

I have included an electronic copy of my complete entry.

For Office Use Only: \_\_\_\_\_



## 2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

*Please complete this section for all entries.*

*Include 5 hard copies of the Entry Form and all supplemental information with your submission.*

Organization: **City of Port Colborne**

Contact Name: **Stephen Thompson**  
**stephenthompson@portcolborne.ca**

Email: \_\_\_\_\_

Project/Item Name: **Port Colborne Economic Development News**

Category for Entry: **6. Newsletters**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **<25K**

Date Project Began: **January 2010**

Date of Completion (if applicable): \_\_\_\_\_

For Entries in Categories 9 & 10, Enter Your Web Site URL: \_\_\_\_\_

### PROJECT DESCRIPTION

*Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.*

#### Select:

- ☒ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☐ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☐ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

*Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.*

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS.  
YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

The Port Colborne Economic Development newsletter is designed as a flexible communication tool to connect with a broad range of qualified stakeholders. The newsletter is published quarterly and a total of three customizable versions exist based on preferences and interests of the subscribers. Two versions are distributed electronically: a highlights version distributed in HTML e-mail format, and a high-impact multi page PDF with colour photos. Both contain HTML links to connect readers with additional background and detail – which also serves as a mechanism to track readership

of both individual versions and topics. The third version features selected economic development articles which are of a general interest to residents of the City of Port Colborne and is distributed to every household (8,000+) in the city through a partnership with the locally produced InPort News newspaper.

The electronic versions of the newsletter are distributed to board members, council members and committee members and all four levels of government including foreign posts. It is also distributed to more than 1,000 business contacts including, investment leads and members of local associations such as the chamber of commerce, downtown business improvement area, and main street gateway association.

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2. What is the goal or purpose of this project?

The target market of the newsletter is very broad encompassing businesses, local residents and other interested stakeholders. The multiple versions allow individual reader preferences to control the type of content each reader receives.

Each version of the newsletter differentiates Port Colborne's newsletter from those produced by other economic development offices. As well, the partnership with the InPort News newspaper ensures that every local stakeholder has access to the content of interest whether they have computer access or not.

The electronic issue was also enhanced in 2011 with distribution through social media including twitter, LinkedIn and Facebook. Revisions are currently underway to allow users to "tweet" story content to their network thereby expanding the viral distribution of content to an even broader range of stakeholders.

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3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

The newsletter content is predominantly prepared in-house by several members of staff. Final layout and editing is led by a local communications firm to correct any positioning or typographical issues that staff were unable to catch when proof reading their own work.

The Port Colborne-Wainfleet Chamber of Commerce and InPort News assist in the distribution to ensure that there is a broad reach to all residents, rate-payers, and business owners and operators in the Port Colborne area. The Chamber of Commerce also partners in informing content in the newsletter, as it regularly features stories about developments with the chamber, such as its annual awards presentation.

The newsletter increases the connection that the department has with the local business community through as a regular communication about activities being undertaken by the department. Local businesses have also used the newsletter to share success stories about expansions or new projects.

The Economic Development office also partners with other city departments on content when stories bridge department activities. For instance, news items on business improvement areas rely on information from the planning department, which oversees the business improvement area projects.

Distribution of newsletter content within the City of Port Colborne's quarterly newsletter is made possible through a partnership with the city manager's office in which content is specially selected to be featured in the newsletter. This broadens the reach of the newsletter to every dwelling in Port Colborne, making this partnership vitally important to the distribution of Port Colborne Economic Development News.

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4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

A readership survey of those subscribing to the electronic versions was completed in 2011 with several hundred responses received. This validated that the newsletter is being read and also gathered information on the types of information of interest to businesses. As a result of this, the newsletter content will be expanded on topics of "business

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assistance” and “how to become involved”. The “upcoming events section” has also sparked a renewed interest from the manufacturing community in sustaining an industrial association and a new manufacturing/economic development advisory committee.

Over the course of 2010, subscriptions to the electronic newsletter more than doubled, and only one request to unsubscribe from the newsletter has been received. The newsletter has also proved to be an effective means to keep email addresses up-to-date in our Contact Relationship Management software.

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5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

This project is highly transferable based upon its design and distribution being all electronic. The newsletter is based on a template that is populated with content for each issue, providing a flexible design that requires little lead time to produce. This also significantly reduces the cost, making an e-newsletter affordable to smaller municipalities with limited marketing budgets.

The distribution is largely handled through Mail Chimp, an innovative communicates website that provides marketing solutions to organizations of any size. Members of the public can sign up to receive the newsletter through the City of Port Colborne’s website, by supplying their email address. The email address is then recorded in an appropriate address list on Mail Chimp. When a newsletter is ready to be sent out, it is done through Mail Chimp, reducing the strain on the City’s mail server, and reducing the likelihood of the newsletter being flagged as spam.

These are both processes that can be adapted for use in other communities, with success. As long as readable, informative content can be written for a newsletter, a model of the Port Colborne Economic Development News can be employed to keep the local business community, prospective clients, or any other network informed.

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6. In what ways is this project innovative or creative?

The Port Colborne Economic Development Newsletter is set apart from other economic development newsletters by the delivery mechanisms of HTML, PDF and newspaper insert, with content customized based on user/stakeholder preferences.

The versions of the newsletter are designed to be part of the Economic Development office’s overall marketing campaign and branding initiatives; with consistent messaging, look and feel with other print and electronic marketing vehicles.

The newsletter has been critical in communicating the priorities, activities and successes of the City and its Economic Development office. Interest in subscribing to the newsletter continues to grow and engagement of the community in economic development and business activities has also increased as a result of the newsletter. In partnership with the Chamber of Commerce, interest has grown again to begin a manufacturing/economic development advisory committee. Increased uptake in business retention and expansion has also been realized.

By using email as the principal method of distribution (HTML or PDF formats) paper and ink are saved. The local distribution of the newsletter is on newsprint which is easily recyclable along with the other items part of the InPort News.

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7. Are there any other relevant details not covered above or specific to your category?

With primary distribution by electronic means (HTML or PDF formats), costs are limited to those for layout and editing (approximately \$500). Through the partnership with the local newspaper “InPort News” there is no cost to the Economic Development office for this additional local print distribution. Without this partnership, printing and mailing costs to a distribution list of 8,000 residents would be approximately \$20,000 annually.

The newsletter stories also serve as a current means for tracking significant activities and announcements which is

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combined with key performance indicators to complete the Economic Development office's annual activity report.

The newsletter has also helped improve the ability of the economic development office to prepare media release content. As many of the stories as possible are released separately, and individually, to local and international media to help the media further promote our community – without the cost of advertising. To date, each story has received coverage from at least one media outlet.

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## **CATEGORY DESCRIPTIONS AND JUDGING CRITERIA**

### **A. PROMOTIONAL AWARDS**

**PLEASE REFER TO THIS SHEET WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A PROMOTIONAL AWARD.**

These awards recognize innovative and effective marketing materials used for attracting, retaining and fostering business as well as communications vehicles used by economic development organizations.

#### **Judging Criteria for Categories 1-8:**

Promotional Awards will be judged by the following criteria:

- Effectiveness of the promotion
- Innovation/creativity
- Quality and completeness of information
- Contribution to the economic development profession

#### **Descriptions:**

##### **1. General Purpose Brochure**

A brochure introducing your state, province, community, region or area to prospects for industrial, commercial, retail, or general development opportunities. The most effective brochures create a positive image of the area for its quality of life and cultural, educational, or other attributes.

##### **2. Special Purpose Brochure**

A brochure designed for a special purpose, such as promoting an industrial park or other specific types of promotions.

##### **3. General Purpose Promotion**

A promotional piece (other than a brochure), series of promotional pieces or promotional campaign including but not limited to a folder, poster, print ad, direct mail campaign or other campaign.

- *Mount item(s) on heavy stock with 1 inch margins.*

##### **4. Annual Report**

A report summarizing an economic development organization's annual activities and/or fiscal highlights.

WINTER 2010

## INSIDE



**2** New Competitive Analysis indicates manufacturing, health care and social services as integral elements in local economy.



**3** Workforce Committee established to help boost skills in the local labour force.



**5** New ownership and investment helps convert former flour mill into grain elevator.

## Public Input: Key to building Port Colborne's new economic development strategy.



**P**ort Colborne is working to identify opportunities for growth and prosperity that will strengthen its economy.

Port Colborne Economic Development is creating the city's first comprehensive economic development strategy. Through an extensive consultation and evaluation process, the city will identify priorities and opportunities for retaining, expanding and/or diversifying local key business activities including: distribution and logistics, bio-business/agri-food innovation, food processing, and tourism. The city will also look at options for strengthening and diversifying its fabricated metals manufacturing industry including targeting businesses involved in the development of the oil sands project.

With financial support being provided by the Province of Ontario's Communities in Transition program, the economic development strategy initiative will be facilitated by the consulting firm of Millier Dickinson Blais Inc.

The community consultation process includes focus groups being held with a wide range of community representatives on **January 18th and 19th**. The focus group process is important to develop a clear statement of what stakeholders would ideally like to see Port Colborne become in the future.

The focus group sessions will be structured as an interactive workshop using the innovative Queen's Executive Decision Centre's workshop model. Using this model, participants will enter their ideas on supplied computers. Their ideas are then projected on a large screen, and can then be merged, themed, and moved around as needed. There is no need for focus group participants to speak in front of a group as the computer technology keeps everyone's ideas confidential.

Through a series of four questions, representatives from the Queen's Executive Decision Centre, Millier Dickinson Blais, and Port Colborne Economic Development will be capturing Port Colborne's strengths and weaknesses to develop a better understanding of strategies to help Port Colborne prosper.

Public input collected through focus groups, one-on-one meetings, and via an online web survey located at [www.portcolborne.ca/page/strategy](http://www.portcolborne.ca/page/strategy), is a critical part of the strategy development. The information gathered from all these sources will be fed into developing the economic development priorities and action plans for Port Colborne. This information will be used to identify key priorities for the community to consider in the Economic Development Strategy and Action Plan.

Port Colborne's new economic development strategy will build upon existing economic development work including the recently completed **Competitive Analysis of Industries in the City of Port Colborne**. It will recommend priorities for both business expansion and business attraction. Once adopted by the PCETDC Board and City Council, the strategy will provide direction on priority sectors and strategic activities.

To learn more about Port Colborne's new economic development strategy and how you can provide your suggestions on what you would like Port Colborne to become in the future, please contact Port Colborne Economic & Tourism Development Corporation.

# Our first edition

Welcome to the first edition of **Port Colborne Economic Development News**. This electronic newsletter is being launched to help promote Port Colborne's economy, businesses, industries, and organizations. The stories featured in each issue will help provide well-deserved attention to individuals and organizations that are making positive contributions to our local economic community.

Niagara's South Coast has a vibrant business and manufacturing base that in many sectors, outperforms other areas in Niagara. With on-going support for existing and emerging sectors, Port Colborne will continue to lead the way in economic renewal and prosperity.

Over the past number of years, Port Colborne has embarked on the successful Carbohydrate Valley campaign to promote food and bio manufacturing. More recently we have initiated projects working with sectors ranging from tourism on one end of the spectrum to fabricated metals and machining on the other.

We hope you find **Port Colborne Economic Development News** an interesting and informative read. If you have any comments or suggestions for future editions, please call or e-mail us.

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**PORT COLBORNE**  
ECONOMIC & TOURISM  
DEVELOPMENT CORPORATION

# Competitive analysis study highlights economic strengths

Port Colborne has completed in-depth research on its economy. **Competitive Analysis of Industries in the City of Port Colborne** identifies opportunities to maximize Port Colborne's potential for the retention of existing businesses, expansion of established firms, stimulation of entrepreneurial activity and the attraction of new investment opportunities.

The competitive analysis process involved accessing relevant information from secondary sources and supplementing this data with information obtained directly through consultations with industry representative and community leaders.

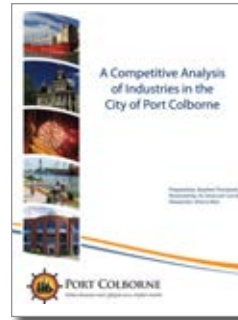
The report identifies Port Colborne's unique advantage in the manufacturing sector,

highlighting the employment growth manufacturing has experienced here in recent years compared to a decline on the provincial and national level.

Employment in health care and social assistance is also identified as an integral component of Port Colborne's economy. These two sectors will continue to play important roles in Port Colborne in the future, and should be a source for new employment growth.

The report and analysis will serve as a basis for ongoing business attraction and retention activities.

Copies of the Competitive Analysis of Industries in the City of Port Colborne are available and can be obtained by contacting the Port Colborne Economic & Tourism Development Corporation office.



# Niagara Industrial Buyer-Seller Tradeshow: February 25, 2010

On February 25, 2010, the Niagara Development Corridor Partnership and the Niagara Industrial Association will be hosting the third annual Niagara Industrial Buyer-Seller Tradeshow at the Niagara Fallsview Casino. Niagara-based manufacturers, businesses, and service providers are invited to participate by exhibiting products, or attending the show. This will be a great venue for networking, marketing, and conducting business.



This year's event will focus on Green Energy and Wind Power opportunities. The event's keynote speaker will be Ontario's Minister of Economic Development and Trade, The Honourable Sandra Pupatello. Representatives from the Great Lakes Wind Network will deliver a presentation on Wind Supply Chain Opportunities. Great Lakes Wind

Network is an international supply chain advisory group and network of manufacturers linking wind industry OEMs and component suppliers, helping them to expand their businesses to keep pace with market demand, evaluate market opportunities in the wind sector, and connect them with potential customers. With a well-established base of manufacturers and existing workforce, research, and technology to support heavy industry and wind-turbine component manufacturing, supplying OEMs in the wind sector is an ideal growth market for manufacturing firms in the Great Lakes region. The Great Lakes region is home to multiple international leaders that operate research and development centers. This, along with the market diversity of manufacturing base, has made this region a supply center for the wind industry.

