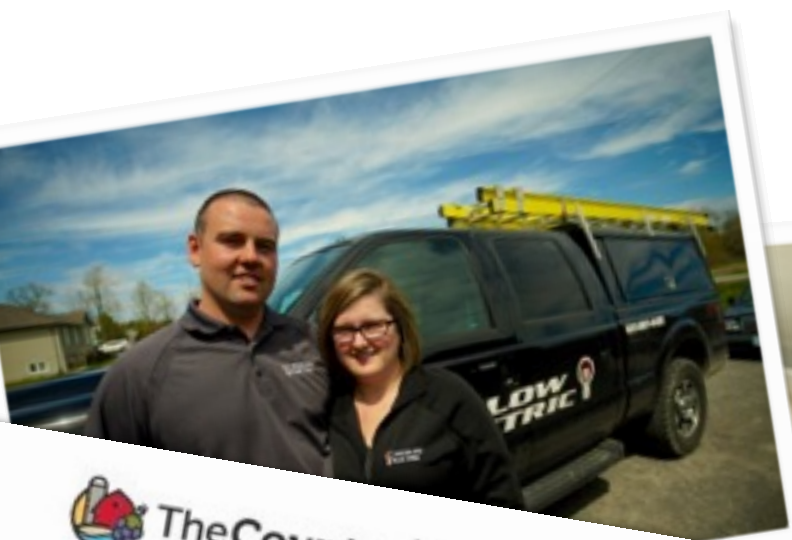




Not Your Typical Economic Development Office



Welcome

Neil Carbone

Director of Community Development

ncarbhone@pecounty.on.ca

613.476.2148 ext. 2501

Trevor Crowe

Community Development Coordinator

tcrowe@pecounty.on.ca

613.476.2148 ext. 2504

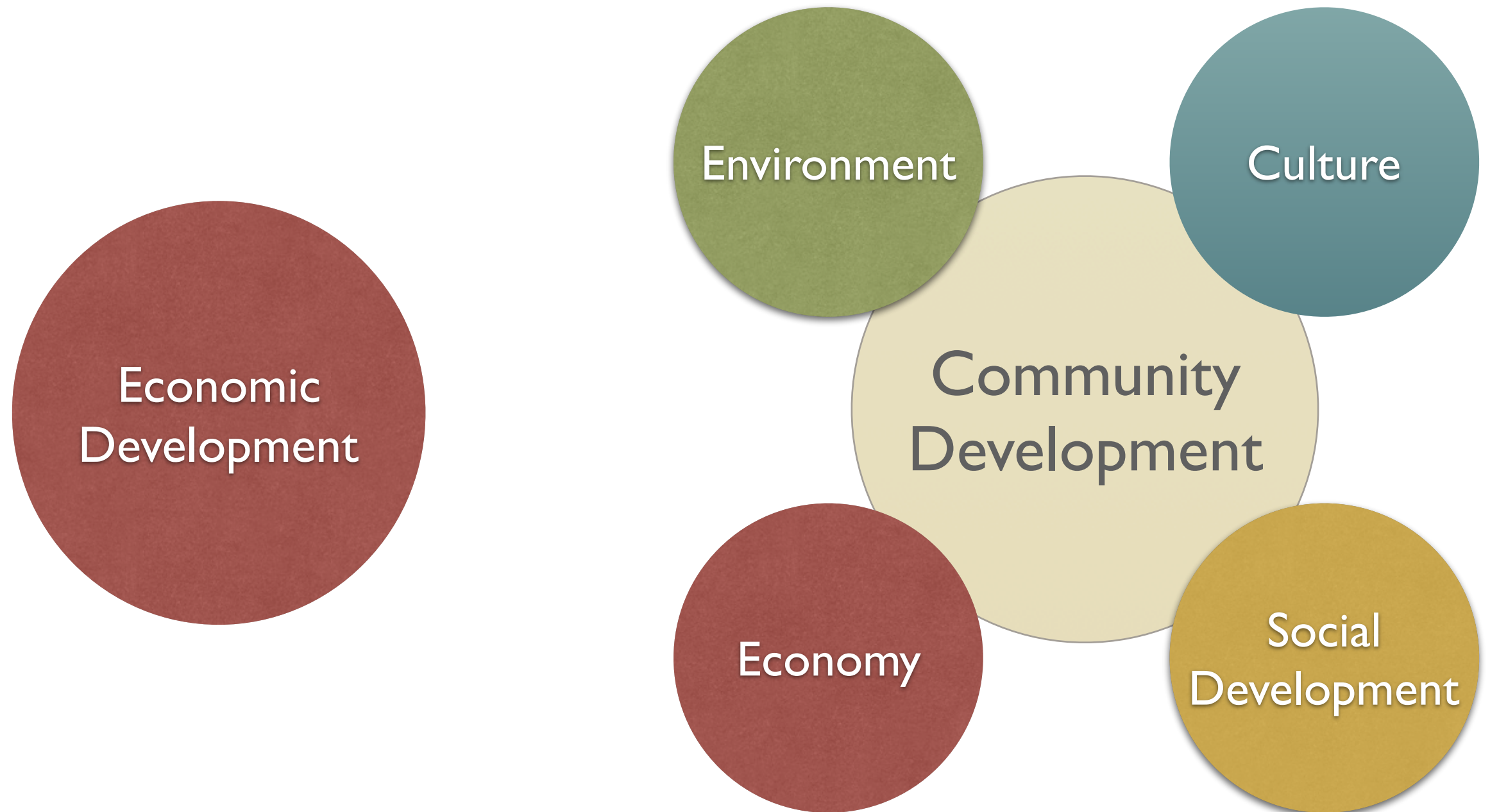
Not Your Typical Economic Development Office

Overview - What's Different?

1. Purpose
2. Structure
3. Mandate
4. Approach
 - A. Lead Generation
 - B. Content Generation
 - C. Performance Measurement



Community Development



Community Development

Community & Economic
Development
Commission

Governance

Community Development
Department

Management

Community & Economic Development Commission (CEDC)

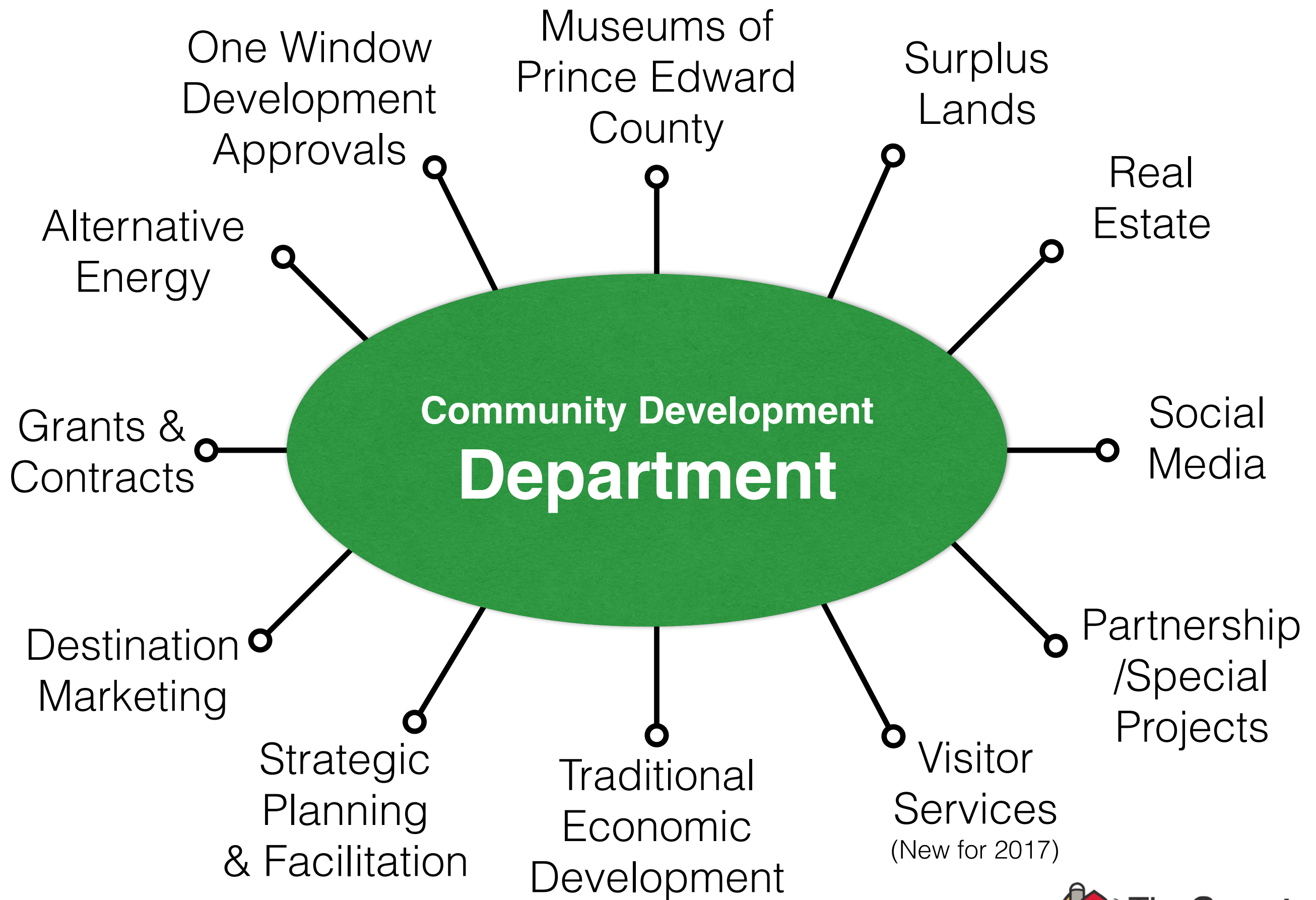
What is it?

