

# Grey County

## Economic Development

OPPORTUNITY LIVES HERE

## Grey County named to SMART21 COMMUNITIES OF 2017

GREY COUNTY  
**SMART21**  
COMMUNITY 2017

Grey County has been named one of the Smart21 Communities of 2017 by the Intelligent Community Forum (ICF). The Smart21 recognizes communities that embrace technology to improve prosperity and inclusiveness. The announcement of the Smart21 was made on October 19 at the Think Canada conference in Niagara Falls, Ontario.

"We are thrilled to be recognized as an innovative, smart, and connected community," said Ashleigh Weeden, Project Lead for the Connected County Initiative. "We are very proud to join this elite list of global leaders who are applying digital innovation to build prosperous communities."

The Smart21 announcement is the first stage in the ICF's annual Intelligent Community Awards. Over the next couple of months, Grey County will participate in further review and analysis by the ICF. The Top7 intelligent communities will be announced in February with the Intelligent Community of the Year in June, 2017 in New York City.

"It's an incredible honour to be recognized on such a prestigious list of communities from around the world," said Grey County Warden Alan Barfoot. "Technology is an integral part of business and everyday life. Grey County is seizing the opportunities of the broadband economy so our communities can enjoy prosperous futures."

Grey County has been actively working towards Intelligent Community recognition since 2015, making its first application to the ICF last year. Some of the innovative initiatives that helped get Grey County on the Smart21 list

include:

- Municipal leadership and administrative support for the SWIFT Network
- Commitment of an additional \$1 million to support the expansion of fibre optic broadband in Grey County
- The Ag 4.0 Summit and Innovation Tour
- The creation of the LaunchPad youth activity centre in the Town of Hanover
- Business education and networking events promoting technology
- MOVIN'GB Coordinated Rural Transportation Pilot
- Excellence in library-based technology training at the Owen Sound & North Grey Union Public Library
- Free WiFi pilots at County Social Housing Units
- 'Recolour Grey' public engagement campaign and five-year review of the County Official Plan

According to the ICF, nearly 400 communities were nominated for the 2017 competition. Intelligent Community nominees are evaluated on six intelligent community indicators: broadband, knowledge workforce, innovation, digital equality, sustainability, and advocacy.

More information about the Intelligent Community Forum and the Intelligent Community of the Year awards can be found on their website, [www.intelligentcommunity.org](http://www.intelligentcommunity.org) For more information contact Ashleigh Weeden, Project Lead – Connected County Initiative, at [ashleigh.weeden@grey.ca](mailto:ashleigh.weeden@grey.ca) or 519-372-0219 ext 1255.



# Innovation Grows Here!

## More than 140 delegates attend Ag 4.0 Summit & Innovation Tour

The stats are in and more than 140 enthusiastic farmers and tech experts attended the Ag 4.0 Summit & Innovation Tour at Meaford Hall on November 2nd and 3rd, making the event a tremendous success. The two-day event hosted by Grey County highlighted creative technological innovation in agriculture. More than 140 delegates took in the Summit on November 2, including 10 streaming the event online. Fifty delegates participated in the Innovation Tour on November 3 and toured some of the area's most innovative farms and businesses.

"Ag 4.0 wouldn't have been possible without the incredible enthusiasm, generous support, and wonderful participation from Grey County's community and business leaders, agricultural producers, educational institutions, entrepreneurs, and innovators," said Ashleigh Weeden, Project Lead for Grey County. "We're excited by the conversations that started at the Summit and thrilled to have shone a spotlight on our producers during the Innovation Tour. We can't wait to continue building on the incredible momentum of being a center of excellence in rural innovation."

Ag 4.0 is one of the projects that made Grey County one of the Smart21 Communities of the Year. The Smart21



recognizes communities that embrace technology and use it to improve prosperity and inclusiveness.

"Farming and food production continues to be a critical driver in our local economy and we believe digital and connective technology is the next big thing for agriculture. Ag 4.0 was a platform to bring together experts from both of these fields and start Grey County on a path to becoming an innovation hub for ag and tech," said Weeden.

The event also gained traction online. Ag 4.0 was mentioned more than 400 times on Twitter and reached more than 100,000 people. Complete recordings of the event will be available later in November for anyone who missed out. For more information contact Ashleigh Weeden, Project Lead – Connected County Initiative, at [ashleigh.weeden@grey.ca](mailto:ashleigh.weeden@grey.ca) or 519-372-0219 ext 1255.

## WINTER WORKSHOP SERIES FOR FOOD PRODUCERS

Grey County is partnering with Simcoe County to create a series of workshops and networking events for food producers and processors in early 2017. These events will help food producers get the skills they need to move from farmers' markets and local retail outlets to independent grocers and regional chains. Topics covered will include creating a sales pitch; learning how to pitch to grocers; negotiating business-to-business transactions and more.

The events will be held in Collingwood and Thornbury.