As an organizing partner and sponsor, Port Colborne Economic & Tourism Development Corporation will be present, fostering local buyer/seller relationships. For more information on participating, please contact our office or visit [www.niagaracorridor.com](http://www.niagaracorridor.com).





Mayor Vance Badawey facilitates discussions with community stakeholders during a recent Workforce Committee meeting. Business, industry and public sector representatives are working together to help improve the skill base in Port Colborne/Niagara's labour force.

## New committee works to help boost skilled workforce

Representatives from government, education, business, industry, service, and health and safety have joined together to form a new committee to help develop ways to enhance and maintain a skilled workforce for Port Colborne/Niagara. The group is also examining ways to ensure future opportunities exist for those that are in need of re-training.

Mayor Badawey was very pleased with the meetings in 2009. "This group is extremely dynamic. The intent is to ensure there is a consistent, strong connection with our high schools, colleges, universities and our local and regional business community," said Badawey. "We must walk the talk in relation to consistent, pragmatic programs that align with the needs of our local and regional businesses. Port Colborne and Niagara are assuring our industries that we have the capability to

make sure our youth are ready to enter the workforce relative to their business interests, while making available training opportunities for existing employees and those that need to be re-trained to re-enter the workforce."

The Port Colborne Economic & Tourism Development Corporation is working with committee members to help summarize strengths, challenges, and opportunities and to plan for future meetings during the winter months. Highlights from the committee's meeting in the fall included presentations by the Fusion Youth and Activity Centre in Ingersoll, Ontario and the Niagara Workforce Planning Board.

For more information, please contact the Port Colborne Economic & Tourism Development Corporation.

## Community Adjustment Fund applications due Jan. 18, 2010

Community organizations, small to medium-sized businesses, and municipalities that have been affected by the global recession have until **January 18, 2010** to apply for funding under Intake Two of the Federal Government's Community Adjustment Fund which was announced on December 15, 2009.

The Community Adjustment Fund (CAF) supports projects in and around resource-based and manufacturing communities depending on a single industry. The fund will invest in projects that create immediate job opportunities for communities. It will focus not only on economic development, but innovation and diversification.

Examples of eligible projects include:

- expansion of SME production capacity, production technology, access to markets, and other SME projects that improve a business's competitiveness;
- support of SME development by not-for-profit organizations;
- support/enhancement/development of business incubators;
- construction/expansion/improvement of technology and innovation centres;
- technology commercialization projects by universities, colleges, polytechnic institutes and post-secondary teaching institutions;
- improvement/expansion/construction of transportation infrastructure where a clear case for business development can be made;
- improvements to community-owned tourism facilities (conference centres, exhibition halls); or
- revitalization and development of downtown core and waterfront areas.

Applications for funding in 2010-11 will be accepted between **December 15, 2009 and January 18, 2010**. Full program guidelines are available at: <http://www.southernontario.gc.ca/eic/site/723.nsf/eng/00194.html>

## 2010 National Buyer/Seller Forum: March 23-25, Edmonton, AB

Port Colborne businesses interested in learning the latest about supplying goods and services to Alberta, and connecting with some of the best companies in the oil sands and energy sectors, are encouraged to join the Ontario delegation at the **2010 National Buyer/Seller Forum in Edmonton, Alberta March 23-25**.

The Province of Ontario will once again be exhibiting and participating in this valuable business-to-business networking forum. In previous years, companies from the Niagara region have joined the Ontario delegation under the Niagara Development Corridor Partnership. Economic Development professionals from communities including Port Colborne, have helped local companies build new supplier relationships with companies in Western Canada's oil sands region.

For more information on how your company can participate in the 2010 National Buyer/Seller Forum, visit [www.nationalbuyersellerforum.ca](http://www.nationalbuyersellerforum.ca) or call the Port Colborne Economic & Tourism Development Corp.



The City of Port Colborne has realized several new investments in its health care sector in recent months. Renovations to the downtown Bridges Community Health Centre are underway, ambulance service to Port Colborne General Hospital will continue, and the new Port Medical Pharmacy opened at the Portal Village Plaza.

## New doctors, emergency services remain key priorities to boosting local health care sector

There are several new investments aimed at building a sustainable health care system for the City of Port Colborne. The results in the past year are significant.

### AMBULANCE SERVICES

Encouraging news in late September 2009 from the Niagara Health System will see Niagara Emergency Medical Services continue to provide ambulance service to Port Colborne General Hospital. This is seen as a positive step forward in the ongoing efforts to enhance hospital and health services in the city.

### NEW FAMILY PHYSICIAN PRACTICE

Port Colborne's newest Family Physician began seeing patients in early December 2009. Dr. Haibo Xu officially opened his practice at the Port Colborne General Hospital on December 7, where he was warmly welcomed by representatives from the Niagara Health System, the City of Port Colborne, and the Township of Wainfleet.

Dr. Xu is a graduate of the medical school of Beijing Medical University in China; holds a masters of science in pharmacology at the University of Toronto, and in family medicine at McMaster University; and is a member of the Grand Family Health Organization. Xu has also won several awards for his medical work, which includes serving as a member of the Canadian Medical Assistance Team which is deployed for foreign disaster relief.

Establishing Dr. Xu's new practice was part of a collaborative effort to bring Primary Health Care to Port Colborne to ensure that all residents of Port Colborne and Wainfleet will be rostered to a Family Physician.

"We are continuing to work extremely hard to better align our primary health care services, ensuring our residents have equal access to a broader range of health care," said Mayor Vance Badawey. "Along with having a new family physician, patients will have access to a Social Worker, Dietician, Nurse Practitioner, amongst many additional health care services. And because of his location at the hospital site, patients will be able to have x-rays done on-site while seeing Dr. Xu."

Applications are available at both City Hall and at Dr. Xu's clinic at the Port Colborne General Hospital for residents who do not have a family physician.

### NEW SPECIALIST PRACTICES & SERVICES

Over the past year, Port Colborne also welcomed a new endocrinologist practice and the establishment of a part-time cardiologist practice that helped bring Echocardiograms and Holter Monitors to Port Colborne.

The City of Port Colborne medical community is also busy hosting several medical students, with many local physicians serving as preceptors for students from several different universities.

### COMMUNITY HEALTH CENTRE IMPROVEMENTS

In mid-October, the Bridges Community Health Centre site opened at its temporary location in the Portal Village Plaza. This facility will improve access to health care for all citizens, including the elderly, diabetics, newcomers to Canada, and individuals with low incomes. A permanent home for Bridges Community Health Centre, located downtown on King Street, is undergoing extensive renovations.

The Portal Village Plaza welcomed a new pharmacy in 2009 with the opening of the Port Medical Pharmacy. The pharmacy is a complimentary addition to the many nearby medical offices.

### THIRD LARGEST EMPLOYER

Health care and social assistance has been identified as an integral component of Port Colborne's economy. According to the findings in the recently completed **Competitive Analysis of Industries in the City of Port Colborne**, the *health care and social assistance sector* is the third largest employer in the local economy. This is sure to increase as more physicians are considering calling Port Colborne home, thanks in part to the City's aggressive actions on recruiting new doctors, and establishing a concentration of medical services in the community.



# New investment helping to bring new life to former flour mill

The former Robin Hood flour mill on Sherwood Forest Lane is a hub of activity after reopening recently as a grain storage facility. The building, purchased by Riverland Holdings, underwent reinvestment to see it converted to a grain storage terminal. The former mill now serves as a loading facility for Ontario-grown wheat destined by rail car or ship to other domestic and international destinations.

"The renewed operation brings this facility back into production and bolsters Port Colborne's bio-food cluster," says Mayor Vance Badawey. "Port Colborne's strength as a point of storage, distribution/logistics, and manufacturing in the bioeconomy demonstrates our competitiveness in this growing field. Riverland Holdings complements this supply chain."

"The building's strategic location between the Welland Canal and the Port Colborne Harbour Railway was an important part in



our decision to purchase the facility," said John Stitch, president of Riverland Holdings from his office based in Minneapolis. "The multi-modal transportation in Port Colborne which includes, road, rail, and water is a real asset for our operations. Riverland Holdings is excited about being in Port Colborne, and being a part of Carbohydrate Valley."

Trillium Railways, the operator of the Port Colborne Harbour Railway is happy to see the facility in operation again. Operations at the site enable Trillium Railways to expand the frequency of its service on the line, thereby benefiting other businesses that

rely on Trillium Rail to deliver freight from the CN and CP rail lines that it connects with.

The Robin Hood mill was built in the 1940s at the height of the war-time peak in flour demand. Through changes in ownership it continued to operate under the Robin Hood brand name. The Robin Hood logo and large grain silos are a well known landmark travellers see as they cross the Welland Canal Bridge 19 on Main Street in Port Colborne.

## Housing sales grow in Port Colborne

Housing sales continued to improve in the Port Colborne - Wainfleet real estate district during 2009. According to figures provided by the Niagara Association of Realtors, the total number of residential sales for the area in 2009 increased by 13.5 percent over 2008. The average sale price of a single family home also increased by 2.8 percent, rising to \$181,971 in 2009 from \$176,951 in 2008.

Local realtor, Frank Ruzycki, with the Port Colborne Office of Re/Max Welland Realty Ltd. believes that sales remain strong because Port Colborne and Wainfleet house prices remain quite reasonable when compared to other areas in the region and closer to the GTA. "I have found

that people are retiring and moving from the larger centers, where the market value of their home is higher in comparison, and buying a nice home in Port Colborne and Wainfleet at a more affordable price."

Ruzycki also believes that the exposure of Port Colborne through events such as Canal Days draws people back to the community to purchase a home or a recreational property. "In addition, buyers that are interested in lakefront and recreational properties are opting for our area again, because of more reasonable prices and due to an abundance of sandy beaches. They look at our area favourably since Muskoka and 'cottage country' prices are becoming

prohibitive and the drive to those areas is very busy and congested."

Angela Higgins, president of the Niagara Association of Realtors is not surprised by improved house sales in 2009. "Realtors know that our moderate but stable growth over the past few years has shielded us from the more extreme shocks faced by some other communities. The Niagara region has been, and will remain, a wonderful place to live and invest."

# New Wind Energy Manufacturing Supply Chain Directory helps promote Port Colborne companies



A new directory identifying businesses with capabilities in supporting and supplying to the wind energy industry has recently been released.

The **Niagara Wind Energy Supply Chain Directory** highlights existing wind energy sector suppliers in Niagara and identifies new opportunities and partnerships for local manufacturers. It is intended to assist in finding new business opportunities for local companies and also as a tool in attracting specialized wind energy firms to Niagara.

Included in this list are several highly successful Port Colborne companies involved in forging, machining, and fabricating.

Stephen Thompson, general manager of Port Colborne Economic & Tourism Development, believes Port Colborne's highly successful machining, fabricating, and forging industries mean that the area is well positioned to supply parts and components to the growing wind energy sector. "Emerging opportunities in the wind energy sector allow manufacturers the opportunity to supplement traditional supply chain activities with new business opportunities, thereby diversifying and strengthening their business potential."

For more information on the Niagara Wind Energy Supply Chain Directory, contact Port Colborne Economic & Tourism Development Corporation.

## OTEC Information Session for corporations: Jan. 21

Niagara companies interested in learning how they could qualify for a refund for provincial income tax and corporate minimum tax paid for each of the first ten taxation years after incorporation should plan to attend the Ontario's Tax Exemption for Commercialization Program (OTEC) Information Session at **Brock University at 1:00 PM, January 21, 2010 (Room Thistle 247)**.

The information session is being sponsored by the Ontario Ministry of Research and Innovation in collaboration with Brock University. Please contact Erika Penner by e-mail at [epenner@brocku.ca](mailto:epenner@brocku.ca) for additional details and registration information.

The OTEC initiative was announced in the 2008 Ontario budget and was enacted on December 10, 2008. The purpose of the refund is to encourage new entrepreneurs to develop and commercialize research that takes place in qualifying institutes and transfer this research to the marketplace.

For a program guide, application, and other material related to the OTEC program, please visit the program area of the Ministry of Research and Innovation's website at [www.ontario.ca/innovation](http://www.ontario.ca/innovation).

## Important dates to remember

DATE	EVENT	LOCATION
January 18, 2010	Community Adjustment Fund applications due	
January 18-19, 2010	Focus Groups for Community Consultation	Contact Port Colborne Economic Development
January 21, 2010	OTEC Information Session	Brock University
February 25, 2010	Niagara Industrial Buyer-Seller Tradeshow	Niagara Fallsview Casino
March 23-25, 2010	National Buyer/Seller Forum	Edmonton, AB

SPRING 2010

## INSIDE



**2** New online information tools on City's website help provide additional information to residents, stakeholders, businesses and investors.



The Honourable Sandra Pupatello, Ontario Minister of Economic Development and Trade, congratulates Port Colborne Mayor Vance Badawey on receiving \$40,000 in provincial funding to complete Port Colborne's first economic development strategy and action plan.



**3** Niagara Buyer Seller Forum brings companies together, explores green energy opportunities.

## Work continues on Port Colborne's first economic development strategy and action plan

**I**nput by community stakeholders is providing the foundation for a new economic development strategy and action plan aimed at bringing new opportunities and economic growth to Port Colborne.

Port Colborne Economic & Tourism Development is progressing with its efforts to create the City's first comprehensive economic development strategy and action plan. Through an extensive consultation and evaluation process, the City is identifying priorities and opportunities for retaining, expanding and/or diversifying local key business activities including: distribution and logistics, bio-business, agri-food innovation, food processing, and tourism. The City will also look at options for strengthening and diversifying its fabricated metals manufacturing industry including targeting businesses involved in the development of the oil sands and renewable energy projects.

January 2010 marked the first phase of the public consultation process for the economic strategy and action

plan initiative. A series of focus group sessions were held with a wide range of community representatives. The focus group sessions were well attended and stimulated the exchange of ideas from participants. The input and suggestions offered by focus group

participants has provided the consultants writing the economic development strategy and action plan with plenty of material to work with, and will ensure the final product is well-rounded and reflective of the true needs of Port Colborne.