- Municipal Board - NOT a Committee
- Delegated spending & decision-making (autonomy)
- Councillors, citizen members, Chamber of Commerce
- Regular Reporting to Council

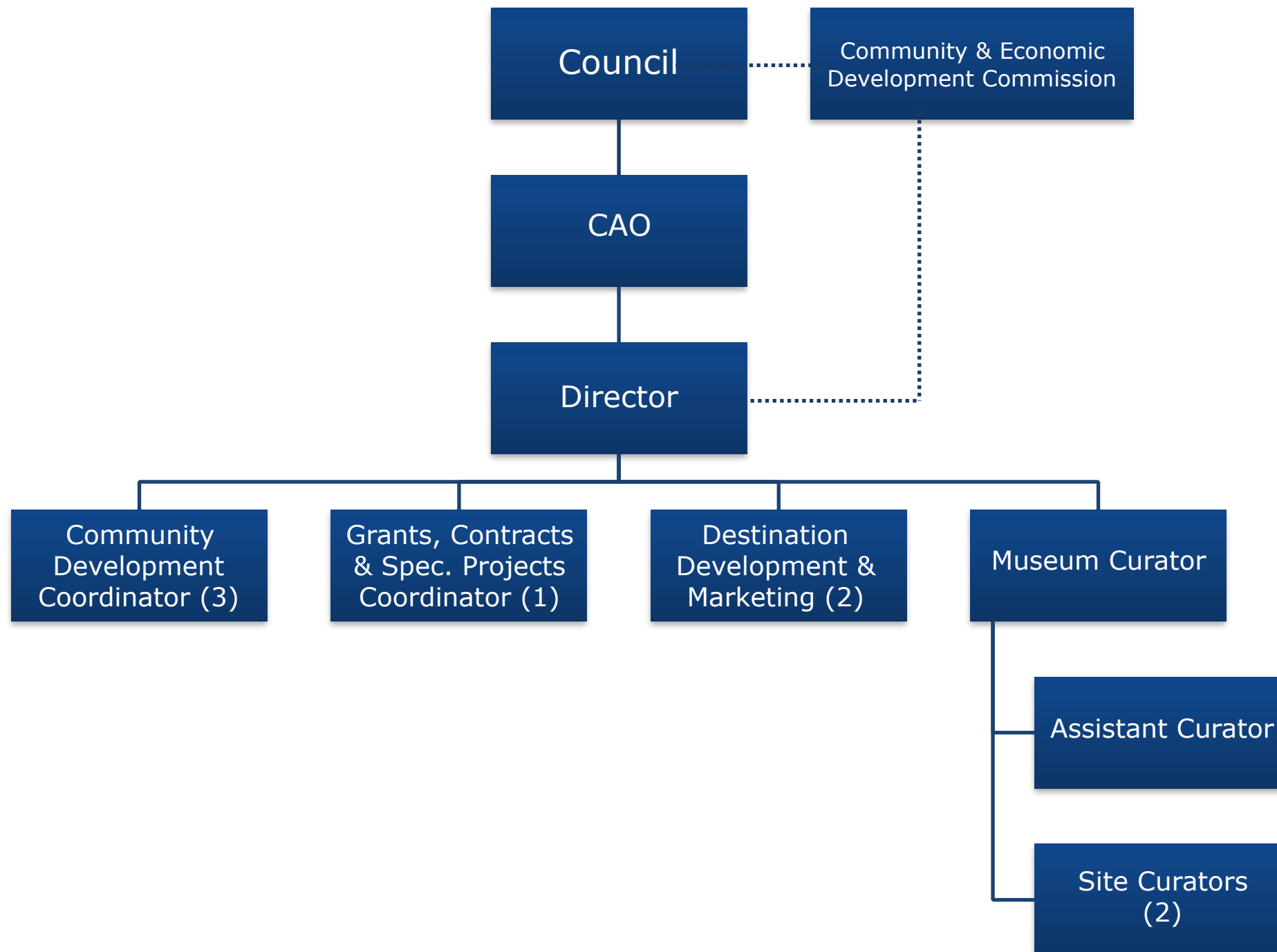
Community & Economic Development Commission (CEDC)

Why?

- Remove some of the politics
- Omit other distractions
- Tap into business/sector expertise
- Fast decision-making, at pace of business



Department Structure



Questions so far?

Priorities:

- “A Supportive Environment for Business and Investment”

- Community Development Strategic Plan

- “Business-Friendly Environment: Continue to grow and diversify our economy into areas where we have a competitive advantage”

- Council’s Corporate Strategic Plan

Focus on Traditional Manufacturing?

- Efforts to attract 'factory jobs'
- Competition is fierce
- May not have a competitive advantage
- Manufacturing is declining in Ontario = losing battle

Entrepreneurs Building a New Life



A New Approach.

- Creative Economy in Rural Ontario
- Understanding a growing market potential.

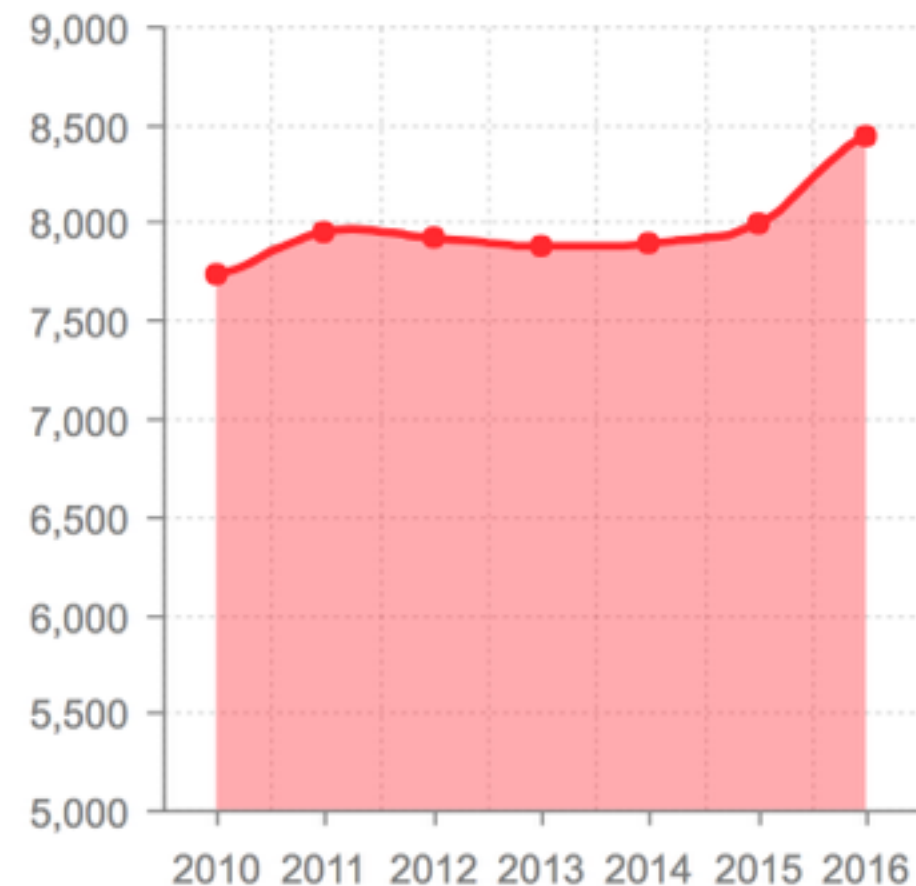


A New Approach.

