

# Grey County Economic Development

OPPORTUNITY LIVES HERE

## Grey Bruce Fall Tourism Conference a **HUGE** Success!

A BIG thank you to all of you who attended this year's 15th Annual Grey Bruce Fall Tourism Conference. The day proved to be a success with very dynamic speakers, amazing local food and brews! For those who missed it, or would like to review the speaker's presentations we have made them available online.



On November 20th a Regional Economic Development Summit was held at the Falls Inn and Spa in Walters Falls. Even though the weather wasn't very cooperative many stakeholders and business leaders plowed through the snow and were able to participate. Consultants Ian Duff and Eric McSweeney and Associates were pleased with the turnout and the caliber of participants who were engaged throughout the

day in great discussions and debates around Economic Development. With a wide representation of business sectors and geography, attendees provided input and feedback on several themes and actions.

**Next Steps** - McSweeney and Associates will now compile all of the data collected from the online survey, stakeholder focus groups, interviews and the Economic Development

Summit to develop a draft strategy which will then be shared with our stakeholders for further review and refinement.





## FOOD SAFETY REGULATORY TRAINING PILOT A SUCCESS!

On November 22-23, the first pilot delivery of the Food Safety Regulatory Training course was delivered at the Owen Sound campus of Georgian College. A total of 22 learners attended the two-day course which was developed by Georgian College and industry advisors, and supported in part by Grey, Bruce and Simcoe Counties, OMAFRA (through RED funding) and in partnership with the Grey Bruce Health Unit. The course was designed to help food business owners better understand the food regulatory environment. The curriculum covered the basic science of food safety; food handling; HACCP, an introduction to Canada's

various food regulators (CFIA, OMAFRA, Public Health, others) and detailed both the roles and responsibilities of each regulatory body, and those of business owners with respect to the regulators governing their businesses.

All attendees were food business owners (or aspiring owners) including farmers, caterers and small-scale processors. Two more pilot deliveries will be offered in early 2015.

**For more information, visit:**

<http://www.georgiancollege.ca/news-events/events/food-safety-regulatory-training/>

# SAVE the date

Food  
Entrepreneurs  
event at  
Georgian College  
**April 20, 2015**

Building on the success of February's Community Food Seminar at the South Georgian Bay campus of Georgian College, a steering group has come together to create a similar food-business event at the Owen Sound campus in 2015. The event will bring food businesses of all kinds together for a day of workshops, panels, showcasing and networking. The focus of the day will be innovation, as Grey County is home to many innovative producers, businesses and organizations with stories and insights to share. If you are interested in supporting the event with your time and expertise, or as a sponsor, contact Philly Markowitz at 519-376-3365 x6125 or [philly.markowitz@grey.ca](mailto:philly.markowitz@grey.ca).

## Patti Kendall takes home the hardware **locally and provincially!**

Patti Kendall was lauded as the "mother" of the Apple Pie Trail at the recent Grey-Bruce Tourism Conference. Patti has worked tirelessly to grow the Apple Pie Trail into an award winning experience. You can hike, paddle, cycle, drive sip and dine your way along the Apple Pie Trail as it winds around Blue Mountain, Collingwood, through Thornbury and Clarksburg in The Blue Mountains and into Meaford. On November 17th, the Ontario Tourism Marketing Partnership

Corporation (OTMPC) named the Apple Pie Trail Pedal and Paddle Adventure to its inaugural list of Ontario Signature Experiences. These tourist destinations and activities showcase the best of what Ontario has to offer to its many visitors, and highlight the province's immersive tourism products. We are extremely proud to have such a wonderful experience as part of our County, and appreciate all of Patti's efforts in bringing it to such prominence in a

highly competitive tourism market. Patti also accepted a leadership Award for Culinary Tourism on behalf of the Apple Pie Trail from the Tourism Industry Association of Ontario!



# Chefs' Forum Hub LAUNCH

Grey County is pleased to have supported the development of the Grey County Chefs' Forum Food Hub, which was officially launched on November 10th in Flesherton. The distribution hub allows local producers to aggregate their products for cost- and labour-effective delivery. Creation of the facility was made possible with additional project support from the Greenbelt

Market Access Fund.

The hub currently serves GTA restaurants with locally-grown and raised foods produced by Chefs' Forum member farms through a distribution partnership with Etobicoke-based 100km Foods Inc.