For more information:  
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# APPS FOR AG CONTEST REVEALS CREATIVE AG-TECH INNOVATIONS

The Ag 4.0 Summit has already produced its first innovative ag-tech advancements. Dexter Fichuk and Laura Mann took home the top prize in Grey County's Apps for Ag competition on November 2 at the Ag 4.0 Summit in Meaford, Ontario. Their app idea called "LIVestock" will allow farmers to use smartphones in the barn or field to see all of their animals' data from birthdates to medical and breeding history. Fichuk and Mann were awarded \$500 for their idea.

Taylor Black was the Apps for Ag runner up. Black's web application idea called "Weed ID" makes it easier to identify common Ontario weeds by uploading photos of plants. Using artificial intelligence, the picture is analyzed to classify the species. Black was awarded \$250 for second place.

"We've been really impressed with the quality of ideas that came in for the Apps for Ag competition and by the incredible support we've received from industry leaders. We asked developers to solve a problem facing local food producers and they opened their minds to come up with impressive solutions," said Ashleigh Weeden, Project Lead for Grey County's Connected County Initiative.

Now it's up to the developers to refine their applications and prepare them for public releases. Ag 4.0 provided a great opportunity for the finalists to meet with experts from the ag-tech field, including specialists from AgNition and Palmer Andersen. Georgian



*Apps for Ag contest winners and industry mentors at Ag 4.0, Meaford Hall.*

College and the Henry Bernick Entrepreneurship Centre provided expert resources and sponsorship support for the competition.

The Apps for Ag competition opened on September 12, 2016, and included a full-day 'hackathon' at Georgian College in Owen Sound. This event was part of Grey County's larger "Ag 4.0: The Next Big Thing" initiative which focuses on rural entrepreneurship and technical innovation in agriculture and food. Ag 4.0 peaked with the Summit and Innovation Tour on November 2-3.

For more information contact Ashleigh Weeden, Project Lead – Connected County Initiative, at [ashleigh.weeden@grey.ca](mailto:ashleigh.weeden@grey.ca) or 519-372-0219 ext 1255.

## Hello from Grey County's New Manager of Economic Development

On October 24, 2016, Savanna Myers joined Grey County as the Manager of Economic Development.

Savanna has diverse experience in private and public sector marketing and communication and she knows Grey County well. She was raised in the area and had been working for the Town of Hanover for the past four years as the Economic Development and Communications Coordinator. Over this period she was involved with a variety of initiatives including the launch of an Economic Development Strategy, the award-winning

Downtown Revitalization Project and the greatly admired LaunchPad Youth Activity & Technology Centre.

Savanna will support economic growth by promoting Grey County as a great place to invest, work and live. She will also be a resource for the business community by providing a wide range of supports and services.

Savanna has been out and about in her first weeks at Grey, listening and learning from business and community leaders across the County. Together we will build on the momentum



*Savanna with her trusty sidekick, Norm*

already achieved and take action on the Made In Grey Economic Development Strategy, collaborating to accomplish mutual goals that carry us all forward as a region that's open for business.

You can reach Savanna anytime at [savanna.myers@grey.ca](mailto:savanna.myers@grey.ca) or 519-376-2205 ext 1261.



# MARINE EMERGENCY DUTIES CENTRE OPENS IN OWEN SOUND

The new Algoma Central Corporation Marine Emergency Duties (MED) Centre was officially opened today at the Owen Sound Campus of Georgian College.

The \$7.5 million, 13,600-square-foot facility is a key part of the college's renowned Marine Studies. It will be used extensively by students enrolled in Georgian's postsecondary marine programs as well as by working mariners who require certification or refresher training.

MED training is mandatory for anyone who works on a ship in Canada. After several years without a marine emergency duties training facility in Ontario, mariners will no longer need to travel to Canada's east or west coasts to obtain this certification. Life-saving training includes firefighting, survival craft, life raft and immersion suit training, as well as first aid. The location of the centre at Georgian College confirms the Owen Sound Campus as a premier facility for professional marine education.

The Government of Canada provided \$1.96 million through the Small Communities Fund for the project, and the Province of Ontario also contributed \$1.96 million to this project.

Grey County Council was the first to pledge financial support, in the amount of \$2 million, recognizing in part the significant economic importance to the region.

Several marine industry leaders – who will train their work force at the centre – made substantial donations to help ensure the facility would become a reality. The centre is named for Algoma Central Corporation, which became the largest private donor to the project with its donation of \$1 million. The common area in the centre is named in recognition of Lower Lakes Towing LTD., which also made a generous donation of \$500,000. Georgian offers two full-time postsecondary marine co-op programs – a two-year diploma in Marine Engineering Technician and a three-year advanced diploma in Marine Technology-Navigation. A one-year graduate certificate in Marine Engineering Management is offered for those seeking advanced training in the marine industry.