Employment & Labour

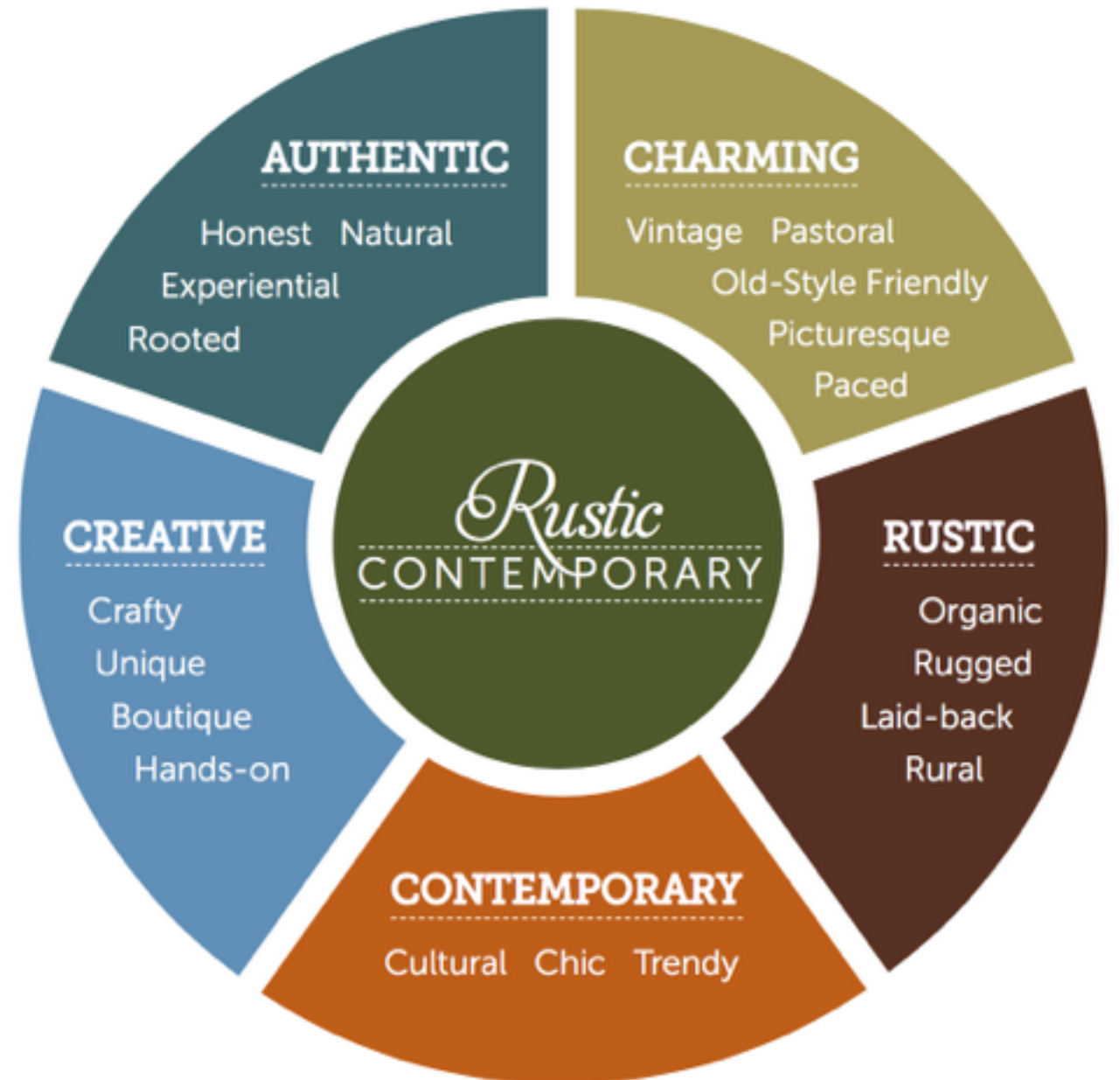
Business Size	2013	2016
Self Employed	1,049	1,894
1-4 Employees	505	500
5-9 Employees	181	171
10-19 Employees	93	116
20-49 Employees	61	48
50-99 Employees	12	19
100-199	5	6
200-499	1	1
500+	0	0
Total	1,907	2,755

of County Jobs
2006-2016



"The County"

- 2013 comprehensive rebranding exercise
- "To build greater awareness of The County's lifestyle and visitor experience to attract new residents, visitors and investment opportunities. Leveraging the equity that The County brand has developed to help achieve our strategic objectives."



"The County"

- "The County" brand identity needed to come first and become the foundation of everything else we did.
- But what next?



Typical Problems.

- Municipal Site that is difficult to navigate
- Brochure at front desk and events
- Trade Shows that take a large amount of time and resources
- Social Media that hasn't been updated or monitored



Typical Problems.

- Is it all working?
- Do you know your return on investment? (ROI?)
- Can you report on it?



BuildaNewLife.ca


QuickTime Player File Edit View Window Help

buildanewlife.ca

9:04

NEW BUSINESS TAKES FLIGHT – AVRO F... FROM CORPORATE LIVING TO COUNTY... PROFILE: THE LOCAL STORE SKILLED WORKFORCE ATTRACTION INI...

Build a New Life.ca/category/recent-stories/ | SUCCESS STORIES

 **The County**
PRINCE EDWARD COUNTY • ONTARIO

Build a New Life

HOME ABOUT THE COUNTY ▾ COMMUNITY DEVELOPMENT DEPARTMENT SUPPORT SERVICES ▾ RECENT STORIES CONTACT US ▾ Q

The County Invites You to
Be Part of Our Story

BuildaNewLife.ca

1

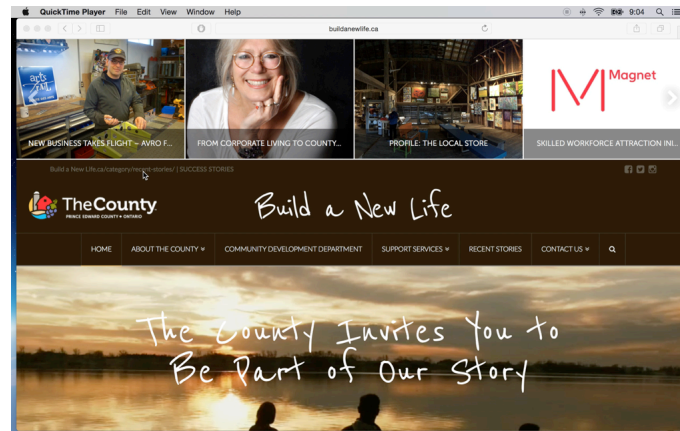
Lead
Generation

2

Content
Generation

3

Measuring
Performance



BuildaNewLife.ca

1

Lead Generation

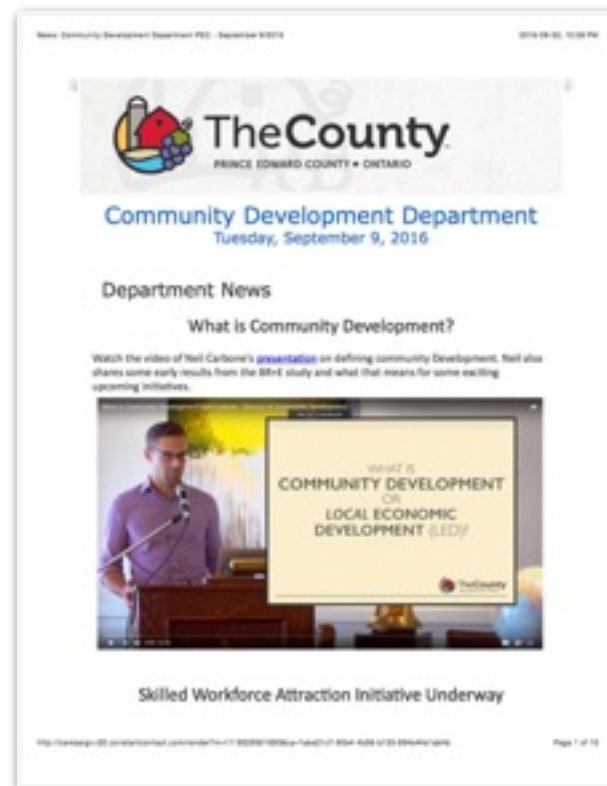
- ➔ Your region's unique qualities ✓
- ➔ Establishing your target audience ✓
- ➔ Best way to reach that audience (digital)
- ➔ What Happens when you catch them? (CRM)
- ➔ How do you nurture that relationship?