In addition to the January focus group sessions, residents, stakeholders and businesses were also invited to share their ideas and suggestions on Port Colborne's future by completing a short internet-based survey located on the City's website.

Public input collected through focus groups, one-on-one meetings, public meetings, and the online survey is a critical part of the strategy development. The information gathered from all these sources will be fed

### Draft strategy findings, recommendations to be discussed on March 30

On March 30, Port Colborne Economic Development will hold a public event during which the draft recommendations and presentation of findings for the City's new economic development strategy and action plan will be discussed. The event will also include **Economic Development 2.0**, a presentation by Brock Dickinson, assistant director of the University of Waterloo's Local Economic Development Program.



**4** The rehabilitation of Humberstone Hall marks the start of work on Main Street.



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Continued from Page 1

into developing the economic development priorities and action plans for Port Colborne. A draft strategy document will be available shortly, and will go to Port Colborne City Council this spring for consideration.

On **March 30 at 6:30 p.m.** on the third floor of City Hall, Port Colborne Economic Development will hold a public event during which the draft recommendations and presentation of findings for the City's new economic development strategy and action plan will be discussed. Input on the recommendations will be sought and incorporated into the final strategy. The event will also include *Economic Development 2.0*, a presentation by Brock Dickinson, assistant director of the University of Waterloo's Local Economic Development Program.

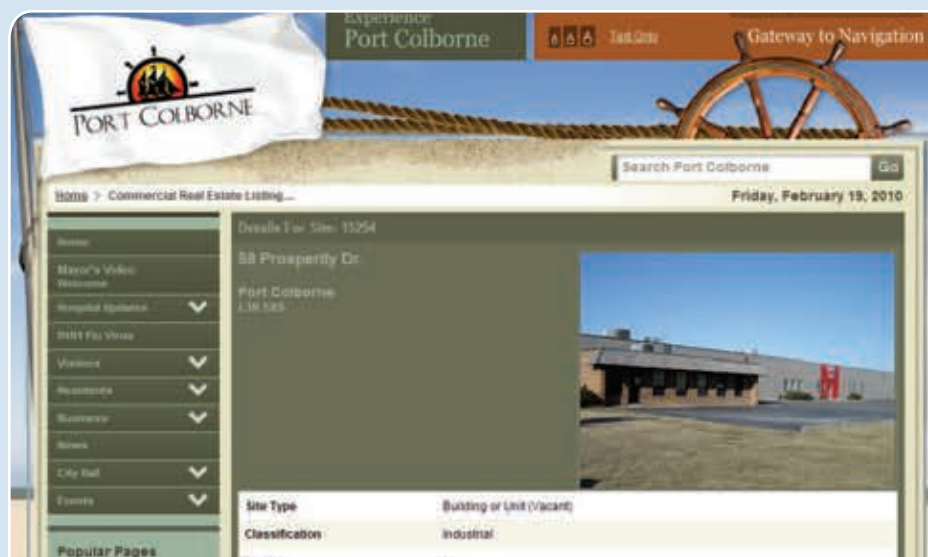
Interested members of the community should watch the strategy page on the City's website for information about upcoming meetings, presentations or ways to get involved. Residents, stakeholders, and businesses can also contact the Port Colborne Economic & Tourism Development office to subscribe to regular e-mail updates.



**PORT COLBORNE**  
ECONOMIC & TOURISM  
DEVELOPMENT CORPORATION

**Port Colborne Economic Development News** helps promote Port Colborne's economy, businesses, industries, and organizations. The stories featured in each issue will help provide well-deserved attention to individuals and organizations that are making positive contributions to our local economic community. We hope you find **Port Colborne Economic Development News** an interesting and informative read. If you have any comments or suggestions for future editions, please call or e-mail us.

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**A Commercial and Industrial Real Estate Database and Service-to-Business and Manufacturing Directory have been added to the City's website to help increase the amount of community information available to residents, stakeholders, businesses and investors.**

## New online information tools added to City website

The City of Port Colborne's website has recently added two new features designed to enhance the level of information available to residents, stakeholders, businesses and investors. **The Commercial and Industrial Real Estate Database** and the **Service-to-Business and Manufacturing Directory** provide details about development sites, local industries and services offered in Port Colborne.

There is growing demand from site selectors and business decision makers for this type of information at this level of detail. The City of Port Colborne is among the first municipalities in Ontario to have these features available to the public on its website. The databases will serve as influential marketing tools and demonstrate that the municipality is an investment ready location.

**The Commercial and Industrial Real Estate Database** provides easy electronic access to details about available commercial and industrial properties within the City of Port Colborne. The information in the database is built on commercial and industrial listings from ICX.ca, the commercial real estate cousin of MLS.ca, as well as other local and regional real estate sources.

**The Service-to-Business and Manufacturing Directory** will help businesses to identify

business-to-business opportunities with local suppliers. Business profiles include detailed company information as well as product and service descriptions to help local companies market to Port Colborne and beyond. This provides a new interface to information also found in print in the 2009-2010 Niagara Canada Business Directory.

Both of these information resources will be of considerable assistance to Port Colborne businesses looking to expand and to potential investors considering a Port Colborne location. The City's website will be a one-stop source for business and real estate information that will provide opportunities to augment local supply chains and increase awareness of local products and services.

This initiative was funded by a Community Adjustment Fund grant provided by FedDev Ontario through the South Niagara Community Futures Development Corporation.

Both information tools are available by visiting:

[www.portcolborne.ca/page/commercial\\_real\\_estate\\_listings](http://www.portcolborne.ca/page/commercial_real_estate_listings)

[www.portcolborne.ca/page/service\\_to\\_business\\_database](http://www.portcolborne.ca/page/service_to_business_database)



**LEFT** - Representatives from West Pier Marine Industrial Supply Inc. are joined by Port Colborne Mayor Vance Badawey during the 2010 Niagara Buyer Seller Forum.



**RIGHT** - Mayor Badawey, City of Thorold Mayor Henry D'Angela and Welland Mayor Damian Goulbourne welcome The Honourable Sandra Pupatello, Ontario Minister of Economic Development and Trade, to the 2010 Niagara Buyer Seller Forum.

## Niagara Buyer Seller Forum brings companies together, explores green energy opportunities

The third annual Niagara Industrial Buyer Seller Forum was held Thursday, February 25 at the Niagara Fallsview Casino Resort. The forum provided opportunities for manufacturers from across Niagara to meet, network and generate new business. More than 50 exhibitors were joined by over 500 delegates who took part in the day-long event.

The Niagara Industrial Buyer Seller Forum featured workshop sessions by the Great Lakes WIND Network. These sessions, held concurrently with the tradeshow, provided in depth details about opportunities that exist in the wind energy industry's emerging domestic market. Workshop topics ranged from information about the components of a wind turbine to the structure of the industry's supply chains. Participants were able to gain first-hand knowledge of major wind energy equipment manufacturers' procurement policies and processes, pre-qualification requirements, registration procedures and expectations.

Port Colborne area companies such as West Pier Marine and Industrial Supply contributed to the success of the forum by hosting a booth to showcase its products and services. Representatives from fabricated metals industries, the ship repair and servicing sector, and transportation companies were among the 12 Port Colborne companies also in attendance.

The Port Colborne Economic & Tourism Development booth had staff on-hand to showcase the municipality and to provide information about Port Colborne companies that were unable to attend the forum.

The Honourable Sandra Pupatello, Ontario Minister of Economic Development and Trade, provided the keynote address to over 200 luncheon attendees. She offered information about the province's strengths and competitiveness and changes to the corporate tax structure. This was the Minister's second appearance at the annual forum in three years. She delivered the keynote address at the first Niagara Industrial Buyer Seller Forum in 2008.

Minister Pupatello also met with local business owners and municipal representatives including Mayor Vance Badawey of Port Colborne and Stephen Thompson, General Manager of Port Colborne Economic & Tourism Development. Discussions included investment attraction programs and projects as well as opportunities for Ontario based businesses.

"We had an opportunity to discuss our desire to establish a Free Trade Zone or Foreign Trade Zone here in Niagara with the Minister," stated Mayor Vance Badawey. "These are designated areas with tax incentives for business operations. Normally

linked to international airports, major sea ports, inland ports and border frontiers, these designated sites enable companies to land, handle and re-export goods without paying duty or custom taxes."

Globalization is making Foreign Trade Zones more important than ever. Importing and exporting businesses are the most obvious businesses to use free trade zones. Multinational corporations tend to participate in the program most frequently, but small-and medium-sized manufacturers have found the program to be beneficial for their trade-related activities.

"The City of Port Colborne is well positioned to advance innovation, especially in the fabricated metals manufacturing field," said Badawey. "Port Colborne's strength in manufacturing and multi-modal transportation continues to be a cornerstone of future economic growth in Niagara. The establishment of a Free Trade Zone or Foreign Trade Zone will add further incentive to both national and multinational corporations."

The event was organized by the Niagara Industrial Association and the Niagara Development Corridor, a group of municipal economic development corporations working together to advance the strengths and opportunities of Niagara-based manufacturing companies.



# Port Colborne's Main Street area investments

The renovation and rehabilitation of the Humberstone Hall marks the beginning of the work on Main Street. The restoration of the former Humberstone Township municipal building (circa 1853) will allow both the Port Colborne Visitor Information Centre and the Port Colborne-Wainfleet Chamber of Commerce to share the historic building, and the 1955 addition on the east side of the building will be removed.

Community stakeholders are a key component of this project. The Port Colborne-Wainfleet Chamber of Commerce, the Port Colborne Heritage Committee, the Port Colborne Gateway Association (Main Street), the City of Port Colborne and Port Colborne Economic & Tourism Development have worked collectively to develop a vision and an implementation plan for the Centre. Work on this project began on January 18, 2010 and will be completed mid-April.



The rehabilitation and renovation of Humberstone Hall marks the start of work on Main St.

The location of the Visitor Information Centre on Main Street is the main Highway 3 thoroughfare between Buffalo, NY, and Haldimand, Norfolk, Simcoe, St. Thomas and other communities along Ontario's south coast. The Visitor Information Centre will help Port Colborne promote itself to new markets including Western New York and also build awareness of Port Colborne to pass-through traffic.

The Visitor Information Centre will provide tourists with a window into Port Colborne and the surrounding communities, giving them access to real, up-to-date information, straight from the people who really know what is happening in our city.

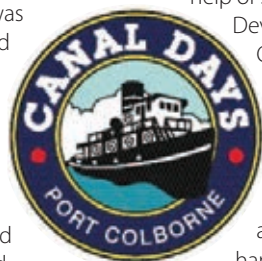
## Canal Days: Marketing Port Colborne beyond our boundaries

Port Colborne's Canal Days Marine Heritage Festival continues to provide opportunities for promoting and marketing Port Colborne as an ideal location for business, tourism and residential investment.

The success of the annual festival was recently recognized by Festivals and Events Ontario which has once again accredited Canal Days as one of Ontario's finest by naming the event to the list of Ontario's Top 100 Festivals.

The Top 100 is a designation created by Festivals and Events Ontario, and sponsored by VIA Rail Canada, which represents excellence for the province's festivals and events industry. The winners were selected through a nomination process that included a predetermined set of criteria. Canal Days edged out over 3000 other festivals in Ontario to obtain Top 100 status.

Being part of the Top 100 List helps promote Port Colborne throughout Ontario and beyond.



The Port Colborne Economic Development & Tourism Office has been working towards incremental enhancements of festival vendors. Through a three-month project funded by the Community Adjustment Fund with the help of South Niagara Community Futures Development Corporation, Project Coordinator Bryan Theal has worked on identifying new vendors, markets and opportunities. As a result of this work, 2010 festival attendees will begin to see several new vendors with an elevated focus on marine and unique merchandise such as hand crafted products.

Linkages with the local business community are also being explored through this festival and other year round events to further profile businesses not just in the tourism and commercial sectors but also other sectors such as construction and manufacturing.

This year's Canal Days Marine Heritage festival will be held July 30 - August 2, 2010.

## New tourism signage initiative

Tourism signage across Port Colborne is being elevated to help enhance Port Colborne as a tourism destination by building greater awareness of the business and tourism assets of the community.

Improved tourism signage was a key recommendation arising from the City's participation in the Ontario government's "First Impressions" program. The need for a correct, up-to-date and complete network of signs is also identified in Port Colborne's Tourism Strategy.

Project Coordinator Vivian Moskalyk is completing an inventory and plan for signage improvements. New sign designs, size, concepts, locations and directional information will be developed based on an assessment of both tourist needs and existing signage. The signage will supplement Gateway and Downtown signage and overall business and other amenities Port Colborne has to offer.

Funding for the Tourism Signage Initiative was provided to PCETDC by the Province of Ontario and by the Community Adjustment Fund through South Niagara Community Futures Development Corporation.

# Port Colborne represented on OAFT Board

Port Colborne Economic & Tourism Development General Manager Stephen Thompson has been elected to the Board of Directors of Ontario Agri-Food Technologies.

Ontario Agri-Food Technologies (OAFT) is a non-profit organization comprised of members from grower associations, universities, industry and governments. The organization, located in Guelph, Ontario, focuses on ensuring that Ontario producers have access to the latest technologies to compete globally and to develop new market opportunities, many of them, beyond the food industry.

OAFT was established in 1997 with the support of the Ontario Ministry of Agriculture, Food and Rural Affairs and Agriculture and Agri-Food Canada (AAFC). It has grown to have a diverse membership base drawn from grower associations, industry, education and government. Dr. Gord Surgeoner has been president of OAFT since 1999 and is well known across Canada, and beyond, as a leading voice for the bio-tech and bio-products industries in Ontario.

"OAFT has been a strong supporter of growth in the bio industry in Ontario," stated Thompson. "OAFT was instrumental in the branding of Port Colborne's bio cluster as *Carbohydrate Valley*."