The Centre for Marine Training and Research also provides training for working mariners, with 2,400 course registrations in the past year alone. For more information on marine emergency duties training at Georgian, visit [marinetraining.ca](http://marinetraining.ca). To learn about marine diploma and graduate certificate programs, go to [GeorgianCollege.ca/marinestudies](http://GeorgianCollege.ca/marinestudies).



*Dignitaries cut a ribbon which launched a champagne bottle to christen the new Algoma Central Corporation Marine Emergency Duties (MED) Centre at the Owen Sound Campus of Georgian College on Thursday, Oct. 6. Participants are, from left, Eric McKenzie, Vice President, Technical Services, Lower Lakes Towing; MaryLynn West-Moynes, President and CEO, Georgian College; Karen Watt, Vice President Human Resources, Algoma Central Corporation; Bill Walker, Bruce-Grey-Owen Sound MPP; and Alan Barfoot, Grey County Warden.*

## Quick facts on the Marine Emergency Duties Centre

- 13,600-square-foot building with adjacent fire training facility
- Includes classrooms, video conferencing, lifeboat simulator, common area, bunker gear storage and laundry, change rooms, washrooms, showers, storage
- Fire training facility simulates the on-ship environment generating flames and smoke
- Life raft, lifeboat and immersion suit training are offered in nearby pool and harbour facilities in Owen Sound
- It is estimated visits by marine personnel could generate a substantial \$5 million in spending in Owen Sound and the surrounding area each year

## Quick facts on Georgian's Marine Training and Research Centre

- Extensive \$8-million renovation in 2008
- State-of-the-art computerized simulators
- Four navigational training bridges and an engine room simulator to simulate real-life marine scenarios
- The ability to create simulations of specific ships or harbours worldwide for customized training
- Central Canada's marine centre of excellence
- The centre meets a demand for training for new and veteran mariners.

The Ontario marine industry forecasts that 1,300 jobs will become available over the next 10 years as more than 70 per cent of current mariners are expected to retire.



*Emily May Rose, the mural artist for the Koodo Mural Project.*

## Owen Sound's DOWNTOWN REVITALIZATION PROJECT

There's been a lot of buzz in downtown Owen Sound over the last few months about special events, parking, and redevelopment projects. The former Bingo Hall space was used to promote the Scenic City Film Festival with giant screens showing films at night, two large mural projects, one by Koodo in Carney's Lane and another at Macs' Convenience Store, were recently completed, colourfully showcasing the City, and larger street signs were installed at intersections. Overnight parking was also approved.

Meantime, larger projects like the river precinct redevelopment and the renovation of City Hall are moving forward (City Hall has temporarily relocated to the Professional Centre at 945 3rd Ave. East ). Three vacant buildings on 10th Street East have sold, promising new growth in the downtown.

Yes, this is all happening in downtown Owen Sound, and more changes are coming! Some of the new growth is organic while other developments, like the film installation and mural projects, fall under the strategic direction of the Owen Sound Downtown Revitalization Project.

That project is already under way, with staff interviewing businesses, building owners and customers. One of our main goals is to fill empty store fronts and the downtown revitalization project will help steer us in the right direction, providing us with a clear vision. Fortunately, it will not be a hard sell as our building owners are eager and expressing confidence in working together.

The revitalization project is also taking steps to create a positive environment for customers, residents and businesses, helping them thrive and feel welcome. It fully supports lively events to attract people to the downtown. Coming events include: Moonlight Madness on November 18th, the Santa Claus Parade and Festival of Northern Lights opening on November 19th and Festive 1st Friday on December 2nd.

The revitalization project is a program offered by the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA). It's being implemented by the City's Economic Development Committee, with the Business Enterprise Centre of Owen Sound and Area, the OSDIA and OMAFRA as participating partners.

## RECOLOUR Grey

County Planning staff attended a number of events throughout Grey County over the spring, summer and fall to gather as many comments from the community as possible. Staff have been overwhelmed by the response and are now reviewing all the comments from the community. The information collected will help update the County Official Plan which will guide how Grey County grows and develops over the next 20 years. Staff will share a summary of the comments received on the County website once completed. Stay tuned for further updates on the County website: [www.grey.ca/planning-development/recolour-grey](http://www.grey.ca/planning-development/recolour-grey).

# Vibrant Villages Conference a big success!

Saugeen Economic Development Corporation, Bruce Community Futures and OMAFRA teamed up to present the **Vibrant Villages Conference** held in Neustadt on October 19th. Sponsored by Grey County, it brought together community leaders, planners, and business owners to discuss ideas about how to make our rural communities more vibrant.

Keynote speaker and author of *13 Ways to Kill Your Community*, Doug Griffiths, highlighted some of the 13 ways communities sabotage growth are by not welcoming newcomers, ignoring their youth and not harnessing the valuable skills and experience of their seniors. He grabbed the audience's attention with amusing anecdotes about some common roadblocks to community development. He accurately described **NIMBYS** (Not in My Backyard), **CAVES** (Citizens Against Virtually Everything) and **FEARS** (Fire Up Everyone Against

Reasonable Solutions) and their ability to quash new ideas and ways of doing things.