Reach Your Audience



Google
AdWords

You Tube



Reach Your Audience

1

Lead
Generation

- ➔ Google Adwords
- ➔ Social Media/Contests
- ➔ Newsletters
- ➔ Print
- ➔ Organic Search

**But how do
we stand out?**

Become the Authority

2

Content
Generation

- ➔ Becoming a Content Authority
- ➔ Sharing your success: Entrepreneurial stories
- ➔ Becoming an online resource
- ➔ All about Search Engine Optimization (SEO)



- **19,564** reached through Facebook organically
- **175** Likes
- **84** shares
- **3,300** connected to the blog & buildanewlife.ca

Become the Authority

Google
AdWords

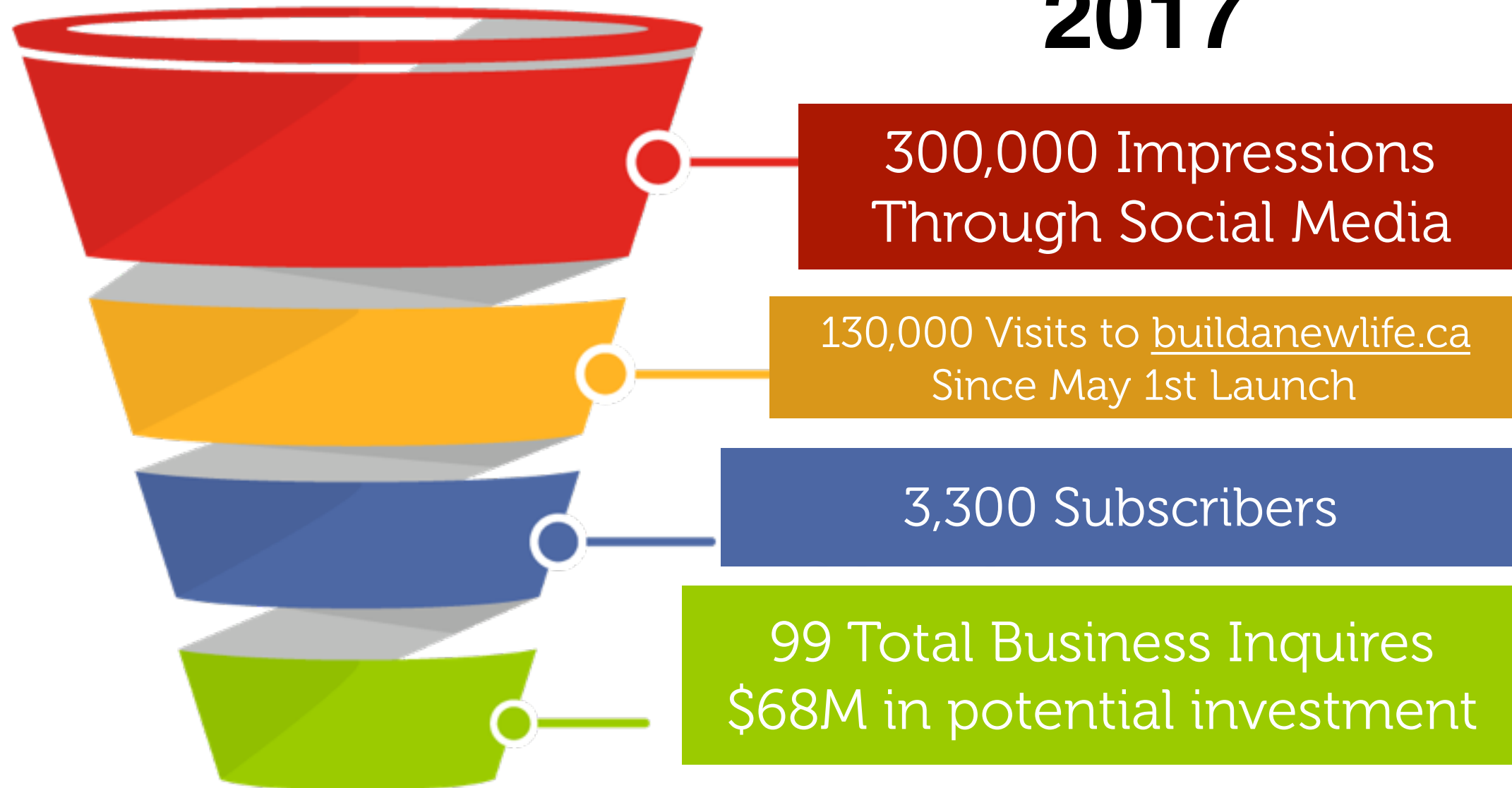
You
Tube



BuildaNewLife.ca

Build a New Life - 'Sales Funnel'

2017



Business Startup or Relocation Inquires

Fall 2016 to present

TOTAL DEALS	TOTAL DEAL VALUE	AVG DEAL VALUE	TOTAL EXPECTED VALUE	AVG EXPECTED VALUE
36	\$21,991,500	\$610,875	\$4,705,000	\$130,694

Deals Pipeline List									
Page 1 of 2									
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North for a Turtle	Cross	Resolved Inquiry	Digital Campaign	\$250000.00	0%	\$0.00	03/30/2017	04/29/2017	0
Monaco Studio	Cross	Referred to/from Planning	Digital Campaign	\$50000.00	50%	\$25000.00	02/21/2017	05/31/2017	78
New Car Detailing Business meeting here	Cross	Referred for Funding	Digital Campaign	\$50000.00	50%	\$25000.00	03/20/2017	06/30/2017	78
Real Estate/Investment Northern Lane Co.	Cross	Resolved Inquiry	Digital Campaign	\$50000.00	50%	\$25000.00	02/24/2017	03/26/2017	0
Starting a MB	Cross	Resolved Inquiry	Digital Campaign	\$500000.00	0%	\$0.00	06/02/2017	06/02/2017	0
North Province	Cross	Inquiry Stage	Digital Campaign	\$500000.00	0%	\$0.00	06/05/2017	06/05/2017	0
North Capital Dr. North Capital (Chapman)	Cross	Resolved Inquiry	Digital Campaign	\$100000.00	0%	\$0.00	04/07/2017	05/07/2017	0
MB Startup	Cross	Resolved Inquiry	Digital Campaign	\$250000.00	50%	\$125000.00	03/28/2017	04/27/2017	0
Bakery	Cross	Resolved Inquiry	Referral	\$100000.00	85%	\$85000.00	10/04/2016	04/30/2017	248
MB Chicken open pit Camping Place	Cross	Booked Meeting	Referral	\$0.00	0%	\$0.00	01/12/2017	06/30/2017	148
Bed and Breakfast with outbuildings and property	Cross	Referred to/from Planning	Called-in	\$0.00	75%	\$0.00	01/19/2017	07/31/2017	141
Cafe and restaurant	Cross	Resolved Inquiry	No Leads/Source Used	\$250000.00	50%	\$125000.00	11/09/2016	11/09/2016	212
Cafe and wine bar in downtown Prince	Cross	Waiting for Feedback from Client	Referral	\$0.00	50%	\$0.00	01/23/2017	01/23/2017	130
Cafe/restaurant/Brewery	Cross	Inquiry Stage	CDD email	\$200000.00	50%	\$100000.00	06/07/2017	06/07/2017	2
Cooking School	Cross	Secured Property	Networking Event	\$150000.00	100%	\$150000.00	11/09/2016	03/31/2017	36
Care Services Spa and Wellness	Cross	Inquiry Stage	Partner Organization	\$250000.00	0%	\$0.00	06/06/2017	06/06/2017	3
County Productions	Cross	Booked Meeting	Subscribed from Blog on Build a New Life	\$100000.00	100%	\$100000.00	12/02/2016	04/30/2017	189
Architectural Photographer	Cross	Waiting for Feedback from Client	Referral	\$100000.00	75%	\$75000.00	09/16/2016	12/31/2016	266
MB Startup	Cross	Resolved Inquiry	Digital Campaign	\$250000.00	50%	\$125000.00	03/28/2017	04/27/2017	0
Bakery	Cross	Resolved Inquiry	Referral	\$100000.00	85%	\$85000.00	10/04/2016	04/30/2017	248
MB Chicken open pit Camping Place	Cross	Booked Meeting	Referral	\$0.00	0%	\$0.00	01/12/2017	06/30/2017	148