Port Colborne has a strong bio and food manufacturing cluster. An anchor to our Carbohydrate Valley bio cluster is CASCO which produces sweeteners from carbohydrates / corn starch. A more recent investment was made by Jungbunzlauer Canada Inc., Canada's only producer of citric acid, a product widely used in the food and beverage industry. These anchor industries provide a unique opportunity for additional growth of this cluster in Port Colborne.

# Capturing Port Colborne digitally

Port Colborne's first digital photography contest was held over the 2009/2010 Holiday Season. Organized by Port Colborne Economic & Tourism Development, the photo contest aimed to capture the many special events and natural attractions that make Port Colborne a preferred location to live, visit and conduct business. Many of the images submitted will be featured in upcoming initiatives which promote Port Colborne for tourism and investment.

Congratulations to Michelle Mason for having the winning photo in the 2009 Holiday Photography Contest. Her photo of Santa arriving by tugboat not only celebrates the spirit of the holiday season but captures a long-standing tradition in Port Colborne. Ms. Mason was recognized at the March 8, 2010 City Council Meeting where she was awarded with a special certificate and received a \$100 gift card to be used at a local business.



In late March, the winner of the PCETDC Winter Photo Contest which ran from January 25, 2010 to March 15, 2010, will be announced. The winning photo will be selected and featured on the Port Colborne website and other print marketing produced for the City of Port Colborne. As well, the winner of the contest will receive a \$100 gift card for use at a local business.

## Upcoming Dates

DATE	EVENT
March 23-25	National Buyer/Seller Forum; EDMONTON, AB
March 25	Welland Canal opens for 2010 shipping season. Top Hat Ceremony Breakfast at 8:30 a.m.; Official Ceremony commencing at 9:00 a.m.
March 30	Public Input Sessions / Draft Economic Strategy & Action Plan recommendations released. 6:30 p.m. City Hall; PORT COLBORNE, ON
March 31-April 1	Bioplastics & Green Composites 2010 Workshop, Delta Hotel & Conference Centre; GUELPH, ON
April 27-29	Canadian Cleantech Summit; OTTAWA, ON
May 2-4	11th International Conference on Biocomposites: Transition to Green Materials; TORONTO, ON
May 4-6	Bio International Convention; CHICAGO, IL
May 23-26	WINDPOWER 2010 Conference & Exhibition; DALLAS, TX
June 16	Biofuel Advancements; AMHERST, NY
June 27-30	World Congress on Industrial Biotechnology and Bioprocessing; WASHINGTON, DC

SUMMER 2010

## INSIDE



**2** Government of Canada invests \$3.6 million to aid Main Street revitalization efforts



**3** New Visitor Information Centre opens in restored Humberstone Hall building



**6** Claire's Delivery expands; adds 12 new Mack Trucks to meet the growing demands of Pinty's Delicious Foods.



Port Colborne Economic Development General Manager Stephen Thompson (centre) provides information about Port Colborne's biotech sector to international delegates attending the 2010 BIO International Convention in Chicago, IL.

## Economic Development Office Helps Promote Port Colborne's Bio Economy

Port Colborne's Economic Development Office continues to work with different levels of government to identify new markets and opportunities for local businesses, and to promote Port Colborne as the preferred location for new investment in the growing bio and food manufacturing industries.

### 2010 BIO International Convention, Chicago, IL

Earlier this spring, the City of Port Colborne collaborated with the Ontario and Canadian governments to help promote Ontario and Port Colborne advantages to attendees of the 2010 BIO International Convention held May 4-6, 2010 in Chicago, Illinois. As part of the team of representatives from the conference's Ontario Pavilion, Port Colborne was actively promoting the many advantages the city's

Carbohydrate Valley has to offer the biotech sector.

The bio and food manufacturing sectors in Port Colborne produce a number of products and ingredients key to the emerging bio-economy. For example, natural starch-based feedstocks are gaining popularity as an alternate input in the production of plastics and a number of green chemicals.

The annual BIO International Convention is the largest global event for the biotechnology industry and attracts the biggest names in biotech. It offers key networking and partnering meetings, and provides insights and inspiration on the major trends affecting the industry. The convention also features the BIO Business Forum (One-on-One Partnering), hundreds of sessions covering

biotech trends, policy issues and technological innovations, and the world's largest biotechnology exhibition. 2010 BIO drew 15,322 industry leaders from 49 states and 65 countries.

"Our partnerships with the province and area municipalities provide cost-effective ways for Port Colborne to get its message out to key industry leaders and keep abreast of industry trends and new opportunities for local businesses," said Stephen Thompson, general manager and director of Port Colborne's Economic Development Department. "Establishing business leads through networking at conference events and personal meetings with industry representatives are valuable tools we can use in our efforts to find new opportunities for our existing businesses and to develop awareness of new investment opportunities in Port Colborne." The conference also provides an opportunity to effectively make influencers and decision-makers in the provincial and federal government aware of the abilities and opportunities available in Port Colborne.

### 2010 World Congress, Washington, DC

The World Congress on Industrial Biotechnology and Bioprocessing is the world's largest industrial biotechnology event for business leaders, investors, and policy makers in biofuels, biobased products, and renewable chemicals. Port Colborne Economic Development is exhibiting at the event in Washington, DC June 27-30, 2010.

The focus of the World Congress, on industrial bioprocesses, provides an excellent opportunity for the identification of new markets and opportunities for the existing Carbohydrate Valley cluster and also the potential to showcase new development and investment opportunities in Port Colborne.

*Continued on Page 2*



Continued from Page 1



**Ontario's Minister of Economic Development and Trade, Hon. Sandra Pupatello and PCED General Manager and Director, Stephen Thompson at 2010 BIO International Convention in Chicago, IL.**

With approximately 2,000 delegates, the World Congress conference has a very strong strategic fit with Port Colborne's existing bio and food ingredients cluster. "This will be the first time Port Colborne is exhibiting at the World Congress," notes Stephen Thompson. "Through partnered funding, we are able to profile our community on the world stage and evaluate the potential of updated marketing messaging in an exhibit hall venue." In 2011, the World Congress event will be held in Toronto. Port Colborne is also leading discussions toward developing a Port Colborne-Niagara industry tour in coordination with the 2011 conference with the intention to increase exposure and awareness of Port Colborne's *Carbohydrate Valley* cluster both domestically and internationally.

The annual World Congress offers unique networking opportunities, an overview of the latest technological developments, and real world scenarios for bringing technological solutions to market. The conference features discussions of high profile topics related to climate change, sustainability, new sources of fuel, financing, and policy. The conference also offers business partnering opportunities, utilizing a computer system to assist companies and investors alike in arranging confidential one-on-one meetings with other attendees.

Representatives of several businesses located in Port Colborne will also be in attendance and several meetings with qualified leads have already been scheduled.

Port Colborne Economic Development will continue its efforts to bring new investment and opportunities to local businesses in all sectors, with focused efforts on the sectors identified as strategic growth and retention priorities.



**Mayor Vance Badawey, Hon. Gary Goodyear, and MP Rick Dykstra celebrate the federal government's \$3.6-million investment in the city's Main Street redevelopment efforts.**

## Federal Government Invests \$3.6 million in Main Street Redevelopment

Port Colborne residents will benefit from an investment of \$3,662,450 to reconstruct Main Street, announced this spring by the Honourable Gary Goodyear, Minister of State responsible for the Federal Economic Development Agency for Southern Ontario.

Port Colborne will work with the Region of Niagara, the St. Lawrence Seaway Management Corporation, and the Gateway Association to attract new business and investment through the enhancement and reconstruction of Main Street from Elm Street to the Welland Canal. Projects include the installation of streetlights, curbs, sidewalks, improving Humberstone Hall, planting trees, and paving parking lots.

The revitalization project is part of a larger Community Improvement Plan (CIP) Initiative being advanced by the City to help encourage private sector investment in Port Colborne. Since 2008, Port Colborne has initiated CIPs for: Main Street (Olde Humberstone) Business District; Waterfront (East Bank Canal/Harbour Lands); Brownfields (city wide) and the Central Business District.

The federal government's \$3.6-million investment will advance the City's Olde Humberstone - Main Street Area Community Improvement Plan. The Humberstone Business District is located along Main Street (Highway 3), west of Lock 8 Gateway Park and contains a variety of services, retail stores, restaurants and taverns. Efforts to transform the business district into a walkable, traditional shopping area moved into

high gear in early 2010 with the renovation of the former Humberstone Town Hall to restore it to its original state. The building is home to the City's Visitor Information Centre and the Port Colborne-Wainfleet Chamber of Commerce office, both of which received upgrades under the project.

The Community Improvement Plan also includes plans for streetscaping; a facade improvement program; new sidewalks; reallocation of parking areas; and host of other urban design initiatives. Business owners looking to improve their properties will also gain access to a series of new grants to help them undertake the upgrades. Planning fee grants, a sidewalk cafe grant, property tax grant and mixed use intensification grants are all available.

"The funding for the Gateway/Main Street revitalization is great news for the citizens of our community," said Mayor Vance Badawey, City of Port Colborne. "We truly appreciate the unprecedented financial support from the federal government, which has enabled our community to leverage funds and accelerate capital projects with no impact to the property taxpayer."

The project is being funded under the Community Adjustment Fund in southern Ontario, which was implemented to create immediate employment opportunities and support the local economies that have been struggling with the effects of the global economic downturn.



Municipal officials, Chamber of Commerce representatives, and local tourism stakeholders joined together June 10 for the official ribbon cutting ceremony marking the official opening of the City of Port Colborne's Visitor Information Centre in the newly restored Humberstone Hall on Main Street West. From left: Ward 4 City Councillor Kate Leigh, Economic Development & Tourism Director Stephen Thompson, Wainfleet Mayor Barb Henderson, Ward 2 Councillor Frank DiBartolomeo, Mayor Vance Badawey, Chamber of Commerce president Mike Sloat, Regional Councillor Bob Saracino, Ward 1 Councillor David Barrick, and Ward 3 Councillor Bea Kenny.

## New Visitor Information Centre Opens in Newly Restored Humberstone Hall

As visitors arrive in Port Colborne this summer to experience Niagara's South Coast, the City of Port Colborne is pleased to be able to offer travellers expanded tourism information services at its local Visitor Information Centre.

On Thursday, June 10 the City of Port Colborne celebrated the Grand Opening of the newly renovated Port Colborne Visitor Information Centre at Humberstone Hall in the former Humberstone Township municipal building (circa 1852) located at 76 Main Street West.

Over the last seven months, the building has undergone extensive renovations to improve the functionality of the space and create a barrier-free facility. These improvements will help the Visitor Information Centre become a full-service destination offering visitors and residents a host of local, regional and provincial tourism publications, directions, internet access, and restroom facilities. The building is also home to the Port Colborne-Wainfleet Chamber of Commerce.

The Visitor Information Centre will provide tourists with a window into Port Colborne and the surrounding communities, giving



**Visitor Centre staff showcase local points of interest during the official opening of the newly renovated Visitor Information Centre at Humberstone Hall.**

them access to up-to-date information on local events and attractions straight from the people who are actively involved with what is happening in the community. With these substantial renovations, the Visitor Centre at Humberstone Hall will be a welcoming destination, encouraging tourists to spend more time in Port Colborne, seeing local sights and spending in the local economy.

The new Port Colborne Visitor Information Centre provides expanded visitor

information services from a strategic location in the gateway area of Port Colborne. Its location on Main Street is the main Highway 3 thoroughfare between Buffalo, NY and Haldimand, Norfolk, Simcoe, St. Thomas, and other communities along Ontario's south coast. The Visitor Information Centre will help Port Colborne promote itself to new markets including Western New York and also build awareness of Port Colborne to pass-through traffic.

The project marks the beginning of the city's revitalization initiatives of Main Street. Additional work on the exterior landscaping and parking areas at the Visitor Information Centre will coincide with the Main Street streetscaping which begins this summer.

The \$278,000 renovation of Humberstone Hall was completed with the financial assistance of the City of Port Colborne, Regional Municipality of Niagara, Federal Economic Development Agency for Southern Ontario and the Government of Canada's Enabling Accessibility Fund. The project marks the beginning of the City's revitalization initiatives of Main Street.





From left, Pelham Mayor Dave Augustyn, St. Catharines MPP, The Hon. Jim Bradley, Ontario Premier Dalton McGuinty, Regional Councillor Debbie Zimmerman and Port Colborne Mayor Vance Badawey attend a Niagara Week reception held at Queen's Park in early May.

## Local initiatives raised during Niagara Week in Toronto

A delegation of political, business, and economic development representatives from communities across Niagara travelled to Toronto recently to meet with provincial decision makers at Queen's Park to update the provincial government on Niagara's successes and priority needs for economic growth.

The sixth annual Niagara Week in Toronto event was held May 10-13 and included face-to-face meetings between Niagara representatives and MPPs, members of Cabinet, and senior Ministry officials.

In addition to meetings with regional colleagues, Mayor Vance Badawey and General Manager and Director of Economic Development, Stephen Thompson, met with senior ministry officials and staff to discuss several issues of importance to Port Colborne such as foreign trade zones, investment programs, and business attraction and retention efforts.

The meetings also provided Port Colborne officials with the opportunity to demonstrate how our community priorities can help the provincial government in its efforts to grow Ontario's economy.



Port Colborne Mayor Vance Badawey outlines the Niagara Gateway Initiative to attendees of the Developing the Bi-National Niagara Gateway event June 22.

## Foreign Trade Zone Key to Developing the Bi-National Niagara Gateway

Business leaders, government representatives, and economic development and tourism organization leaders from Canada and the U.S. gathered at the Quality Parkway Hotel Conference Centre in St. Catharines June 22 to explore ways to expand business trade and investment in the bi-national Golden Horseshoe Region. The event challenged participants to discuss and identify what it will take to make the region the investment and business destination of choice in North America: what are the immediate sources of new business and revenue generation, and what infrastructure and tools are required to access these.

Since September 11, 2001, businesses on each side of the border have experienced unprecedented changes in the way commerce is carried out along the Canada - U.S. border. "With the launch of new Gateway initiatives in cross-border Niagara we have a tremendous opportunity to rebuild the region and our competitive positioning," said Port Colborne Mayor Vance Badawey.