See more here: <http://greycountychefforum.ca>

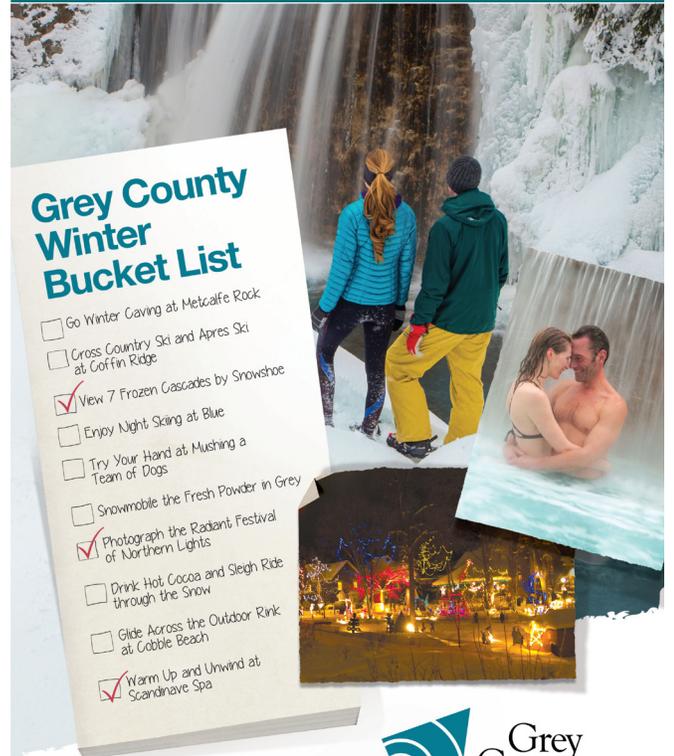


## Southgate Farmers' Market

Economic Development Staff from the Township of Southgate helped revitalize the Dundalk & District Farmers' Market by relocating it to a more visible location on Hwy. 10 between Tim Horton's and the LCBO. The Market has been successful in attracting between 3 and 6 vendors from the local area. The vendors sold fresh vegetables, baked goods, prepared foods (such as cabbage rolls) and crafts. The Market is closed for the season and will be re-opening next spring.

## Grey County Winter Bucket List

Grey County Tourism has compiled a Winter Bucket List of great winter activities for you or your visitors to experience. Be sure to print out a copy. Check out our NEW Winter Bucket video to visually entice! Visit our website and like us on Facebook for other fun winter activity ideas!



### Grey County Winter Bucket List

- Go Winter Caving at Metcalfe Rock
- Cross Country Ski and Apres Ski at Coffin Ridge
- View 7 Frozen Cascades by Snowshoe
- Enjoy Night Skiing at Blue
- Try Your Hand at Mushing a Team of Dogs
- Snowmobile the Fresh Powder in Grey
- Photograph the Radiant Festival of Northern Lights
- Drink Hot Cocoa and Sleigh Ride through the Snow
- Glide Across the Outdoor Rink at Cobble Beach
- Warm Up and Unwind at ScandinaVe Spa

[www.visitgrey.ca](http://www.visitgrey.ca)



## New Businesses in Southgate

Southgate Township is pleased to announce that 5 new businesses have opened up shop! These businesses are: Pawzitive Pet Supplies; Here on Earth Healing Arts; Skyway 8 Wind Farm; 81 MANE Beauty & Barber; and Southgate Tire & Auto.



### County of Grey Economic Development Office

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# The City of Owen Sound Sells Industrial Land and Site Plan Approved in Under 60 days

The City of Owen Sound recently sold 4 acres of industrial land to McNabb Construction Ltd. for a 6,300 sq ft. contractors building and yard. Discussions started early September with an offer received Sept. 19th and a closing date of Oct. 30th. The City's development team worked with the purchaser during the due diligence

period to move the project forward. Conditional site plan approval was granted at the Nov. 17th Council meeting. In less than two months the land was sold, surveyed, an environmental assessment and tree inventory completed, a drainage plan and conditional site plan approved—all within 60 days. The development team

approach is meant to improve communication and service with business owners and developers as they research and develop their projects.



## TOWN OF THE BLUE MOUNTAINS

congratulated Scandinave Spa for passing the 100,000 visitor mark this October. Scandinave Spa is one of the leading tourism draws in the area and continues to grow its customer base to the point where you have to make sure you either book a massage or show up early if you want to experience the baths on a busy weekend. Scandinave Spa is a true success story, and with many returning patrons, continues to meet the highest standards of customer experience in the region.



## Customer Service Training is Coming to BruceGreySimcoe!



BruceGreySimcoe tourism service providers know the importance of customer service, but did you know that 70% of buying experiences are based on how the customer feels they are being treated? And that 55% of customers would pay extra to guarantee better service? Or that customers that rate your service as

outstanding as compared to just very good are six times more likely to buy from you again? "There's so much to learn and so little time to learn it" (Einstein)...at your request, RT07 is making it easy with a free one-hour online Service Excellence training course for those who provide customer service to

tourists within Bruce, Grey & Simcoe Counties. The Christmas season will soon be upon us and it's a perfect time to get ready to greet visitors with a warm welcome! More information is available at [rto7.ca](http://rto7.ca) or [visitgrey.ca/industry](http://visitgrey.ca/industry)

## Skills Gap Study **UPDATE** Have your say!

In 2013, the Four County Labour Market Planning Board released a Skills Gap Study for the Four County region. In response to the results of this study, the Planning Board has been involved in presentations, workshops and community discussions to develop initiatives to work towards solving the Skills Gap. Yearly, the Four County Labour Market Planning Board partners with local organizations to deliver 4-6 workforce initiatives to meet the identified needs of the Four County region. Employer input forms the foundation for many of the initiatives in our work plan. We want to continue using employer feedback as the basis for our answer to local workforce challenges. The EmployerOne Survey will be open to employers for their input from Jan 2- Jan 31, 2015 inclusive. By completing this confidential survey employers will have their say in how we train and equip the future workforce.