Become the Authority

2

Content Generation

- Updated content
- Regular blog postings (weekly)
- Strategic key word use
- Share through Social Media
- Always point back to BuildaNewLife.ca
- Build traffic and sign-ups through events, contests, traditional & earned media

BuildaNewLife.ca

1

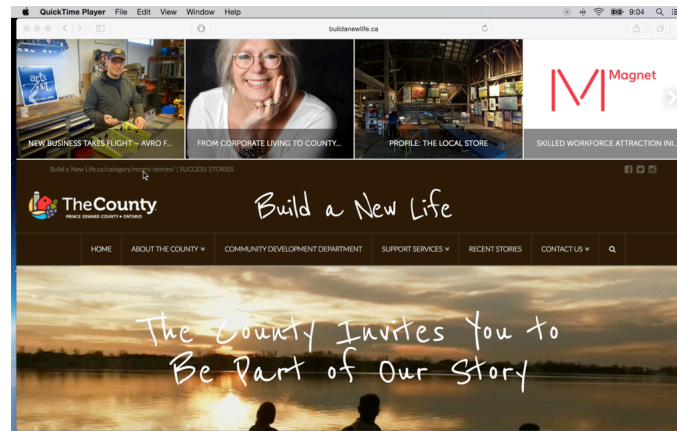
Lead
Generation

2

