trust

What to Watch Out For

- Duplication of local economic development effort
- Don't forget who is the client
- Stay focused
- Ability to access other non-economic municipal staff – IT, engineers, planners
- Who is the Contact person with the Province, site selector, etc.
- What name
- Need to manage the corporation as well as deliver the services
 - Insurance
 - Real Estate
 - HR issues
 - IT etc.

Our Community's Success

- New Company - Investment Attraction
- Investment – expansions
- Manufacturing Resource Centre
- Manufacturing Funding Support

Manufacturing Support Examples

- Manufacturing Resource Centre
- Workforce Development – investing in Human Capital. More than 6,000 workers trained in new skills, \$2.3 million in last two years
- Training Rebates
- 237 Internships provided for youth and displaced workers
- Productivity Improvement “Jump Teams”
- Lean Manufacturing Symposiums
- Pathways to Productivity Series
- Quinte Manufacturers Association – plant tours, Member Needs Help, Workshops, support

2011 Investment Success Examples

- September – Procter & Gamble, - announcement of 100,000 sq.ft., 100 new jobs, \$100 million investment
- August - Nestle Canada - 30,000 sq. ft., 28 new jobs, retain 300 positions, \$14 million investment
- August- Vantage Foods - new 48,000 sq. ft. case-ready meats, 150 new jobs, \$25 million investment
- April - Bioniche Life Sciences Inc. new Animal Health and Food Safety Vaccine Manufacturing Centre
- March - Kellogg Canada Inc. – new cereal line 45 jobs, \$43-million investment
- Pepsico Quaker Oats Co. of Canada – New frozen muffin line – 20 new jobs
- Triangle Fluid Controls, greenfield, new 32,000 sq. ft. facility
- February Canadian Blast Freezers, new value added meat processing - 106 new jobs

Summary

- Regional economic development can improve the effectiveness of your economic development program while reducing costs.
- Manage relationships and watch out for pitfalls
- Celebrate your successes!

Questions