Attendees also enjoyed presentations from Rick Whittaker, Future Health Services, Belinda Wick-Graham, EDO for the Town of Minto, Joanne Robbins, chair of Pumpkinfest in Port Elgin; Val Stimpson, Neustadt Brewery; Kerri Eady, Gemini Design Products; Kris Heathers, Elsie's Diner and Cherie Swift, Dornoch Hops.

For more information about the conference, and the keynote speaker visit [www.sbdc.ca](http://www.sbdc.ca).



## TOWN OF THE BLUE MOUNTAINS EXPERIENCES STRONGEST BUILDING BOOM IN 10 YEARS!

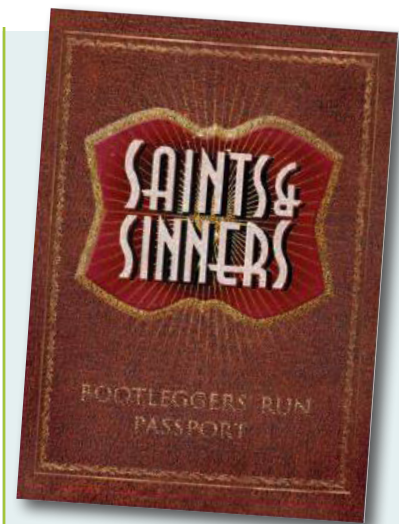


Construction activity is firing on all cylinders in the Town of The Blue Mountains. Year to date, the Building Services Division has issued 480 building permits with an associated construction value of \$107 million in 2016, topping the \$103 million in permits issued for all of 2015.

At the end of October, 165 new dwelling units have been issued, 57% year over year increase. New dwellings under construction are the main driver behind the strong numbers representing 65% of the total value of permits issued. A total of 480 building

permits have been issued so far compared to 350 during the same period in 2015; up 38%.

"The economic impact goes beyond proving jobs in the construction sector with a trickledown effect to other areas of the economy from furnishings, landscaping and maintenance to restaurants and other retail services. This momentum will spur other new investments and developments in our community, which is very positive". Greg Miller, Chief Building Official



## SAINTS & SINNERS

The Saints & Sinners Passport contest closed on October 9th. The five contest winners came from Toronto, Durham, Oakville, Owen Sound and Windsor. We were thrilled to see that participants in the passport contest came from all across the GTA and southwestern Ontario, proving that the Saints & Sinners brand message is spreading throughout the region. Work on trail brand expansion will continue in 2017.

For more information:

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519-376-3365 ext. 6125 or  
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# YOUR TOWN, YOUR STORIES BUSINESS EVENT Receives Positive Reviews



The Economic Development Advisory Committee (EDAC) and Town of The Blue Mountains put on an excellent business event on September 22nd. EDAC wanted to provide Town businesses with:

- training in the use of technology in their businesses
- an update on the priorities identified in the Business Retention and Expansion study in 2015
- information on new issues they plan to address in 2016
- a Business Resource Trade Show featuring the many business resources available to businesses in our area



Overall the event was rated 4.2/5, which is a pretty good indication that most got a lot out of the event. The standout for most was the business panel featuring Karen of T&K Ferri Orchards and Market, Lindsay Ayers of Blue Mountain Resorts and Renee Desrochers of Adorn II who provided insights into their business success. However, the workshops, networking, Top 3 Priorities Update and Business Resource Trade Show were all highly rated.

The primary takeaways from the workshops were:

- Manage your Trip Advisor page
- Use Google Analytics! Learn about what your customers are interested in by analyzing what they view on your web page.
- Try video! It can be a simple, easy and compelling way to “tell your story”

## PETAWAWA RENEWAL POWER'S SOUTHGATE BIOMASS TO ENERGY PROJECT

Petawawa Power has reached an agreement with the Township of Southgate on an option to purchase 1 ha (2.4 acres) in the Southgate Eco Park. The proposed project in Southgate is a biomass to electrical and heat energy facility. Biomass energy projects take woody waste materials and process them in a small high temperature enclosure to produce gas. The “Biogas” is cleaned and used to drive a reciprocating engine, producing fossil-fuel-free energy. The energy is used to produce electricity and excess heat is captured to produce hot water.

At the Oct. 19, 2016 Council meeting, the Township passed a municipal support resolution and a by-law for the option to purchase agreement. The project is subject to approval of the Provincial FIT program. The bio source materials will be sourced locally which may benefit local farmers and rural businesses.

The purchase of industrial land in the Eco Park is one of many this year as the Township which has previously sold three lots totaling 31 acres in the Eco Park in Dundalk.

## COMPLETE TOWN OF THE BLUE MOUNTAINS WORKFORCE SURVEY!

The Town of The Blue Mountains Economic Development Advisory Committee's (EDAC) issued their first newsletter in August 2016. This is part of an ongoing effort to make business in Town more aware of issues being addressed, opportunities for development, networking and local business news.