Content
Generation

3

Measuring
Performance



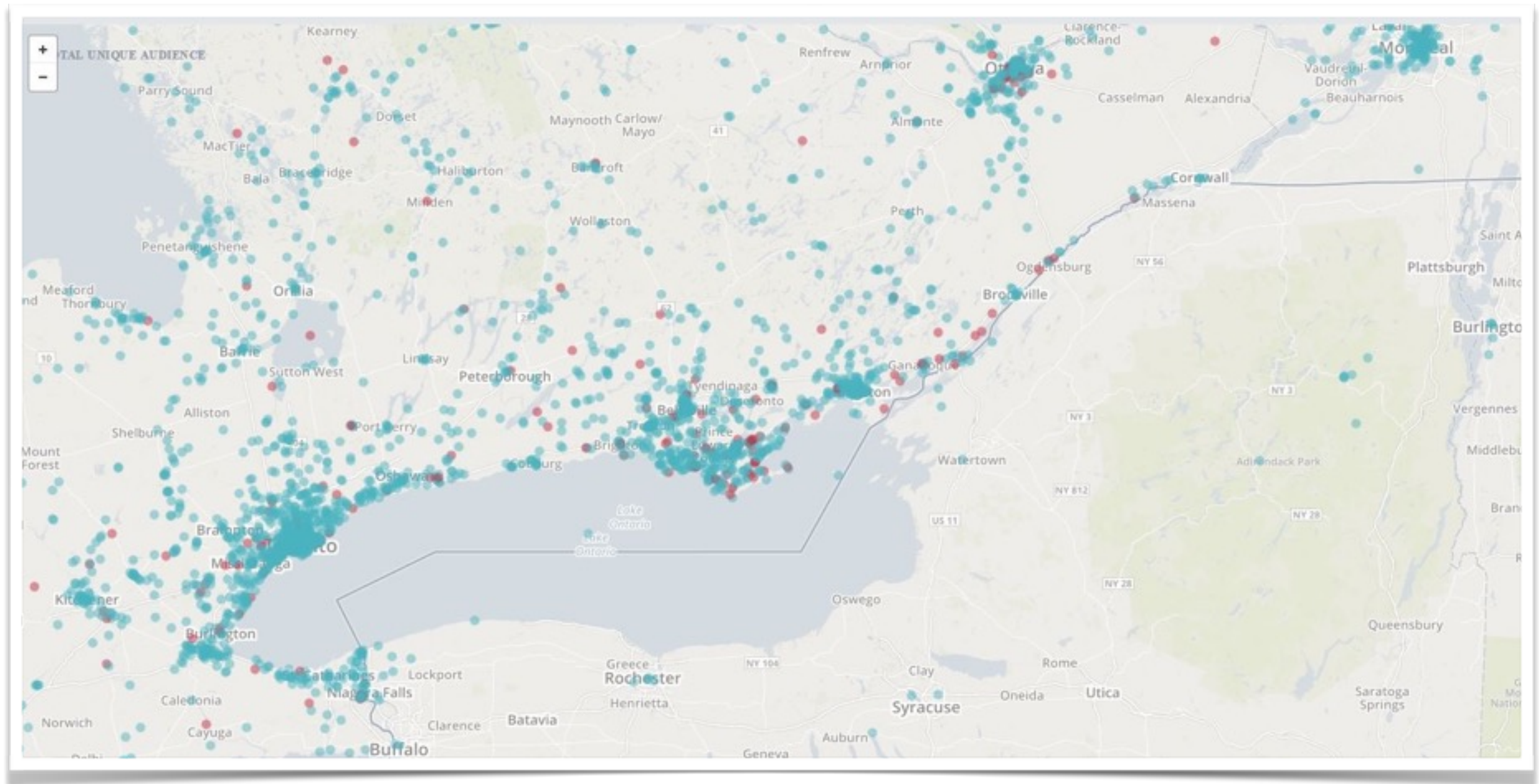
BuildaNewLife.ca

3

Measuring Performance

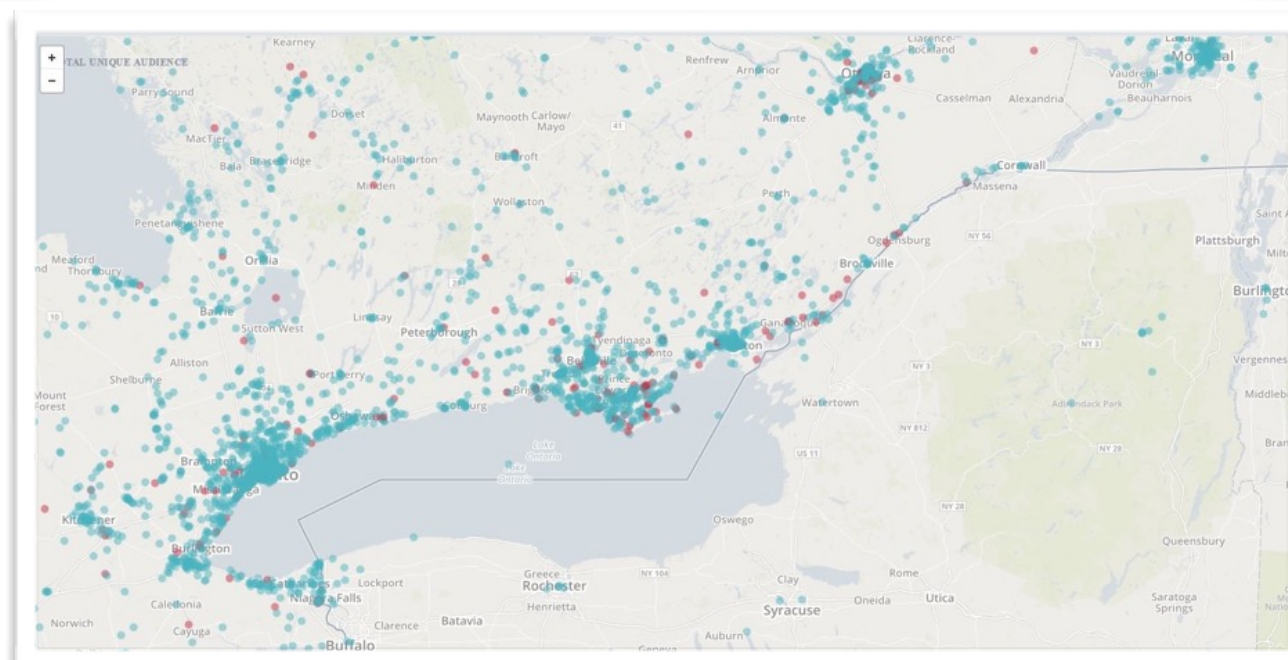
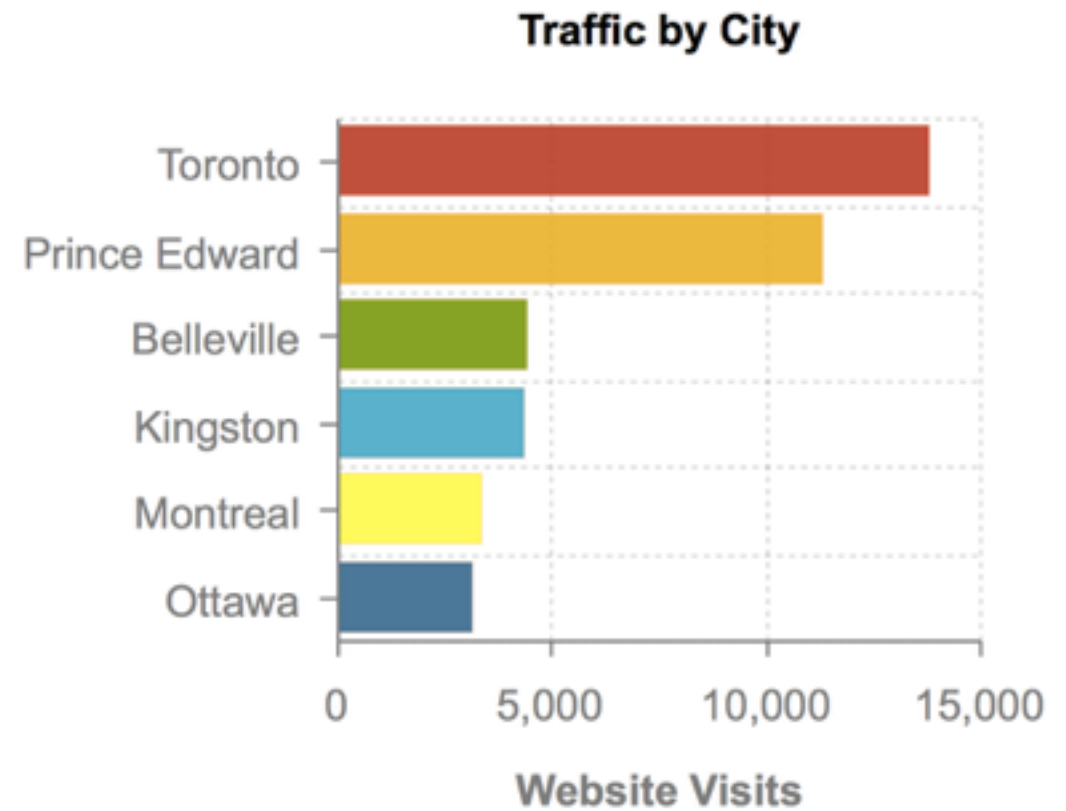
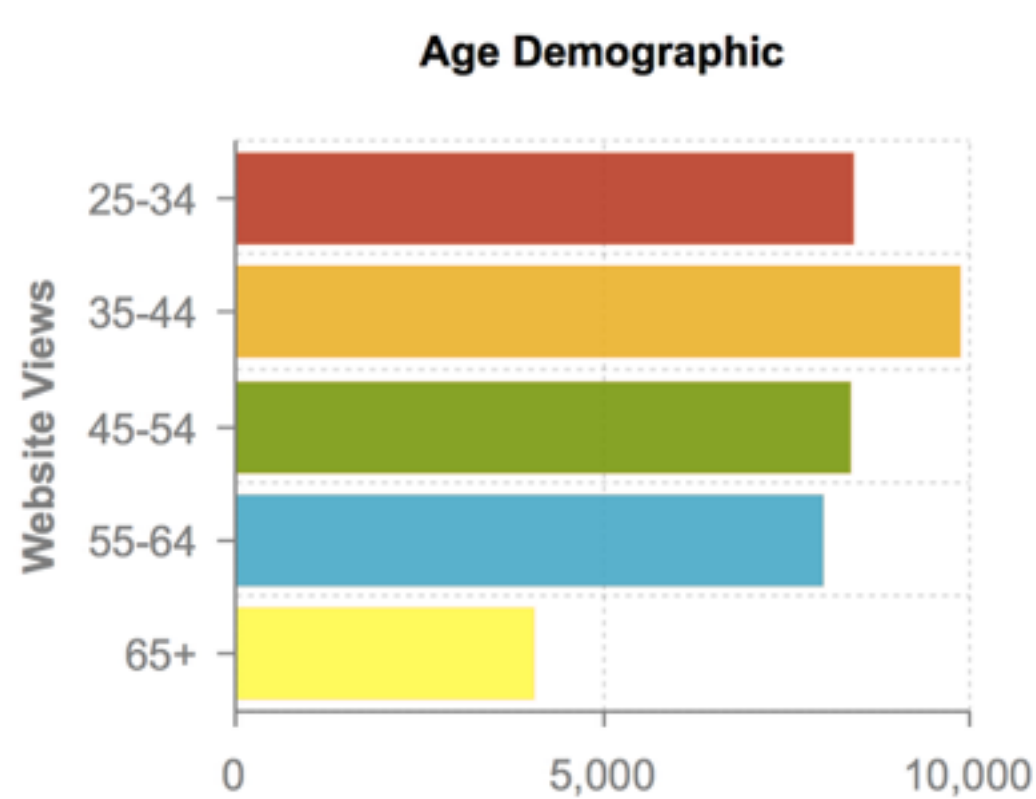
- ➔ Reporting to council & stakeholders.
- ➔ Setting baselines & targets
- ➔ Data driven decision making