Badawey addressed event participants with a presentation outlining the Niagara Gateway Initiative. The mayor highlighted the benefits and advantages associated with establishing a Foreign Trade Zone (FTZ) in the southern portion of the Niagara region.

FTZ's are specially designated areas with tax incentives for business operations. Normally linked to international airports, major sea ports, inland ports, and border frontiers, these designated sites enable companies to land, handle, and re-export goods without paying duty or custom taxes.

Port Colborne and the border communities along Niagara's southern boundary are home to the majority of the region's multi-modal transportation and logistics providers and recognize the creation of an FTZ as a key economic stimulator for Niagara.

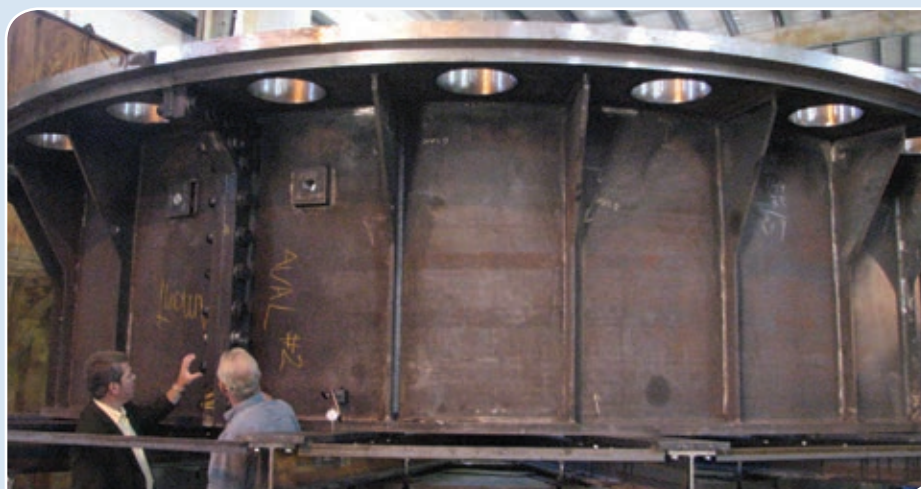
Globalization is making Foreign Trade Zones more important than ever as importing and exporting businesses are the most obvious businesses to use free zones. Multi-national corporations tend to participate in the program most frequently but small- and medium-sized manufacturers have found the program to be beneficial for their trade-related activities.

Sponsors of the Developing the Bi-National Niagara Gateway event included the Niagara Region, Niagara Economic Development Corporation, Erie County Industrial Development Agency, Bi-National Economic & Tourism Alliance, St. Catharines - Thorold Chamber of Commerce, World Trade Centre Buffalo Niagara, and the Buffalo Niagara Partnership.

# Barber Hymac Awarded Quebec Hydro Contract

Port Colborne's Barber Hymac Hydro Inc. was recently awarded a project by Voith Hydro to machine components for new powerhouses at Hydro Quebec's Eastmain-1-A and Sarcelle project sites. These are the final two hydro-electric generating stations being built in the James Bay Project, a hydro-electric system that will comprise of seven generating stations and a river and reservoir network larger than New York State. Started in the early 1970s, once completed this entire hydro-electric system will generate 8.7 TWh of electricity annually.

The work for Barber Hymac is already underway. The company needed new equipment and a larger table to machine the large components that are involved in this project. The largest is a discharge ring which is the main functional part of the water turbine. It is 27 feet in diameter and weighs more than 40 tonnes.



Mayor Vance Badawey and Barber Hymac Hydro Inc. President Carl Van Kralingen examine a 40-tonne, 27-foot diameter discharge ring being machined at the company's Barrick Road facility in Port Colborne.

The Hydro Quebec project is sizable for Barber Hymac and represents several months of work for many of its staff, said Carl Van Kralingen, president of Barber Hymac Hydro Inc. The work is highly specialized and Barber Hymac has one of the few facilities in Canada capable of precision CNC machining of large components such as this.

Barber Hymac is part of Port Colborne's strong fabricated metals and machining

sector which employs more than 250 people. The City of Port Colborne's strategic location on the Great Lakes, combined with a robust and well-established manufacturing base, make the city a one-stop location for manufacturers of a wide range of fabricated metal and machined components and products.

## Pinty's Expands Port Colborne Operations

The March announcement by Pinty's Delicious Foods Limited that it will be adding 59 new jobs at its Port Colborne food processing facility is welcome news for residents and businesses.

"The addition of 59 new food processing jobs to our local workforce represents an important investment in our community," said Mayor Vance Badawey.

"The growth of Pinty's in our food processing and others in our bio-products sectors continues to provide new employment and investment opportunities that will provide long-term benefits to the people of Port Colborne."

After the expansion, Pinty's Delicious Foods will employ 229 people in its poultry processing



operations located in Port Colborne. "Pinty's has a long history in our community, dating back to the 1960s when it was known as Port Colborne Poultry Ltd.," said Stephen Thompson, general manager and director, Port Colborne Economic Development.

Growth in recent years has diversified the company and enabled it to play a role in the initial processing, portioning, cooking, seasoning and packaging of consumer-ready products.

"Port Colborne is an ideal location for food processing operations such as Pinty's," Badawey said. "Our central location in the province's agricultural heartland offers Pinty's quick and efficient access to suppliers and

customers throughout Ontario. Recent provincial and federal investments in our multi-modal transportation network are helping Port Colborne attract and retain quality manufacturing jobs in Niagara."

Pinty's Delicious Foods has long been recognized as a poultry industry builder, innovator, and leader. The company provides a complete range of premium quality, value-added fresh and frozen chicken products to the Retail and Food Service Industry across Canada and internationally. Pinty's Delicious Foods comprises several manufacturing facilities all centrally located in Ontario where it is also headquartered.

# Claire's Delivery Service Expands Fleet of Vehicles

Claire's Delivery Service Ltd. of Port Colborne is purchasing new equipment and expanding its local client base. On June 30, Claire's will showcase the newest additions to its fleet: 12 Mack trucks and 25 refrigerated and live-haul trailers. Claire's, which was founded in 1949 and expanded to a new warehousing and logistics facility in Port Colborne's Loyalist Industrial Park in 2002, will now have some of the most environmentally-friendly trucks in Niagara.

Much of the new fleet will be used as part of Claire's growing business with Pinty's Delicious Foods, serving its food processing plant in Port Colborne, and also providing freight and logistics services to other Pinty's facilities throughout southern Ontario. Pinty's has been operating in Port Colborne since 1965 and has recently expanded production, adding 59 jobs to its Port Colborne facility.

"This is very positive news for Port Colborne," said Mayor Vance Badawey. "Claire's commitment to the local economy and expansion of operations in Port Colborne



A fleet of twelve new Mack Trucks recently purchased by Claire's Delivery Service undergo final preparations prior to delivery at B&C Truck Centre on Main Street West.

demonstrates the city's strength as a transportation and logistics hub in southern Ontario. It is also great to hear that Claire's is increasing its freight service with Pinty's. Port Colborne has a truly diversified business community that allows local businesses to support each other as they grow."

Claire's chose to purchase Mack trucks because of its long working relationship with B&C Truck Centre. Located on Main Street

West, B&C Truck Centre has been in business for more than 25 years, and is entering its fourth year as an authorized Mack service and parts dealer. B&C has been servicing Claire's fleet for 20 years. Claire's specifically purchased Mack trucks to continue and strengthen its business ties with B&C Truck Centre.

## Local Merchants Launch "Get it in Port" Shopping Card

You name it, you can "Get it in Port." South Niagara Community Futures Development Corp. (SNCFCD) launched its newest marketing initiative June 15 at the Roselawn Centre.

SNCFCD has been working with the local merchants in Port Colborne to develop a marketing initiative that not only highlights the products and services that you can Get in Port, but also raises much needed funds for local community groups and organizations.



The Get it in Port Shopping Card offers a variety of discounts from 75 local businesses which offer more than \$1,500 in savings for those who shop using the "Get it" card.

The card will be distributed by various not-for-profit groups, schools, and banks who will

donate their proceeds to a pre-determined organization. The cost of the "Get it in Port" card & booklet is \$20 with \$10 of each sale going to the various selling groups to assist with their

fundraising efforts. The card is valid from July 1, 2010 to July 31 2011, offering great local savings over those 13 months.

Shoppers who use the card receive more than just discount pricing and savings as they

are helping to promote local businesses and raise funds for worthy community groups and organizations. The Get it in Port program is definitely a win-win for the community. Learn more about the Get it in Port Card initiative by visiting [www.getitinport.com](http://www.getitinport.com)

## 2010 Port Colborne Visitor Guide

Port Colborne Economic Development, Tourism and Marketing published the 2010 edition of the Port Colborne Visitor Guide in May.

The 56-page, advertiser-supported guide is an essential travel resource that informs and encourages readers to discover why Port Colborne is Niagara's premier *South Coast* vacation destination.

40,000 copies of the Visitor Guide were produced and distributed to regional and provincial travel industry partners and visitor information centres. Copies are available by calling 905-834-1668 or visiting the Port Colborne Visitor Information Centre located at 76 Main Street West.





# Port Colborne Business Leaders Recognized

Several Port Colborne business professionals have had their efforts recognized and celebrated in recent months.

## NIAGARA ENTREPRENEUR OF THE YEAR TECHNICAL ACHIEVEMENT AWARD

### Peter Vieveen, North America Traffic

In April, Peter Vieveen, president of North America Traffic in Port Colborne, and inventor of the first Automated Flagger Assistance Device, was recognized with the Niagara Entrepreneur of the Year Award for Technological Innovation.

In 1993, Vieveen designed the Remote Controlled Flagman in his garage with the goals of improving work zone safety and decreasing on-site labour costs. Today, sales of the device and seven other models have grown 500 percent over five years. The company rents and sells portable traffic signals, Automated Flagger Assistance Devices, and mobile checkpoint devices around the world. In the U.S., it has served many Departments of Transportation as well as the Department of Defense and the Department of Homeland Security.

North America Traffic manufactures and distributes portable traffic signals, automated flagging devices, advanced warning signs,

emergency intersection traffic lights and military checkpoints. All run on battery power charged by solar panels and provide automated traffic control.

## BUSINESS LINK 40 UNDER 40 AWARDS

In May, two Port Colborne executives received the prestigious 40 Under 40 Business Achievement Award from The Business Link newspaper. The Awards honour 40 outstanding business owners in Niagara, all under the age of 40.

### Kevin Langerak, J. Oskam Steel

Kevin Langerak, operations and plant manager at J. Oskam Steel in Port Colborne was recognized for his commitment to the family-run business where he serves many roles including overseeing sales, quotes and customer relations to production meetings and financial reporting. Langerak recently oversaw the expansion of the firm's production floor space by 9,500 square feet as well as the purchase of three acres of yard space, and the addition of 40 new employees. In addition to his duties with J. Oskam Steel, Kevin is also an active participant in several local organizations including the Niagara Industrial Association and the Port Colborne-Wainfleet Chamber of Commerce.

## Stephen Thompson, Port Colborne Economic Development

Stephen Thompson's efforts as general manager and director of Port Colborne Economic Development, Tourism and Marketing, and his role as a passionate advocate of the City of Port Colborne were also recognized with a 40 Under 40 Award.

Since joining PCEDTC in 2007, Stephen has overseen the organization's delivery of business attraction, retention, marketing and tourist destination development initiatives. Under his leadership, the Corporation has secured more than \$1.25 million in external funding and helped to establish a new \$300,000 Visitor Information Centre in historic Humberstone Hall in partnership with the Port Colborne-Wainfleet Chamber of Commerce.

In addition to his general manager's duties, Stephen serves on a number of boards and committees—and is an active member of the Economic Developers Association of Canada and the Economic Developers Council of Ontario.

Stephen also supports charities such as the United Way, Canadian Cancer Society, and has also been involved in Winter Sportsfest which donates its proceeds to charity.



## PORT COLBORNE

**Port Colborne Economic Development News** helps promote Port Colborne's economy, businesses, industries, and organizations. The stories featured in each issue help provide well-deserved attention to individuals and organizations making positive contributions to our local economic community. If you have any comments or suggestions for future editions, please call or e-mail us.

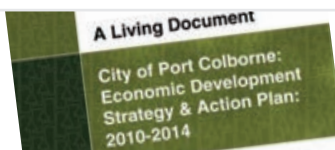
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## Upcoming Dates

DATE	EVENT
July 2-4	Flavours of Niagara Food & Wine Festival, Port Colborne, ON
July 30 - August 2	Canal Days Marine Heritage Festival, Port Colborne, ON
September 12-16	World Energy Congress in Montreal, QC
September 21-25	HUSUM WindEnergy 2010, Germany
September 23	BioAuto Council Annual Conference, Windsor, ON
September 30	Ontario Agrifood Technologies Semi Annual AGM, Simcoe, ON
November 1-3	CanWEA 2010 Annual Conference and Exhibition, Montreal, QC

FALL 2010

## INSIDE



**2** Port Colborne City Council has adopted the city's first comprehensive economic development strategy.



**3** Humberstone Hall was showcased to the national news media as an excellent example of how to increase accessibility.



**4** Port Colborne celebrates Small Business Week October 17-23.



**5** New publications showcase Port Colborne's heritage sites, properties, and the history of the Welland Canal.



Marine transportation routes and port facilities along the Welland Canal and Lake Erie are just two competitive advantages that Port Colborne is promoting in its efforts to bring new wind energy investment to Niagara.

## Port Colborne targets wind energy investment

Port Colborne is looking to capitalize on opportunities in the growing green energy industry sector. During a special meeting of City Council held on September 8, representatives from the private sector joined with municipal and regional business development officials to begin work on promoting Port Colborne as a leading manufacturing centre for the wind energy industry in Ontario. Discussions on marketing the city's new wind energy manufacturing cluster follow Council's recent adoption of a report on industrial park development within the city.