The first issue focused on workforce, one of the major concerns that came out in the Business Retention and Expansion Study in 2015. After focusing on transit, improving planning processes and customer service at the Town in 2015, EDAC chose to address workforce issues in 2016 and have asked local businesses to have their say in a short 2-3 minute survey on their workforce issues.

# UPDATE FROM THE BUSINESS ENTERPRISE CENTRE



On August 25 at Joe Tomatoes in Owen Sound, Summer Company 2016 participants were recognized by local dignitaries for having successfully run their very own business over the course of the summer. For some students, the summer proved challenging with insufficient rainfall for their crops or lawns to grow. For others, the production process proved more time consuming than originally anticipated and required constant adjustments to improve efficiencies. Despite these obstacles, all ten students are heading back to school with a valuable summer of entrepreneurial

experience under their belts.

The program offers training in marketing, sales, recordkeeping, customer service and social media, while providing opportunities for development in skills such as time management, networking, business planning and problem-solving.

Funded by the Ministry of Economic Development and Growth and Ministry of Research, Innovation and Science, Summer Company has supported the launch of almost 7,000 summer businesses since 2001.

Instilling the spirit of entrepreneurship in our young people is vital to supporting the next generation of job creators. The Business Enterprise Centre aims to meet this need by offering programs like Summer Company to students across Grey and Bruce counties.

The program begins accepting applications for next summer in January 2017. Contact the Business Enterprise Centre today to get assistance with business planning, support and guidance throughout the application process: 519-371-3232 or [businesshelp@owensound.ca](mailto:businesshelp@owensound.ca).



*From left to right: Mentors Jane Gallagher and Cliff Bilyea, MP Larry Miller, Students: Evan Loughheed (Greenwood Turnings), Kyle Fraser (Kyle Fraser Photography), Josh McArthur (Skiddazzle Pallet Designs), Cai MacDonald (Cai's Country Foods), Madison Broadbent (Feathers and Paws), Seamus Furness (Moose Scoops), Mayor Ian Boddy. Students unable to attend: Bronwyn Berry (Cold Water Decks), Chris Sager (Heretic Skateboards), Kayla Smith (Kayla's Mobile Car Care), Logan Wolfe (Logan's Lawn Care). Mentors unable to attend: Charlee Johnston, Sean McMurray, Stan Didzbalis*

## It's that time of year again!

The Four County Labour Market Planning Board's third annual EmployerOne Survey will be open for your input in January 2017. We have been able to use this information, like the need for strong work ethic, self-motivation, teamwork and customer service skills as top competencies to encourage training and development.

Have your say! Your anonymous input will help us build the labour force you need to strengthen and support our local economy. We are listening!

If you have questions we will be happy to respond. Call us at 519-881-2725 or email Sarah Pelton at [sarah@planningboard.ca](mailto:sarah@planningboard.ca).





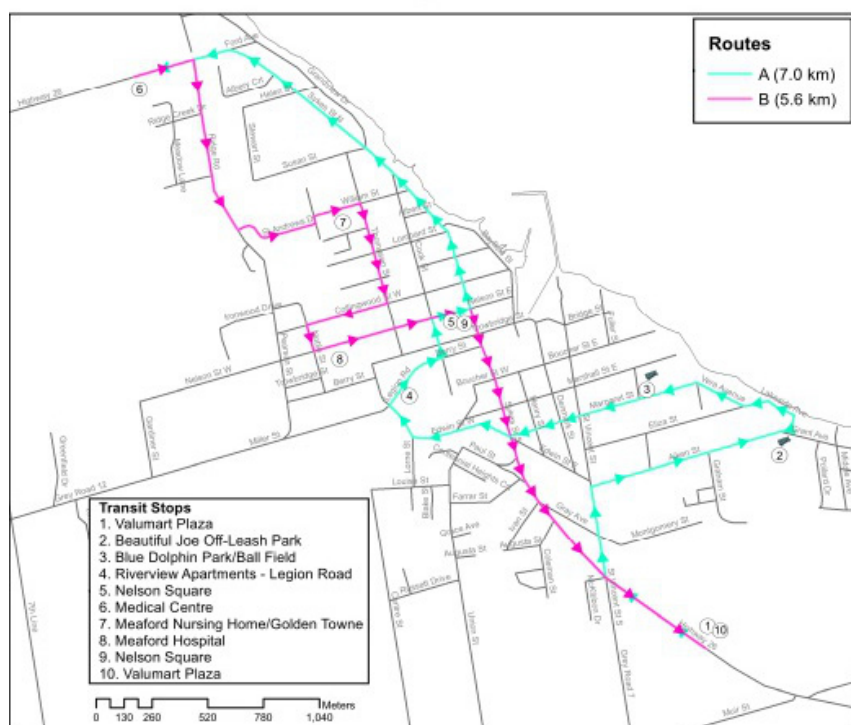
# Meaford Council Approves IN-TOWN TRANSIT PILOT PROJECT

A new 30 minute transit loop has been launched in the Municipality of Meaford. The one-year pilot project will utilize the under-used municipal Handi-van and began service in August, 2016. The route begins and ends at the Valu-Mart plaza with stops near the Beautiful Joe Off-leash Park, Blue Dolphin pool, the Riverview apartments on Legion Road, Nelson Square, the Bumstead Medical Centre, the Meaford nursing home and the Meaford Hospital. The per-ride fare is \$4 with children under the age of three riding for free. Specialized transit services for eligible residents with mobility limitations will continue to be offered Monday to Friday from 10 a.m. to 2:30 p.m.