Reporting to Council/Community

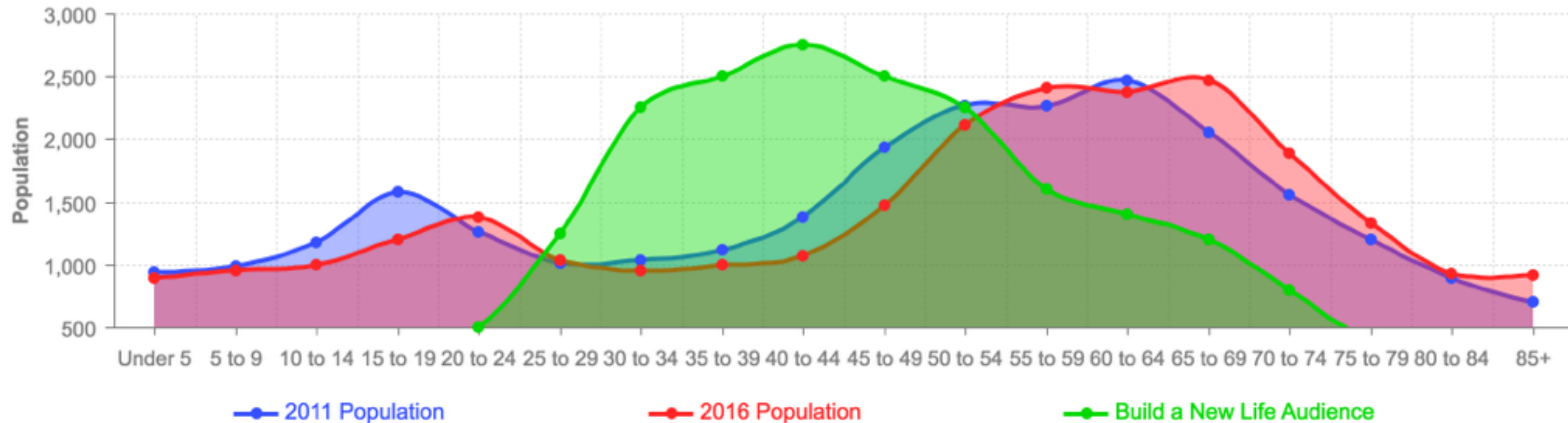


Mobile Analytics

Reporting to Council/Community



Reporting to Council/Community



Business Startup or Relocation Inquires

Fall 2016 to present

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Real Estate/Investment Northern Lake Co.	Cross	Resolved Inquiry	Digital Campaign	\$50000.00	50%	\$25000.00	02/24/2017	03/26/2017	0
Starting a MB	Cross	Resolved Inquiry	Digital Campaign	\$500000.00	0%	\$0.00	06/02/2017	06/02/2017	0
North Preserve	Cross	Inquiry Stage	Digital Campaign	\$500000.00	0%	\$0.00	06/05/2017	06/05/2017	0
North Capital Dr. North Capital (Chicago)	Cross	Resolved Inquiry	Digital Campaign	\$100000.00	0%	\$0.00	04/07/2017	05/07/2017	0
MB Startup	Cross	Resolved Inquiry	Digital Campaign	\$250000.00	50%	\$125000.00	03/28/2017	04/27/2017	0
Bakery	Cross	Resolved Inquiry	Referral	\$100000.00	85%	\$85000.00	10/04/2016	04/30/2017	248
MB's Chicken open pit Camping Place	Cross	Booked Meeting	Referral	\$0.00	0%	\$0.00	01/12/2017	06/30/2017	148
Bed and Breakfast with outbuildings and swimming pool	Cross	Referred to/from Planning	Called-in	\$0.00	75%	\$0.00	01/19/2017	07/31/2017	141
Cafe and restaurant	Cross	Resolved Inquiry	No Leads/Source Used	\$250000.00	50%	\$125000.00	11/09/2016	11/09/2016	212
Cafe and wine bar in downtown Prince	Cross	Waiting for Feedback from Client	Referral	\$0.00	50%	\$0.00	01/23/2017	01/23/2017	130
Cafe/restaurant/Brewery	Cross	Inquiry Stage	CDD email	\$200000.00	50%	\$100000.00	06/07/2017	06/07/2017	2
Cooking School	Cross	Secured Property	Networking Event	\$150000.00	100%	\$150000.00	11/09/2016	03/31/2017	36
Care Services Spa and Wellness	Cross	Inquiry Stage	Partner Organization	\$250000.00	0%	\$0.00	06/06/2017	06/06/2017	3
County Productions	Cross	Booked Meeting	Subscribed from Blog on Build a New Life	\$100000.00	100%	\$100000.00	12/02/2016	04/30/2017	189
Architectural Photographer	Cross	Waiting for Feedback from Client	Referral	\$100000.00	75%	\$75000.00	09/16/2016	12/31/2016	266
MB Startup	Cross	Resolved Inquiry	Digital Campaign	\$250000.00	50%	\$125000.00	03/28/2017	04/27/2017	0
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Country Hardware	Chris	Resolved Inquiry	Digital Campaign	\$6500.00	0%	\$0.00	05/24/2017	05/24/2017	4
Marlin Bar & Grill	Chris	Resolved Inquiry	Digital Campaign	\$250000.00	0%	\$0.00	03/30/2017	04/29/2017	0
Monaco Studio	Chris	Referred to/from Planning	Digital Campaign	\$50000.00	50%	\$25000.00	02/21/2017	05/31/2017	78
New Car Detailing Business meeting here	Chris	Referred for Funding	Digital Campaign	\$50000.00	50%	\$25000.00	03/20/2017	06/30/2017	78
Real Estate/Insurance Northern Lake Co.	Chris	Resolved Inquiry	Digital Campaign	\$250000.00	50%	\$25000.00	02/24/2017	03/26/2017	0
Starting a B&B	Chris	Resolved Inquiry	Digital Campaign	\$500000.00	0%	\$0.00	06/02/2017	06/02/2017	0
Trade Promoter	Chris	Inquiry Stage	Digital Campaign	\$500000.00	0%	\$0.00	06/05/2017	06/05/2017	0
Wynne Coughlin Dr. Wynne Coughlin (Chiropractor)	Chris	Resolved Inquiry	Digital Campaign	\$100000.00	0%	\$0.00	04/07/2017	05/07/2017	0
W&M Startup	Chris	Resolved Inquiry	Digital Campaign	\$250000.00	50%	\$125000.00	03/28/2017	04/27/2017	0
Waters	Chris	Resolved Inquiry	Referral	\$100000.00	85%	\$85000.00	10/04/2016	04/30/2017	248
W&M Chicken open up Farming Place	Chris	Booked Meeting	Referral	\$0.00	0%	\$0.00	01/12/2017	06/30/2017	148
Bed and Breakfast with outbuildings near highway	Chris	Referred to/from Planning	Called-in	\$0.00	75%	\$0.00	01/19/2017	07/31/2017	141
Cafe and restaurant	Chris	Resolved Inquiry	No Leads/Source Used	\$250000.00	50%	\$125000.00	11/09/2016	11/09/2016	212
Cafe and wine bar in downtown Prince	Chris	Waiting for Client	Referral	\$0.00	50%	\$0.00	01/23/2017	01/23/2017	130
Cafe/restaurant/Bar	Chris	Inquiry Stage	CDD email	\$200000.00	50%	\$100000.00	06/07/2017	06/07/2017	2
Cooking School	Chris	Secured Property	Networking Event	\$150000.00	100%	\$150000.00	11/09/2016	03/31/2017	36
Core Business Spa and Wellness	Chris	Inquiry Stage	Partner Organization	\$250000.00	0%	\$0.00	06/06/2017	06/06/2017	3
Country Productions	Chris	Booked Meeting	Subscribed from Blog on Build a New Life	\$100000.00	100%	\$100000.00	12/02/2016	04/30/2017	189
Architectural Photographer	Chris	Waiting for Feedback from Client	Referral	\$100000.00	75%	\$75000.00	09/16/2016	12/31/2016	266
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Waters	Chris	Resolved Inquiry	Referral	\$100000.00	85%	\$85000.00	10/04/2016	04/30/2017	248
W&M Chicken open up Farming Place	Chris	Booked Meeting	Referral	\$0.00	0%	\$0.00	01/12/2017	06/30/2017	148

• 6 new or relocated

• 20 acquired or expanding

• 5 opening soon

Reporting to Council/Community

3

Measuring Performance

- Hatchbuck (CRM)
- Google Analytics/user identification
- Mobile device detection
- Sales funnel approach
- Baseline data and target-setting



BuildaNewLife.ca Investment & Resident Attraction Impressions & Website Visits

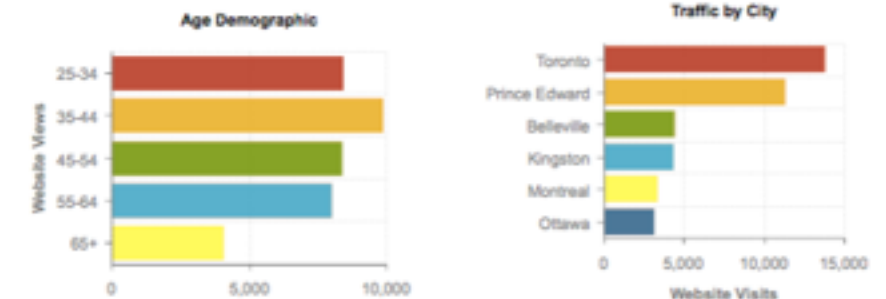
"The 'Build a new life' website was guiding us all the way through our journey. The decision to finally move and start a business came in one of those nights reading all the inspiring stories. The realization that life could be fulfilling outside the city had become too strong to be ignored." -Paula, Caju Winds



Initiative/Project Based Key Performance Indicators

Projects	2013				2014				2015				2016				2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Community Dev't Strategic Plan	Study				Planning								Implementation											
New County Branding		Study			Planning								Implementation											
Investment Attraction Initiative										Study			Planning								Implementation			
Downtown Revitalization											Study		Planning								Implementation			
Picton Harbour Vision										Study			Planning								Implementation			
Council's Corporate Strategic Plan											Study										Implementation			
Development Framework												Study									Implementation			
New Visitor Services Roll Out												Study												
Wayfinding Signage Development													Study								Implementation			
Accommodation Study														Study							Implementation			

We Are Here



Grants Secured in 2017

\$738K Picton Water Treatment Plant Upgrades
 \$10k Celebrate Canada
 \$16k Tourism Ambassador Program
 \$23K Public Transit Fund
 \$25k Ameliasburgh Museum Public Washrooms
 \$133K Benson Park Rehabilitation
 \$15K Millennium Trail Wetlands Section
 \$995K Picton Heights Watermain

\$1.9M Total Grants Secured by CDD Department

Small Business Centre

Apr 2016- Apr 2017

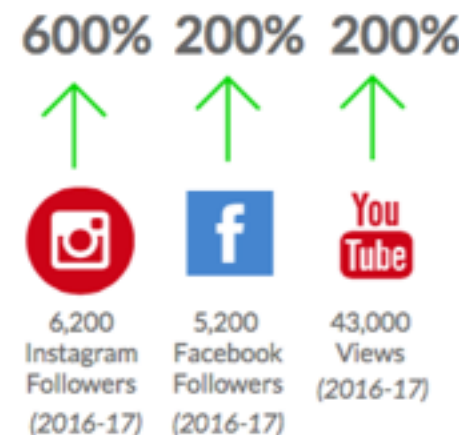
243 Consultations

40 Business Starts Supported

17 Business Expansions Supported

2017 PEC Job Fair
 434 Job Seekers
 70+ County Employers
 732 Jobs Available
 6,290 Online Job Seekers

PEC Job Fair



"The Wordpress Workshops were amazing. I thought the two sessions format worked really well and the presenters were very knowledgeable. All around it was exactly what I needed for my business and I would recommend that workshop to anyone." -Heather