Your Workforce. Our Future.



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# Connected County Master Class

## Plugs Grey County into the Broadband Economy



Grey County hosted an Intelligent Community Forum with co-founder Robert Bell. More than 80 leaders from across the region participated in a Connected County Master Class on Friday November 7th at the Falls Inn and Spa in Walter's Falls.

With the theme "Plugging Grey County into the Broadband Economy," the Master Class focused on the impact of high-speed Internet on economic and community development. The Master Class is the first step in a broader community engagement

initiative to bring Grey County's leaders together to develop a collaborative partnership to support sustainable and inclusive prosperity through connectivity.

Participants also heard details about the Southwest Integrated Fibre Technology (SWIFT) project, which will build a regional ultra-high-speed fibre-optic broadband network for everyone in Southwestern Ontario. For more information about SWIFT, please visit [www.swiftnetwork.ca](http://www.swiftnetwork.ca)

If you'd like to get involved with the Connected County Initiative or if you'd like additional information, please contact:

**Geoff Hogan**, Director of IT, at 519-376-2277 or [geoff.hogan@grey.ca](mailto:geoff.hogan@grey.ca)

**Ashleigh Weeden**, Community Engagement – Connected County Initiative, at 516-372-0219 ext. 1255 or [ashleigh.weeden@grey.ca](mailto:ashleigh.weeden@grey.ca)

## Hanover is Connected & OPEN FOR BUSINESS!

We've been talking a lot about connectivity and investment ready status across the County lately. Whether businesses are looking for an Industrial or Downtown setting, we are working hard to ensure we're open for business! We're thrilled to share that the second phase of our Industrial/Business Park expansion is well underway. Our first tenant, Alternative Medical Solutions (AMS) is nearing the end of construction of their 50,000 sq. ft. facility. Roads and servicing

will be completed Spring of 2015. Together with Wightman Telecom, we are ensuring the expansion is connected with the fastest broadband speeds available. Fibre Optic infrastructure is being installed to all parcels as we speak. We also have a small handful of properties available for sale and lease in Downtown Hanover – all are eligible for improvement grants through the Façade Incentive Program. We're investing in, and for, our businesses. Join us!



## CHEFS' Mentorship Program

Chef Dave Mottershall and food writer Ayngelina Brogan visited 9 restaurants in Grey and Bruce counties in early November as part of a pilot project to mentor local restaurants. The goal is to support local chefs and owners with their procurement of locally-produced ingredients, and in turn, support local farms and producers to sell their products locally. The program is a partnership between Grey and Bruce counties and the Grey Bruce Agriculture and Culinary Association and will continue through 2015.



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# Did you know we can help!

Employment Placement is a program offered by the County of Grey under the Ontario Works program. We can assist employers like you by providing supports such as:

- Pre-screening and interviewing of potential employees
- A candidate database that is growing daily
- WSIB coverage
- Human resource support and assistance
- Supports for employees to help them succeed on the job
- Financial support for training costs, required clothing, tools, etc.
- Wage subsidy to support the employer's investment in the new employee, if required



Other benefits of the program:

- You decide who you want to hire
- You determine the type of training your new employee requires
- Support to access training (e.g. First Aid, CPR, Customer Service, Health and Safety, WHMIS, etc.)
- Fast and efficient service
- Easy-to-use program

CALL TODAY and learn more about this program and how it could work for you, your business and your community!

## Beckie Botma

Ontario Works Placement Worker - North Grey  
519-376-7112, extension 1323  
beckie.botma@grey.ca

## Lorrie Fry

Ontario Works Placement Worker - South Grey  
519-376-7112, extension 1336  
lorrie.fry@grey.ca

# Business Retention and Expansion Program Underway!

The Town of the Blue Mountains has had a great time conducting business surveys with over 60 businesses. A dedicated group of volunteers, staff and members of senior management took the time to visit with businesses and get to know more about how we can support them. While the results won't be ready until January, the Town is already actively engaged in making changes to improve how we work with business and looking forward to identifying more areas of opportunity. We'd like to thank our volunteers, partners and businesses for taking the time to make this first step a huge success.

# Premiers' Award Winners



Three Grey County businesses received Premier's Award for Agri-Food Innovation Excellence at a ceremony in Innisfil on November 14th. Congratulations to Dornoch Hops, T&K Ferri Orchards and Summitview Farms on their well-deserved awards.

## For more information, visit the Premier's Award website:

Dornoch Hops: [http://www.omafra.gov.on.ca/english/premier\\_award/2014/events/e/dhl.htm](http://www.omafra.gov.on.ca/english/premier_award/2014/events/e/dhl.htm)

Summitview: [http://www.omafra.gov.on.ca/english/premier\\_award/2014/events/e/sf.htm](http://www.omafra.gov.on.ca/english/premier_award/2014/events/e/sf.htm)

T&K Ferri Orchards: [http://www.omafra.gov.on.ca/english/premier\\_award/2014/events/e/tkfo.htm](http://www.omafra.gov.on.ca/english/premier_award/2014/events/e/tkfo.htm)



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