According to Mayor Vance Badawey, now is the time for the city to move "aggressively forward" on marketing the assets that make Port Colborne an obvious location for the manufacturing and transport of wind energy turbines and related components. "Wind energy manufacturers would be able to take full advantage of the city's available lands,

multi-modal transportation, location, infrastructure, and current industrial supply chain," said Badawey. "Our city's location on the Great Lakes and a well-established manufacturing base makes Port Colborne a one-stop location for wind energy manufacturing operations."

The proposed wind energy manufacturing cluster includes nearly 400 hectares of land located in various locations throughout Port Colborne. Conceptual drawings presented by Rankin Construction, one of the private sector companies working with the City on the wind energy manufacturing initiative, call for the manufacturing of wind turbines to take place on a 48.3-hectare site along the Welland Canal off Highway 140 on Ramey Road, near Second Concession Road. An additional 43.7 hectares are available on the east side of the Canal south of the Clarence Street bridge for assembly and transportation. There are 140 hectares

available on the present site of the Port Colborne quarries, off Highways 3 and 140, for supply of aggregate and land use for storage or manufacturing.

Demand for new investment in green energy manufacturing is being fuelled, in part, by Ontario's Green Energy Act which includes Feed In Tariff incentives aimed at boosting local manufacturing investment. Under the act, 25 percent of the components for wind turbines must be manufactured within Ontario. That number will rise to 50 percent in 2012, further improving the marketplace for local manufacturers.

International wind energy manufacturing companies are searching for new development-ready lands in Ontario. Local businesses and economic development professionals have already started to promote Port Colborne's manufacturing cluster to potential stakeholders, and will continue to do so at various wind energy conferences and green industry related initiatives.



Rankin Construction and Port Colborne representatives promote opportunities in Niagara at World Energy Congress.

"It's agreed that Port Colborne is the only site that can house a cluster of this magnitude," said Valerie Kuhns, a representative from the Niagara Economic Development Corporation.

The team partnering on the promotion of the new wind energy manufacturing cluster includes: Port Colborne Economic Development; Niagara Economic Development Corporation; Upper Lakes Marine and Industrial; and Rankin Construction.





**Port Colborne Economic Development representatives showcase local businesses and investment opportunities to delegates at the 2010 World Congress on Industrial Biotechnology & Bioprocessing.**

## Port Colborne on display at Biotech World Congress

The City of Port Colborne enhanced its presence at the 2010 World Congress on Industrial Biotechnology & Bioprocessing, held in Washington, DC at the end of June. For the first time, Port Colborne exhibited at this annual conference that attracts over 1,400 leaders in commerce and academia in the biotechnology and bioprocessing sector from around the world.

As an exhibitor at the World Congress, Port Colborne was able to showcase its existing businesses and new investment opportunities to show attendees and delegates. "Reaffirming Port Colborne's brand and identity as a destination for bio-based food processing is a long-term process and is an important component in our economic growth strategy and investment marketing efforts," said the City's General Manager and Director of Economic Development, Stephen Thompson. "Through our on-site exhibit and personal networking with delegates at conferences, we are building relationships with industry representatives and decision-makers. This year, it was especially important to bring Port Colborne front and centre, considering that the 2011 World Congress will be hosted in Toronto."

For the 2011 Word Congress in Toronto, the City's Economic Development, Tourism & Marketing Department is coordinating an industry tour highlighting the bio-technology cluster in Niagara, especially Carbohydrate Valley. This is a unique opportunity to showcase Port Colborne to bio-industry leaders.

# Council adopts Economic Development Strategy

Future economic development initiatives by the City of Port Colborne will be guided by a new economic development strategy that was formally adopted and approved by City Council on July 26, 2010.

Port Colborne's first comprehensive economic development strategy was the result of many months of collaboration between the City, the business community, and residents who collectively identified opportunities for growth and prosperity that will strengthen Port Colborne's economy.

The new strategy identifies five priority areas for the City to focus its economic development efforts and includes action plans to help guide the community through the next five years.

Attracting and supporting the growth of entrepreneurs and professionals operating from home offices or non-traditional location destinations is a priority area identified in the strategy. Successful sole proprietorship ventures hold great potential for future growth expansion, providing new sources for local job creation and employment. Sole proprietors are attracted to the high quality of life and diverse features that Port Colborne offers. More direct marketing tools are needed to reach these individuals to promote Port Colborne as a location for their home and office.

Port Colborne's long tradition of manufacturing excellence is recognized as a foundation for future economic growth and development. The strategy recommends that industrial land be made available for new "greenfield" investments in the city and existing manufacturers are to be supported in efforts to break into new markets and expand operations. Port Colborne's location and prominence as a growing multi-modal logistics hub, another focus area, helps the growth of the manufacturing sector. Through increasing transportation links, and augmenting connections to markets in Canada and the United States, Port Colborne can position itself to succeed in the transportation sector. This includes the creation of a Gateway Economic Zone and Centre in cooperation with

regional and the Provincial governments.

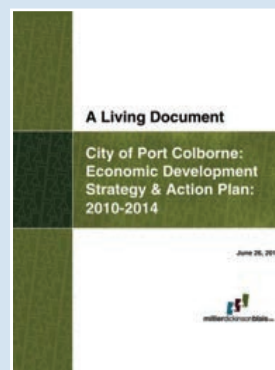
The tourism and culture sector continues to hold great potential for Port Colborne as a destination to a growing number of visitors to Niagara. Through the creation of new attractions and accommodations, and increased targeted marketing, Port Colborne can position itself to capture a share of this important driver of Niagara's economy.

The final area of focus in the strategy is government services. There is a strong need for the current public services in Port Colborne to be retained and expanded, including restoration of acute health-care services to the community. There is strong potential for Port Colborne to host advanced skills training centres or even a satellite campus of a university or college.

Port Colborne's new economic development strategy builds upon existing efforts by the

City's Economic Development, Tourism and Marketing Department in such areas as business retention and expansion and the marketing of Port Colborne as a tourist destination. The strategy's action plans and recommendations will be incorporated into existing initiatives to help bring new investment and growth to Port Colborne's economy. The City looks forward to working with the business community and residents at large in completing this important work.

With financial support being provided by the Province of Ontario's Communities in Transition program, the economic development strategy initiative was facilitated by the consulting firm of Millier Dickinson Blais Inc. City councillors, senior staff, stakeholders and the consultants identified priorities and opportunities for retaining, expanding and/or diversifying local key business activities including: fabricated metals manufacturing, distribution and logistics, bio-business/agri-food innovation, food processing, and tourism. For more information, or to obtain a copy of the strategy, please contact the Economic Development, Tourism & Marketing Department.



# Tourism signage upgrade gets \$15,000 boost

The City of Port Colborne has received \$15,000 from the Ontario Trillium Foundation to install new tourism directional signage in and around Port Colborne.

The need for improved tourism signage was identified in late 2008 when the city participated in the Ontario Government's First Impression Program. During a review process, it was determined that Port Colborne's existing tourism and welcome signage was in need of improvement in order to maximize its effectiveness in promoting local cultural and recreational attractions.

Ontario  
Trillium Foundation



Fondation Trillium  
de l'Ontario

The Ontario Trillium Foundation Grant will assist in completing a new network of trailblazer signs which direct visitors to nearly a dozen tourism attractions and amenities.

In addition to improving tourism signage, the City has undertaken several tourism-related initiatives aimed at bringing more visitors to Port Colborne. These include the development of new marketing materials such as a new visitor map, visitor guide, and redesigned website – all of which have been well received by tourism stakeholder groups and travellers.

This summer also marked the completion of an extensive renovation to historic Humberstone Hall which now houses the Port Colborne Visitor Information Centre and the Port Colborne – Wainfleet Chamber of Commerce, providing the city with a full-service welcome centre operating seven days a week, year round.



Port Colborne Mayor Vance Badawey welcomes The Honourable Steven Fletcher, Minister of State (Democratic Reform) to Humberstone Hall during a July 28 federal government announcement about accessibility funding.

## Humberstone Hall an “excellent example” of how to increase accessibility

Port Colborne's newly renovated Humberstone Hall was showcased to the national news media on July 28 during a federal government announcement about accessibility funding.

The Honourable Steven Fletcher, Minister of State (Democratic Reform) chose Humberstone Hall as the location to announce that organizations could apply for grants of up to \$75,000 for projects that will improve accessibility for people with disabilities and enable them to participate fully in their communities.

“I'm here because this facility is an excellent example of how the city and the federal government have worked together to create a facility that's accessible to all. This is a prime example of this success,” Fletcher said.



Port Colborne's newly renovated Humberstone Hall.

The historic Humberstone Hall received \$50,000 from the Enabling Accessibility Fund in 2009. To improve the accessibility of this building, the City installed automatic door openers, widened an interior doorway, and made the washrooms accessible. The accessibility upgrades were part of a \$278,000 restoration to the circa 1852 building which is home to the city's visitor's centre and chamber of commerce.

The Enabling Accessibility Fund was originally announced in 2007 as a three-year, \$45-million program to support community-based projects across Canada. Since the first call for proposals in 2008, over 300 organizations have been awarded funding to improve accessibility in their communities.

Port Colborne Mayor Vance Badawey said there's “a great deal of pride and appreciation” in having the city's historic hall chosen to host such an important announcement. The hall, and its recent renovations, is a symbol of the new and improved gateway to the city, he said.

# Port Colborne celebrates Small Business Week: October 17-23

The City of Port Colborne has declared October 17-23, 2010 as Small Business Week in an effort to recognize the important role small business and entrepreneurialism plays in our local economy. The event coincides with Canada-wide Small Business Week celebrations, which are now in their 31st year.

The theme of this year's Small Business Week, "Power Up Your Business. Invest. Innovate. Grow.," reflects opportunities and challenges to small businesses as the global economy continues to recover. As the business climate continues to improve in Canada and Port Colborne, small businesses are responding with fresh and innovative thinking to move ahead in this new era of growth. The City is contributing to this improving business climate by making several investments in the community aimed at fostering a strong business climate. These include the realization of the Main Street Community Improvement Plan, the launch of a downtown Port Colborne Community Improvement Plan, investments in the tourism sector, and the creation of Port Colborne's first economic development strategy and action plan.

Entrepreneurs and their innovative businesses are key to Canada's economic growth. By responding to the changing demands of the



**Small Business Week celebrations in Port Colborne will include a special Open House and Business Reception at Humberstone Hall on October 20.**

marketplace and creating jobs, entrepreneurs continue to be a primary force in driving the national economy.

Stephen Thompson, director of Economic Development, Tourism and Marketing for the City of Port Colborne, notes the importance of small businesses in Port Colborne. "Port Colborne is fortunate to have a mix of small and large employers which helps diversify our economy. The entrepreneurial spirit of our small businesses and companies, and their ability to compete on the national and international stages, is one of the major

selling points when businesses consider investing in Port Colborne." Thompson also notes that the City's Economic Development Department regularly assists small businesses in expansion and other opportunities, having worked with over 75 local businesses in 2009 on retention and expansion plans.

In recognition of Small Business Week, the Port Colborne Economic Development, Tourism & Marketing Department, Port Colborne-Wainfleet Chamber of Commerce, South Niagara Community Futures Development Corporation, Business Development Bank of Canada, and Crawford, Smith & Swallow LLP have partnered to host an Open House and Business Reception on October 20. This event will be held at historic Humberstone Hall, the newly renovated home of Port Colborne's Visitor Information Centre and the Port Colborne-Wainfleet Chamber of Commerce, located at 76 Main Street West in Port Colborne. For more information, contact the Port Colborne-Wainfleet Chamber of Commerce at 905-834-9765 or [office@pcwchamber.com](mailto:office@pcwchamber.com) or Port Colborne Economic Development, Tourism and Marketing at 905-834-1668 or [economicdevelopment@portcolborne.ca](mailto:economicdevelopment@portcolborne.ca).

## City, federal government partner to identify new bio/food processing business opportunities

The City of Port Colborne is taking Carbohydrate Valley to the world. The City's Economic Development, Tourism & Marketing Department has received financial support from the Government of Canada to identify potential investment and business opportunities for Port Colborne's Carbohydrate Valley, an industrial cluster based around biotechnology and food ingredient processing.

With the location of bio/food companies Casco and Jungbunzlauer in Carbohydrate Valley, as well as the continued operations of grain storage and milling facilities including Goderich Elevators, Riverland Ag and Archer Daniels Midland (ADM), there exists many opportunities for new investment to compliment the supply chain already in place. The Carbohydrate Valley initiative is

further bolstered by Port Colborne's enviable location on the Welland Canal as well as the transportation connections provided by the Port Colborne Harbour Railway.

Through working with local companies engaged in the bio/food industry and an outside consultant, the City's Economic Development, Tourism & Marketing Department will identify opportunities

for new investment in Carbohydrate Valley. Industrial partners that are able to provide complimentary or value-added processing to products already manufactured in Port Colborne are especially being sought.

Stephen Thompson, general manager and director of economic development, tourism and marketing for the City states, "Companies

located in the United States, Europe, and Asia that could benefit from locating in Port Colborne's Carbohydrate Valley will be identified through this project. Once these leads are identified, the City and its business community will be able to streamline business attraction efforts by working with specific companies."

Funding for the initiative is being provided by the Department of Foreign Affairs and International Trade Canada which is matching contributions from the City. The Invest Canada-Community Initiatives Program is designed to help Canadian communities attract, retain and expand foreign direct investment. The program supports non-profit and public-private partnerships at the local community level.

**Carbohydrate Valley™**



# New publications showcase heritage properties and historic Welland Canal

Several of Port Colborne's heritage properties and landmarks are featured in two newly revised brochures produced by Port Colborne Economic Development. Both are being released to coincide with the upcoming Doors Open Niagara weekend.

Historic Port Colborne – A Pictorial Guide to Port Colborne's Heritage Homes, Sites and Properties features 36 properties and will guide visitors and residents in learning about the people, landscapes, and historic buildings that bring Port Colborne's neighbourhoods to life.