Winter Survival Workshops

Fall 2016-17 Series:
 272 Business Owners Attended
 11 Workshops Completed



TheCounty
PRINCE EDWARD COUNTY • ONTARIO

High Level Key Performance Indicators

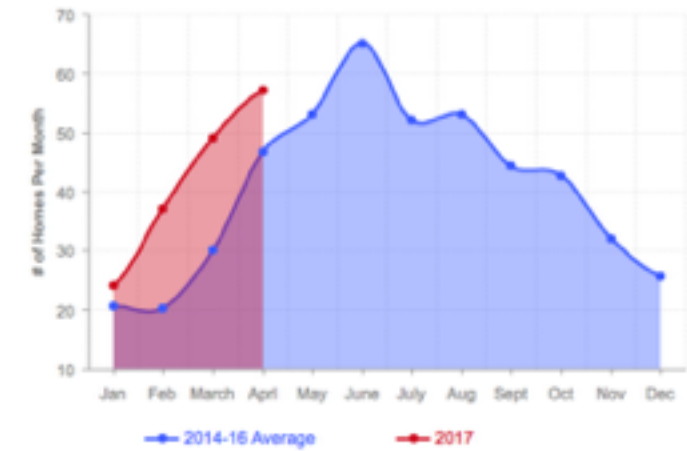
County Business Size Spread



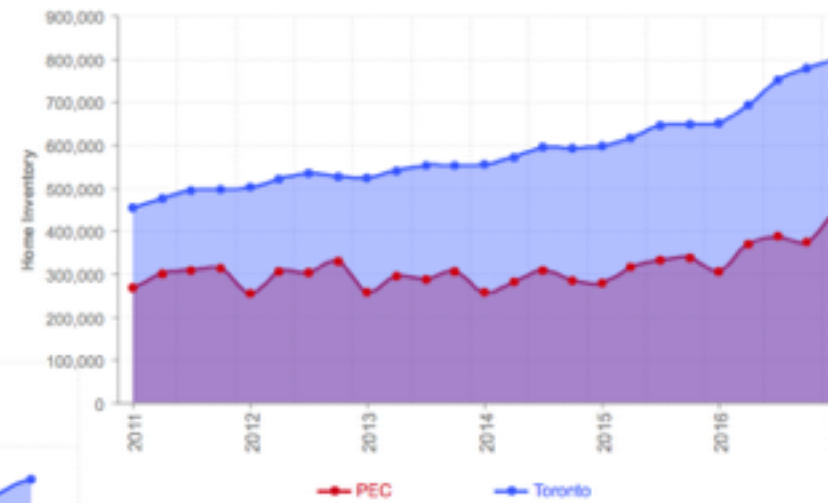
of County Jobs
2006-2016



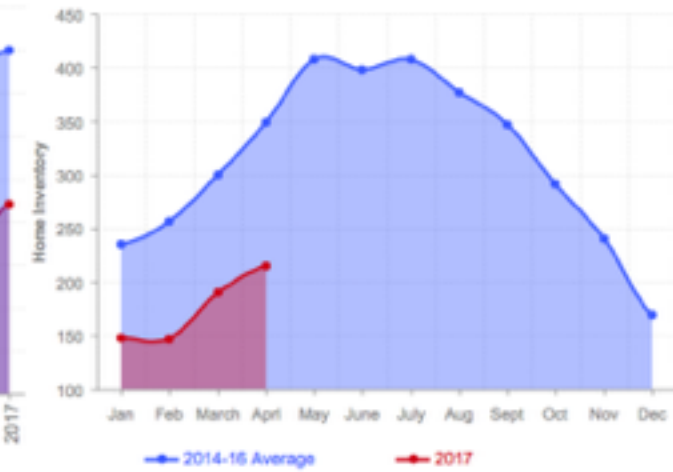
SALES - Detached homes sold by month



AVERAGE HOUSE PRICES - Toronto vs. PEC



Inventory for Sale Snapshot at end of Each Month
Detached homes



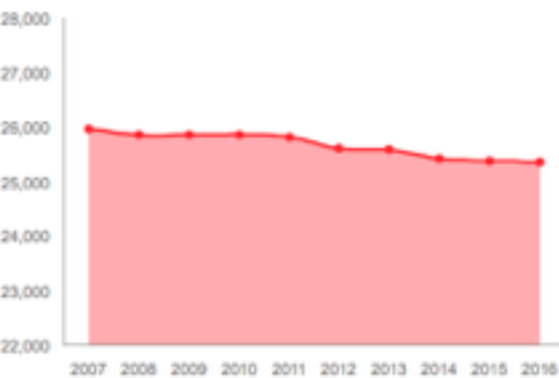
WORK VALUE - County Permit Activity



% of Homes Selling For Listing Price or Over



County Population



County New Home Builds



1,800

New builds at various stages of development

1,090 Detached Homes
710 Attached Homes

1,800 Total Homes



TheCounty
PRINCE EDWARD COUNTY • ONTARIO

Summary

1. Purpose

2. Structure

3. Mandate

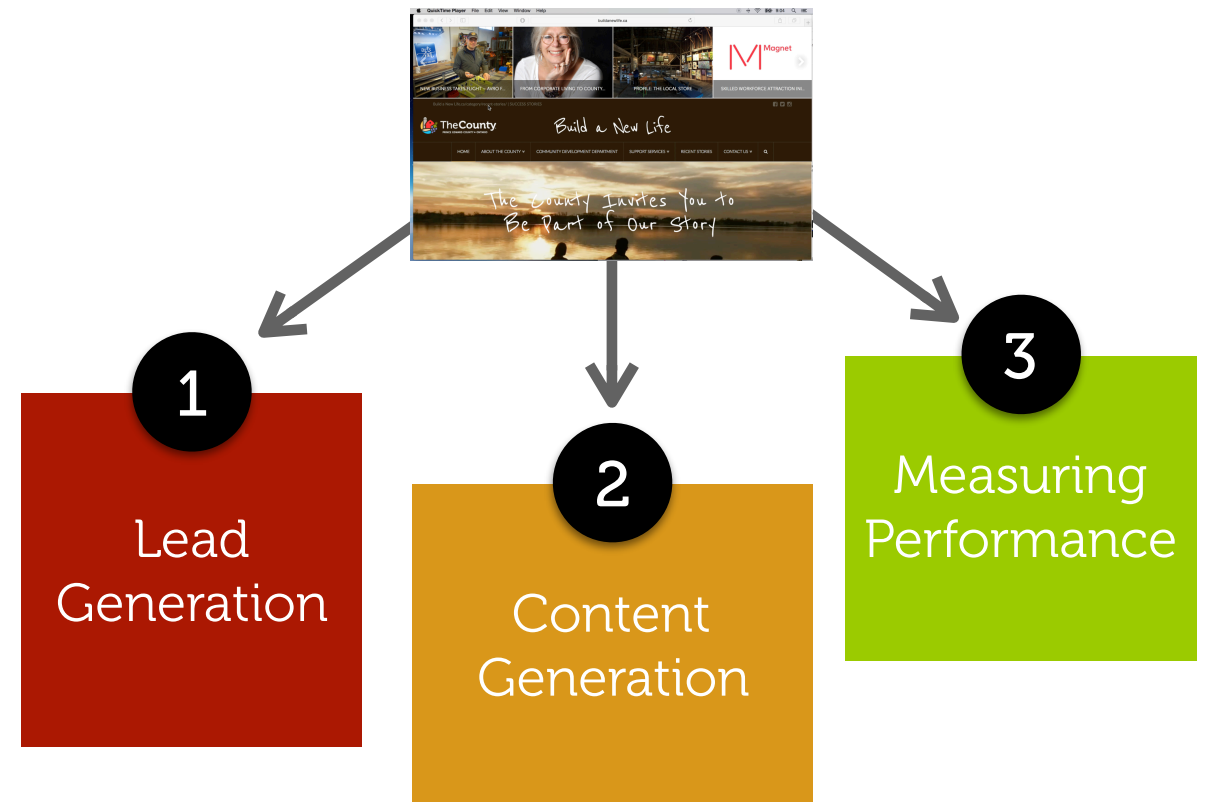
4. Approach

A. Lead Generation

B. Content Generation

C. Performance Measurement

BuildaNewLife.ca



Thank You

Questions?

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Director of Community Development

ncarbone@pecounty.on.ca

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