"We are so happy to be able to offer this creative solution to address a community need," said Mayor Barb Clumpus of the launch of the service.

## Proposed Urban Transit Route Municipality of Meaford



## Another significant development has been proposed for downtown Meaford

Meaford council held a public meeting about zoning amendments for Meaford Mews, a 72-unit condominium development proposed for Collingwood Street. The proposed five-story building requires a number of zoning changes for height, parking and setbacks. The units would be one and two bedrooms ranging from 500 to 825 square feet. The development would replace several homes and a vacant lot on the street.

"These units would be modestly priced. We feel they will be attainable to young couples and seniors," said Plan Wells planner Shelley Wells, who presented the proposal on behalf of the property owner. "Meaford Mews is a significant investment in downtown and would benefit the economy," said Wells.

The Municipality of Meaford continues to have a great year in terms of construction projects. The Municipality issued 194 permits to the end of September, worth almost 23-million in building value. This represents an increase of about 150% over the same nine-month period of 2015. 26 permits were for detached single-family homes, 11 were for multi-residential units and 38 were for renovations.

# Fall into Grey

Grey County Tourism ran a very successful fall marketing campaign, promoting Grey County as the #1 fall destination in Ontario. We used #ColourItYourWay to encourage people to come and experience our fall colours, but also to increase brand awareness for Grey County.

The campaign focused mainly on social media and mainstream media stories. Our goal was to tell the story of Grey County during the fall and share it far & wide. We hosted some amazing media writers

during this time period, including Ontario's Kevin Forget, who tweeted his entire stay and gave us a plug on Breakfast Television; Jim Byers, who featured us in the Toronto Sun and National Post; Lisa Jackson, who photographed the fall colours at peak and featured us in CAA and GrownUp Travels and shared that with their 1000's of online followers.

Over the seven week campaign we reached over 3.8 million views on Facebook and pushed more than 65,000 visits to our website ([visitgrey.ca](http://visitgrey.ca)). Our 52



second fall video was viewed over 208,000 times and our website visitation increased by a whopping 106% over the same period in 2015.

## Grey County wins Ontario Tourism Award of Excellence

Grey County was recognized among the Ontario tourism industry's finest at the annual Ontario Tourism Awards of Excellence Gala on November 22 in Ottawa. Grey County Tourism took home the Tourism Digital Marketing Award for its 2015 summer/fall online campaign.

"Tourism is a driving force in our regional economy," said Bryan Plumstead, Grey County's manager of tourism. "In a digital world, it's crucial that we grow awareness of Grey as a destination in southern Ontario by ramping up our online presence. We've been successful in doing this so far, and I couldn't be more proud of our team, industry partners and the amazing community that we get to represent."

The 2015 campaign was created by Owen Sound marketing firm BC Hughes and was supported by local photographer Allison Davies. The campaigns digital ads focused on trip-motivating experiences in Grey County such as waterfall hikes, paddling and hiking. Fall harvest touring was also featured which included the Apple Pie Trail, Owen Sound Salmon Tour and the Saints & Sinners: Craft Beer, Wine & Cider Trail.



*Grey County representatives proudly accept award in Ottawa. Warden Alan Barfoot, Tourism Specialist Heather Aljoe, CAO Kim Wingrove, Manager of Tourism Bryan Plumstead (Left to right).*

The highlight of the 2015 campaign was the 'Ultimate Fall Colour Adventure Contest' that generated 3.2 million social media impressions, a 118 per cent increase in website visits and a 250% increase in Facebook engagements. A total of 5,000 information packages were also mailed out through the contest and 6,500 brochures and maps were downloaded.

"This campaign significantly increased tourism to Grey County and taught us some valuable lessons we have been able to incorporate into other promotions," said Plumstead.

Grey County was represented well with two other winners from the community. Owen Sound Transportation Co. was recognized for growing awareness of the Chi-Cheemaun ferry and Colin Field of Clarksburg took home the Travel Media Photography Award.

# BruceGreySimcoe

## TOURISM CONFERENCE 2016



Join Grey County Tourism on Wednesday December 7, 2016 for the second annual BruceGreySimcoe Regional Tourism Conference, held at the Georgian Bay Hotel in Collingwood. This conference will showcase outstanding speakers, facilitate local networking opportunities and feature delicious culinary delights from around the Region. For the agenda and to register go to:  
**[www.visitgrey.ca/industry/event/brucegreysimcoe-tourism-conference](http://www.visitgrey.ca/industry/event/brucegreysimcoe-tourism-conference)**.