The Historic Welland Canal Guide highlights ten historical locations along the Welland Canal. It features the importance of the canal to our city and showcases the city's favourite locations to view the ships travelling to or from Lake Erie.



Both guides allow for visitors and residents to explore and discover Port Colborne's historical assets at their own pace, displaying

Port Colborne's natural and cultural heritage, providing walking directions, detailed information and beautiful archival photographs.

Copies of the brochures will be available for pick-up at the Port Colborne Visitor Information Centre at 76 Main Street and at City Hall, local

attractions, businesses, bed and breakfasts, and neighbouring tourism information centres.

## Doors Open Niagara 2010

Several Port Colborne historical properties will be featured as part of the 9th Annual Binational Doors Open Niagara weekend October 16-17. More than 60 historic and architecturally significant buildings in the cross-border Niagara region will be opening their doors to free public tours, in many cases for the first time. Since its inaugural year, over 110,000 visitors have experienced the many treasures the Binational Niagara Region has to share.

Residents and visitors will have the opportunity to explore three of Port Colborne's historical treasures including: Old Humberstone Hall, 76 Main Street; The Port Colborne Historical and Marine Museum, 280 King Street; and Talwood Manor Bed and Breakfast, 303 Fielden Avenue. All three properties will be open for free tours both Saturday and Sunday from 10 AM to 4 PM. [www.doorsopenniagara.ca](http://www.doorsopenniagara.ca).



PORT COLBORNE

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T: 904-834-1668. Ext 238

## Upcoming Dates

DATE	EVENT
October 5-7	Canadian Manufacturing Week Expo, Toronto, ON
October 6	Canadian Manufacturers & Exporters (CME) SMART Program Recognition Breakfast, St. Catharines, ON
October 16-17	Doors Open Niagara, Port Colborne/Niagara, ON
October 17-23	Small Business Week
October 27-28	Highway H2O Conference, Toronto, ON
November 1-3	CanWEA 2010 Annual Conference and Exhibition, Montreal, QC
November 2-4	FABTECH Expo, Atlanta, GA
March 3, 2011	2011 Niagara Industrial Trade Show, Niagara Falls, ON

## Fall 2010 Photo Contest

The City of Port Colborne's Photography Contest "Capture the Fall in Port Colborne" is now underway. Send us your images of autumn's richest golds, deepest ambers, and vibrant reds as well as your best shot of giant gourds, ghouls and ghosts, hay mazes, and skeletons of trees before December 1, 2010. Photo Contest winners receive a \$100 gift card to @27 Restaurant, in Port Colborne and may have their images featured in future Port Colborne marketing and promotional initiatives. Full contest details are available online at [www.portcolborne.com](http://www.portcolborne.com)



## 2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

*Please complete this section for all entries.*

*Include 5 hard copies of the Entry Form and all supplemental information with your submission.*

Organization: The Development Corporation of Clinton County NY

Contact Name: Joanne Knowlton

Email: jkknowlton@thedevelopcorp.com

Project/Item Name: TDC NEWS ONLINE

Category for Entry: Promotional Awards/Newsletter

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) 25-200k

Date Project Began: Monthly

Date of Completion (if applicable): \_\_\_\_\_

For Entries in Categories 9 & 10, Enter Your Web Site URL: \_\_\_\_\_

### PROJECT DESCRIPTION

*Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.*

#### Select:

- ☒ Promotional Award Categories 1-8 – See Sheet A (page 9)
- ☐ Internet and New Media Categories 9-11 – See Sheet B (page 10)
- ☐ Program Award Categories 12-22 – See Sheet C (page 11-12)
- ☐ Partnership Award Categories 23-25 – See Sheet D (page 13)
- ☐ Leadership Award Categories 26-30 – See Sheet E (page 14)

*Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.*

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS.  
YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

#### SEE PROJECT PROFILE

2. What is the goal or purpose of this project?

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

6. In what ways is this project innovative or creative?

7. Are there any other relevant details not covered above or specific to your category?



**THE DEVELOPMENT CORPORATION**

**2011 IEDC Excellence in Economic Development Awards Project Profile**

**Category: A. Promotional Awards 6. Newsletter/Newspaper**

**Project Description: TDC NEWS ONLINE**

**1. Please provide a brief description of the project.**

Launched in 2009, *TDC NEWS ONLINE* is a digital publication created by The Development Corporation (TDC), and distributed electronically to the local business community in Clinton County NY, prospecting businesses, real estate offices, site selectors, select media outlets, as well as state and local government officials. The e-newsletter includes articles relating to business expansion/retention, local success stories, community development, TDC's Institute for Development and Economic Analysis (IDEA) highlights, local workforce/labor market updates and available properties within TDC's Industrial Parks. TDC's IDEA offers the latest economic statistical information for Clinton County, including unemployment rates, housing market information, local wage rates, economic forecasting and Census data for the county.

**2. What is the goal or purpose of this project?**

*TDC NEWS ONLINE* was developed to inform businesses and their representatives of the variety of economic development activities that are taking place in Clinton County NY on a regular basis. The goal of the e-newsletter is not only to promote business expansion into the county, but also to encourage business retention among current businesses. This e-newsletter is designed to help promote and increase TDC's recognition within the community and beyond; helping The Development Corporation to become a recognized leader in economic development in upstate New York and to be identified as the 'go to' source for information and resources available to businesses in the region.

**3. Who are the participants in this project? Who was involved with planning/implementation? Who is affected?**

The concept for an e-newsletter was initiated by TDC's President, Adoré Flynn Kurtz. An outside local design group assisted in the creation of the newsletter template. Joanne V. Knowlton, Director of Marketing and Business Development for TDC, develops and produces the newsletter each month as well as maintains the subscriber database. Local members of the business community are also invited to participate by serving as contributing writers for feature articles.

**4. What was the impact of the project? How effective has it been in furthering economic development in your local community? Identify any tangible and/or intangible results and value added.**

*TDC NEWS ONLINE* is currently distributed to over 750 businesses and interest continues to grow as new subscribers' are signing up daily. In fact, 150 new subscribers have signed-up since the newsletter was launched in 2009. Prospects enjoy being "in the know" with regards to activities in economic development within the county as well as available industrial properties to help them with their site selection process. Real Estate professionals benefit from this publication as they are made aware of the current available industrial properties within the region, not just in TDC's Industrial Parks.

We have also now embed a link of the recent issue of *TDC NEWS ONLINE* in much of our email correspondence to clients and prospects. For prospects in particular we direct them specifically to the available properties charts included in every issue. The link to the newsletter is an easy way to provide fresh, relevant and up-to-date content to all outgoing communications and help to encourage readership and new sign-ups for the newsletter.

**5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?**

E-newsletters are an efficient way to stay top of mind with customers and prospects. TDC selected *Constant Contact* as their service provider, but there are a multitude of affordable e-marketing services to choose from with user-friendly templates to work with. Best of all, there are no printing costs and it is easy to track and manage the database. We found that reaching out to community leaders and inviting them to contribute a feature article not only made them feel important but adds an exciting dimension to the content each month.

**6. In what ways is this project innovative or creative?**

The project allows TDC to regularly promote its statistical data which business organizations can access and benefit from, in addition to promoting economic development.

TDC NEWS ONLINE provides fresh, timely content for the website and affords TDC a creative platform to showcase many of its initiatives including community involvement in addition to new business announcements.

Since the newsletter was launched, TDC has extended the opportunity for other industrial property owners to list their available facilities on TDC's e-newsletter.

This allows prospects or site selectors to see a complete listing of all of the available properties within Clinton County in one central location, making site selection easier and faster for all involved. Again, this enhancement is innovated because it positions TDC as the 'go to' source for information for businesses in the region. The available properties charts are interactive, with embedded links to stats on each site.



*TDC NEWS ONLINE* is highly interactive. The articles have been shortened so readers can quickly see what is new and then have the option to click thru to the complete article which resides on The Development Corporation's website. Not only does this enhance the subscriber's experience with the newsletter, but it also drives visits to the website as well as helping to populate the site with rich and updated content. In addition to being interactive the newsletter also features multimedia components. In several issues we provided links to videos of TDC co-sponsored lectures instead of a contributing article, which helped to make the newsletter even more exciting and engaging.





THE DEVELOPMENT  
CORPORATION  
Clinton County New York

# TDCNewsONLINE

Issue 21 - February/March 2011

## Plattsburgh, NY Ranks as a Top Micropolitan in the U.S.

### SITE Selection

Despite these troubled economic times, Plattsburgh, NY continues to maintain positive economic development momentum and has received national recognition as a successful community. *Site Selection Magazine* has released the 2010 Governor's Cup Award for the Top 100 Micropolitans, cities of 10,000 to 50,000 people which cover at least one county, and Plattsburgh, NY ranks 25th in the nation based on significant 2010 investments in new industrial facilities. From a geographic perspective Plattsburgh is clearly a community of choice in the northeast. The vast majority of the micropolitans to rank in the top 25 are clustered in more southern regions of the U.S.

"We saw a number of regions fall off the list completely this year because of the challenging economy over the last few years - so to make the top of the list of 100 out of thousands of micros that are submitting data for this nationwide is tremendous," said Mike Glennon of *Site Selection Magazine*. "Plattsburgh should really be proud."

According to Adoré Flynn Kurtz, President of The Development Corporation, this type of recognition helps to put the region on site selector's radar. "Being ranked in the top 25 micropolitan sites in the U.S. puts Plattsburgh in the 'consideration phase' much earlier in the site selection process, and is compelling proof to existing local companies and new business prospects that Plattsburgh is a good place to do business."

*Site Selection's* Governor's Cup Awards recognize the top state in the nation as well as top metropolitans and micropolitans based on new or expanded facilities over the past 12 months. According to *Site Selection Magazine*, the awards are the most prestigious awards in economic development and are great honors for those states and communities recognized.

#### Contact Us

*TDC helps companies take advantage of business opportunities and works with them to achieve long-term success. We welcome the chance to share with you our market knowledge and insight - and provide you access to the array of possibilities that Clinton County can offer your new or expanding businesses.*

*We hope you find this newsletter of interest and welcome your feedback about how to make it more useful.*

## Monthly Feature Article: "Effectively Managing Change"

Written by Tricia Williams, CITEC's Director of Marketing



*"This showed me why we have had too many projects end in failure - we didn't effectively address the 'people side' of the change. Without that, there is little chance of success."*

This was the overwhelming response from the attendees of a January seminar at The Development Corporation on "Effectively Managing Change," presented by CITEC Manufacturing & Technology Solutions. Led by CITEC Business Advisor Debi Pettit, SPHR, 30 attendees from companies in the greater-Plattsburgh region learned the key components of an effective Change Management program during the 2-hour overview.

[View Full Article](#)

## Introducing the 2011 CCC-TDC Economic Lecture Series



(Left to Right) Chancellor of the State University of New York Dr. Nancy Zimpher, Clinton Community College President John E. Jablonski, and The Development Corporation President Adoré Flynn Kurtz

In February 2011, the Clinton Community College Foundation (CCC), in conjunction with The Development Corporation of Clinton County (TDC), launched a series of guest lecture events focused on key community and economic development topics important to sustaining the regional economy.

[View Full Article](#)

## TDC Participates in the Fourth Annual ADKYP Economic Forum



The Adirondack Young Professionals (ADKYP), a nonprofit organization which focuses on creating networking opportunities for young professionals in the North Country, hosted its fourth annual economic forum on February 10, 2011. The forum featured a panel of community leaders who discussed several topics relating to quality of life issues for young professionals in our region.

[View Full Article](#)

## Clinton County Public Transportation Survey - 2011

Numerous agencies, including The Development Corporation, have joined together to identify the gaps in transportation service that our businesses and riders are experiencing in Clinton County in order to help resolve them. By completing this survey you are helping us all to improve the efficiency of transportation in Clinton County and ensure that it meets the needs of all riders.

[Complete Survey](#)

## TDC's Institute for Development and Economic Analysis (IDEA)



Check out the IDEA's website, [www.tdcidea.com](http://www.tdcidea.com) or access it through TDC's homepage, [www.thedevelopcorp.com](http://www.thedevelopcorp.com).

Click here to view [Clinton County Statistics](#)

## Workforce Update

Prepared by Paul Grasso, Executive Director, North Country Workforce Investment Board (WIB)

[Click here for the latest unemployment figures by region and by industry sectors.](#)



Note: As of March 1, 2011, The Department of Labor has not yet released the unemployment figures for January 2011.

## Available Properties

### TDC's Available Properties

Availability	Size	Address	Click to:
NOW For Lease	40,000 SF	2 Lawrence Paquette Drive, Champlain	<a href="#">VIEW</a>
NOW For Lease	2,500 SF	53 Area Development Dr., 100 Plattsburgh	<a href="#">VIEW</a>
NOW For Lease	2,470 SF	61 Area Development Dr., Plattsburgh	<a href="#">VIEW</a>
NOW For Sale	108,000 SF	1560 Military Turnpike, Plattsburgh	<a href="#">VIEW</a>
NOW For Sale	133,000 SF	44 Martina Circle, Plattsburgh	<a href="#">VIEW</a>
NOW For Lease	20,000 SF	6 Industrial Blvd, Plattsburgh	<a href="#">VIEW</a>
NOW For Lease	20,000 SF	3 Area Development Dr., 200, Plattsburgh	<a href="#">VIEW</a>

### Other Available Properties in Clinton County

Availability	Size	Address	Click to:
NOW For Sale	76,516 SF	163 Idaho Avenue, Plattsburgh	<a href="#">VIEW</a>
NOW For Sale or Lease	50,405 SF	20 Gateway Drive, Plattsburgh	<a href="#">VIEW</a>
NOW For Sale or Lease	35,000 SF plus 15,000 SF mezzanine	5 Coton Lane, Champlain	<a href="#">VIEW</a>
NOW For Sale or Lease	Up to 46,000 SF	11 Spellman Rd, Beekmantown	<a href="#">VIEW</a>
NOW For Lease	51,046 SF (full building) or 2 spaces of 26,736 SF and 24,310 SF	30 Bridge Street, Rouses Point	<a href="#">VIEW</a>
NOW For Lease	51,000 SF	31 Northern Avenue, Plattsburgh	<a href="#">VIEW</a>
NOW For Lease	82,857 SF	Willow Drive, Plattsburgh	<a href="#">VIEW</a>
NOW For Lease	Multiple Spaces	Imperial Industrial Park, Plattsburgh	<a href="#">VIEW</a>

To List Your Available Clinton County Property Contact Joanne Knowlton at [jvknowlton@thedevelopcorp.com](mailto:jvknowlton@thedevelopcorp.com)

## TDC's Board of Directors

The Development Corporation is guided by a volunteer board made up of 42 community members who are dedicated to bringing jobs and prosperity to the North Country.