**VisitSouthGeorgianBay.ca**

## GEORGIAN TRIANGLE TOURISM ASSOCIATION RECEIVES RECORD FUNDING TO SUPPORT LOCAL TOURISM

This year, the Georgian Triangle Tourism Association (GTTA) who promotes tourism in Clearview, Wasaga Beach, Collingwood, The Blue Mountains and Meaford, received \$50,000 from Simcoe County and another \$10,000 from Grey County for a number of exciting projects. This funding then allowed the GTTA to leverage partnership funds from RT07, who are great supporters of the association's tourism mandate.

Board member Mylisa Henderson of Scandinave Spa has said, "It is so exciting to see the support we are receiving from our member Municipalities and county partners. We can now tell the South Georgian Bay story to more people, in more places, in more languages and through the concierge services provided by our Tourism Counselors."

The funding will allow the GTTA to distribute 200,000 See & Do Guides for winter and summer, doubling the distribution of 2015. This figure includes 65,000 copies distributed within the South Georgian Bay region and another 130,000-135,000 copies out of region which includes 40,000-50,000 copies with a French insert being spread in Quebec. Targeted drops will be selected with the assistance of RT07's new Prizm software drawing on GTTA visitor postal code stats. Grey County Funding is allowing us to target the Kitchener-Waterloo area with Guides and Maps in a much more effective way.

Anyone interested in the GTTA can contact them through **[www.visitsouthgeorgianbay.ca](http://www.visitsouthgeorgianbay.ca)**.



## Grey County Winter Familiarization TOUR

Pull out your smart wool and snow pants for a fun filled day of networking, first-hand experiencing and great local food. On January 25, 2017 you will be introduced to many of Grey County's key winter tourism providers, businesses and become winter ambassadors for the region. For an itinerary and to register visit, **[www.visitgrey.ca/industry](http://www.visitgrey.ca/industry)**.

## TOURISM INDUSTRY SESSIONS IN 2017

Arising from our Tourism Action Plan and more recently our 'Let's Talk Tourism' session held in September, Grey County Tourism will be hosting many industry training and networking sessions in 2017. For a list of opportunities and event dates go to **[www.visitgrey.ca/industry](http://www.visitgrey.ca/industry)**.  
(sessions and dates TBD)



# THE WIARTON KEPPEL INTERNATIONAL AIRPORT

The Wiarton Keppel International Airport (CYVW) is proudly owned and operated by The Township of Georgian Bluffs. The Airport welcomes commercial and recreational pilots, visitors and business professionals to our facility which is conveniently located just 2 hours north of Toronto on the Bruce Peninsula and Niagara Escarpment. The airport provides a wealth of value to the Grey and Bruce Counties as regional facility with a 24 hour Human Weather Observer onsite. Located on over 800 acres of land, just 2 km outside of Wiarton, Ontario, Canada, we are a Canada Customs Airport of Entry and a Transport Canada Certified facility with services available 365 days per year. The Airport's paved runway is over 5,000 feet and boasts a variety of IFR approaches. The airport provides both AVGAS and Jet A fuels with additive, aircraft parking areas and hosts a public terminal building with a pilot's lounge that is available 24 hours per day.

The airport offers industrial, commercial or private development opportunities to suit a variety of needs on over 100 acres of land. The airport is in close proximity to Georgian College, Georgian Bay and the Bruce Trail making it a prime location for growth and development.



## LOCAL FOOD STRATEGIC PLAN

In January and February 2017, Grey County will hold stakeholder consultations to develop a Local Food Strategic Plan. The strategic plan will provide insights into the structure, impacts, and benefits within the local food value chain in Grey County. By better understanding the impacts of local food, we can:

- identify priority projects
- identify gaps and opportunities
- create an evidence-based action plan

The Made In Grey Economic Development strategy identified local food projects and opportunities which need to be considered to determine their value. Projects might include:

- cluster development and support
- feasibility research into food hub development
- creation of a brand for Grey County products
- closer alignment with tourism initiatives

- creation of a micro-granting program

We'll map our community partner organizations and define the relationships they have with the County and each other. Our aim is to maximize resources, eliminate duplication of effort and encourage inter-group co-operation. We believe we can have an active role as the focal point for many groups and the projects they wish to undertake to achieve their goals.

We are currently posting a request for proposal to find a consulting firm to help with this project and we'll begin stakeholder outreach in the new year.

For more information: Philly Markowitz, Economic Development Officer, Local Food 519-376-3365 ext. 6125 or [philly.markowitz@grey.ca](mailto:philly.markowitz@grey.ca)



## UNIVERSITY OF WATERLOO STUDY

Grey County is once again thankful to be partnering with the University of Waterloo Planning program for a study benefitting our area. This fall, a team of Masters-level planning students will be researching and providing recommendations on farm lot sizes across the County. The aim of the study is to ensure the County is accommodating all types of agricultural operations, whether they are large commodities producers, or smaller niche farms. Expected to be complete in early December, this study will be used by Grey County Economic Development staff in support of agriculture/local food and by Planning staff for their 'Recolour Grey' Official Plan Review.

For more information:  
Philly Markowitz, Economic Development Officer, Local Food  
519-376-3365 ext. 6125 or  
[philly.markowitz@grey.ca](mailto:philly.markowitz@grey.ca)

Scott Taylor, Senior Planner  
519-372-0219 ext. 1238 or  
[scott.taylor@grey.ca](mailto:scott.taylor@grey.ca)

# New Kitchen at the LAUNCH PAD YOUTH ACTIVITY & TECHNOLOGY CENTRE



On Nov. 8th, Launch Pad Youth Activity & Technology Centre celebrated their re-opening celebration with youth, community members, elected officials and leading sponsors. It was an exciting evening that showcased the new commercial learning kitchen, an event space and a "trades" space and it gave a chance for Launch Pad to say THANK YOU to the tremendous support they have received by sponsors and the community as a whole. Each space will provide new skill building opportunities for youth in culinary, welding, and event planning to name a few. In addition, these new spaces allow for youth to connect to local businesses and community organizations as programs are often run by volunteers and skilled professionals. Launch Pad is open in the evenings after school hours for youth 12-18 with a membership fee of \$5/year. To ensure accessibility for all youth in that age category, the Centre and its newly renovated spaces are available to rent and this revenue is used to support and maintain youth programs in the evening.

Launch Pad opened its door in May 2015 and since then has brought some great milestones to LP:

- Grand Opening in October 2015
- Reaching 100 youth members in October – today 274 members
- Receiving the Ontario Trillium Foundation grant to build the commercial learning kitchen

List of sponsors for phase two renovations

- Town of Hanover
- Trillium Mutual
- OTF
- Bruce Power
- West Grey
- Grey County
- Hobart
- Wightman
- Dawley Engineering
- Hanover Bentinck and Brant Agriculture Society
- Community Foundation Grey Bruce
- Zettel Fischer Annual Golf Tournament
- Saugeen Economic Development Corporation
- Four County Labour Market Planning Board
- Canadian Tire
- Canadian Welding Association Foundation
- Evening sponsors:
- CMR Insurance
- Howick Mutual Insurance
- Progressive Results Group



# WOWC BUSINESS SURVEYS

## Your Participation is needed



Have you heard about The Western Ontario Wardens' Caucus (WOWC)? It's a not-for-profit organization representing 15 upper and single tier municipalities in southwestern Ontario with more than three-Million residents. Its purpose is to enhance the prosperity and overall well-being of rural and small urban communities across the region.

WOWC is undertaking the creation of an Economic Development Strategic Action Plan for Southwestern Ontario and needs your input and participation. When complete, this action plan will guide actions and advocacy to address the shared economic concerns of southwestern Ontario.

As business stakeholders in the community, please consider adding your voice to these surveys.

**Economic Development Community Survey**  
[www.surveymonkey.com/r/WOWCEDSurvey](http://www.surveymonkey.com/r/WOWCEDSurvey)

**Business Community Survey**  
[www.surveymonkey.com/r/WOWCBUSurvey](http://www.surveymonkey.com/r/WOWCBUSurvey)



## SIGN UP FOR OUR NEWSLETTER

Email [savanna.myers@grey.ca](mailto:savanna.myers@grey.ca) to add your name to the list.



## GET SOCIAL. Connect with us on social media.



[www.twitter.com/GreyCounty](http://www.twitter.com/GreyCounty)

[www.facebook.com/CountyofGrey](http://www.facebook.com/CountyofGrey)



# BLAZING NEW TRAILS

*"I didn't move here to grow switchgrass, I moved here because I loved the land. Then I started looking for a crop that was a good fit. Grey County offered great value within striking distance of the city. I couldn't help but dream of the ski trails I could build on this property."*



## EGGIMANN FARMS

### URS EGGIMANN

*Switchgrass Producer, Eggimann Farms  
Holland Centre, Ontario*

Born and educated in Switzerland, Urs Eggimann and his wife Else came to Canada in 1975, planning to stay for 2 years. 41 years later, the couple is farming 120 acres of Grey County land, focusing their energy on switchgrass. Urs is one of the largest Ontario producers and has become an advocate and researcher for the biomass industry and its potential growth in Grey County.

"The environmental benefits of switchgrass were the immediate draw but the more I learned, I realized there were real opportunities. Grey County is a darn good place to grow switchgrass. We have a lot of marginal land where switchgrass performs and other crops might not. Wouldn't it be great to create a new opportunity for the farming community up here? That's my mission."

Not only does Urs farm his land, during the winter he regularly skis the 11 kilometres of winding trails he's carved through the bush and surrounding land.



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