[View Board of Directors](#)



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CORPORATION

Clinton County New York

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**Discover for yourself how your business can grow and profit in Clinton County.**

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### TDC Senior Staff

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**Keith Matott, Facilities and Project Manager**  
[kmatott@thedevelopcorp.com](mailto:kmatott@thedevelopcorp.com)





THE DEVELOPMENT  
CORPORATION

Clinton County New York

# TDCNewsONLINE

Issue 22 - April 2011

## Champlain Valley Regional Science Fair (CVSRF) Saturday April 30th, 2011 Sponsored by TDC



The Development Corporation is delighted to, once again, sponsor the CVSRF that will be held at the Stafford Science and Technology Building at Clinton Community College.

CVSRF is open to students and teachers in grades 7-12 in Clinton, Essex, and Franklin County and to all schools within the Champlain Valley Educational Services district. The goals of the Champlain Valley Regional Science Fair are not only to promote inquiry based scientific investigation at the high school level, but also to encourage junior level students to become more engaged in the process of scientific reasoning and investigation with continued interest through high school and beyond.

Please join us at CVSRF on April 30th, and click below for more information :

<http://champlainvalleysciencefair.org/>

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*We hope you find this newsletter of interest and welcome your feedback about how to make it more useful.*

[Contact Us](#)

## Monthly Feature Video: "Education as an Economic Engine"

On February 11<sup>th</sup>, 2011, the Clinton Community College Foundation (CCC), in partnership with The Development Corporation (TDC), launched a series of guest lecture events focused on key community and economic development topics important to sustaining the regional economy. Click below to watch the Chancellor of the State University of New York Dr. Nancy Zimpher's keynote address, "Education as an Economic Engine".



[Watch "Education as an Economic Engine"](#)

## CITEC Workshop: Business Development Tactics



Competition is fierce. Executing an effective sales strategy can mean the difference between growing a business and maintaining one. Sales teams need an effective sales system that establishes goals, manages prospects, targets resources and closes sales. Understanding how your prospects think, and striking the correct balance between listening/talking are sound sales techniques that effectively turn inventory into revenue. This workshop will introduce you to these, and many other high-return sales strategies for your growing business.

[For more information and to register](#)

## Focus on Banker Road Industrial Park: Nova Bus to Deliver 90 Buses to MTA New York City Transit

MTA New York City Transit (NYC Transit) has placed an order for a test fleet of ninety 40-foot Nova LFS vehicles. The buses will be assembled in Nova Bus' upstate New York plant and delivered in the first half of 2011.



MTA NYC Transit contract requires Nova Bus to provide the Nova LFS buses in three different configurations, to assess the various transmission and cooling technologies available.

[View full press release](#)

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[kmatott@thedevelopcorp.com](mailto:kmatott@thedevelopcorp.com)



For Office Use Only: \_\_\_\_\_



## 2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

*Please complete this section for all entries.*

*Include 5 hard copies of the Entry Form and all supplemental information with your submission.*

Organization: **City of Vaughan**

Contact Name: **Sally Chau**

Email: **sally.chau@vaughan.ca**

Project/Item Name: **Vaughan e-Business Link**

Category for Entry: **A. Promotional Awards, 6. Newsletter/Newspaper**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **200K-500K**

Date Project Began: **June 2010**

Date of Completion (if applicable): \_\_\_\_\_

For Entries in Categories 9 & 10, Enter Your Web Site URL: \_\_\_\_\_

### PROJECT DESCRIPTION

*Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.*

#### Select:

- ☒ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☐ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☐ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

*Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.*

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS. YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

**'Please refer to 3-page profile for questions 1-7.**

2. What is the goal or purpose of this project?

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

- 
4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.
- 
5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?
- 
6. In what ways is this project innovative or creative?
- 
7. Are there any other relevant details not covered above or specific to your category?
- 

## CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

### A. PROMOTIONAL AWARDS

**PLEASE REFER TO THIS SHEET WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A PROMOTIONAL AWARD.**

These awards recognize innovative and effective marketing materials used for attracting, retaining and fostering business as well as communications vehicles used by economic development organizations.

#### **Judging Criteria for Categories 1-8:**

Promotional Awards will be judged by the following criteria:

- Effectiveness of the promotion
- Innovation/creativity
- Quality and completeness of information
- Contribution to the economic development profession

#### **Descriptions:**

##### **1. General Purpose Brochure**

A brochure introducing your state, province, community, region or area to prospects for industrial, commercial, retail, or general development opportunities. The most effective brochures create a positive image of the area for its quality of life and cultural, educational, or other attributes.

##### **2. Special Purpose Brochure**

A brochure designed for a special purpose, such as promoting an industrial park or other specific types of promotions.

##### **3. General Purpose Promotion**

A promotional piece (other than a brochure), series of promotional pieces or promotional campaign including but not limited to a folder, poster, print ad, direct mail campaign or other campaign.

- *Mount item(s) on heavy stock with 1 inch margins.*

##### **4. Annual Report**

A report summarizing an economic development organization's annual activities and/or fiscal highlights.

##### **5. Paid Advertising Campaign**

One or a series of two or more paid black-and-white or color advertisements with a common economic development theme published on the web or in a print medium such as a newspaper or magazine.

- *Mount ad on heavy stock with 1 inch margins as proof of publication.*

## **Vaughan e-Business Link, April 2011 edition**

*(Promotional Awards – 6. Newsletter/Newspaper)*

### **1. Description**

The electronic newsletter, Vaughan e-Business Link, was developed and launched in June 2010 by the City of Vaughan's Economic Development Department as a strategy to provide timely updates with information online and to effectively communicate with its business community.

The creative design and colour scheme of the e-newsletter reflects a similar creative concept as the printed quarterly newsletter editions, Vaughan Business Link, to reinforce the Vaughan's economic development brand. The bold masthead image along with the City's corporate logo is placed at the very top to reassure its audience the e-newsletter is from their City Hall – a reliable source. The telephone number to contact the City Hall is immediately placed below the masthead to encourage its audience to contact the Economic Development Department should they require assistance. Content is placed in a hierarchy-system to follow the City's communications strategy and its new 10-year Economic Development Strategy. Additional business resources are located to the right sidebar as hotlinks for viewing convenience.

The e-newsletter has been a successful communication tool since its launch in June 2010. We started with 3,000+ subscribers, and currently there are 4,000+ subscribers.

### **2. Goal or Purpose**

The e-newsletter is a strategic economic development communication tool as a way to reach-out to our community more frequently. It supports our quarterly newsletter distribution during the months when it is not published and mailed. It is a great tool to promote the services of the Economic Development Department; business programs, community events, and training



workshops; progress on City's economic development projects; business statistics; and funding programs.

### **3. Participants**

External agencies contribute to the news content from consulting firms (KPMG/Deloitte), local chambers (Vaughan Chamber of Commerce/Italian Chamber), small business enterprise centres, commercial-industrial realtors, and government agencies including: York Region's Invest in York, Invest in Ontario, and CanadaExport. They are key contributors to our e-newsletter as they are also the key stakeholders of the City's 10-year Economic Development Strategy.

### **4. Impact/Effectiveness/Results/Value Added**

The portability of the e-newsletter is the most important aspect of this communication tool. It allows our audience to view the content at their desk-top computers or on their mobiles, and the e-newsletter technology use a minimal amount of Inbox memory space.

Our e-newsletter subscribers are busy business leaders and professional who have limited time to read publications, by providing them with news captions – this format is inviting, quick and convenient for the reader. It allows the reader to quickly glance and select the stories they would deem important to read in full. To reassure the reader the e-newsletter is a must-read piece, the community development programs and feature stories are strategically placed at the top with expanded content to highlight the importance of the information. ; followed by updates on economic development news and statistics. The right sidebar is convenient hotlinks for additional business resources.

To date, there are 4,000+ subscribers and no request to unsubscribe; increase in sign-up requests of approximately 3 subscribers per week.

It is an effective communication tool to build on the Economic Development Department's electronic business directory for future target marketing.

## **5. Replicable/Transferable**

The design template and content of the Vaughan e-Business Link e-newsletter is easily adaptable in other communities. The hierarchy of information published is relevant to any community who are looking to promote their city. The desk-top publishing and distribution of the e-newsletter is done in-house by the Economic Development Department. We can share the e-newsletter by forwarding the email or directing people to the editions archived online.

## **6. Innovative/Creative**

Most important component of the e-newsletter is the performance tracking technology that tracks the number of readers opening the hotlinks to view the full content online. The performance tracking is an important analytical tool to: evaluate the importance of the news content by the number of readers viewing the story. Plus, it allows for 2-way communication with our business community. We know who is reading our story and we can follow-up.

The e-newsletter is a cost-effective marketing and communications for Economic Developers who have small resources and project time constraints. The technology cost is minimal compared to printing and distributing a newsletter. Plus, the instant publishing of the e-newsletter helps to solve the problem with lengthy process of story development and approvals.

## **7. Background**

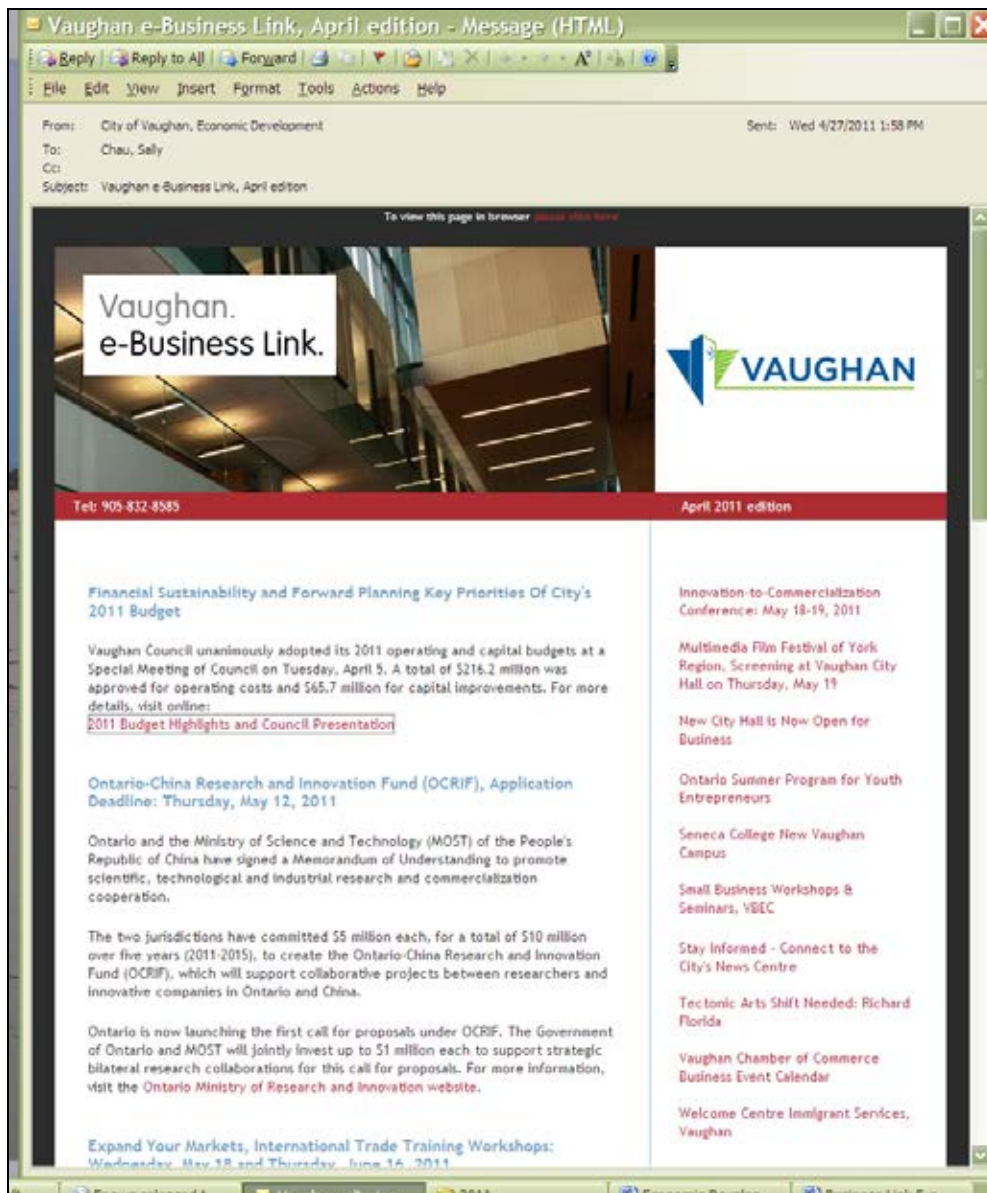
The City of Vaughan continues to be one of Canada's fastest growing cities. The city has one of the top two performing economies in Canada, according to a 2010 Conference Board of Canada report "City Magnets II"; as well as the top ten Ontario investment towns named for 2011-2015 by the Real Estate Investment Network (REIN). The study "City Magnets II", which assessed the attractiveness of Canadian cities to skilled workers and mobile populations, Vaughan was ranked as one of the only three cities in Canada to earn an "A" grade for its strong economy. Vaughan's economic base is large and diversified. From small entrepreneurial enterprises to multinational corporations, Vaughan's

entrepreneurial culture encourages growth and innovation. Vaughan's high-growth economy reinforces the city as the best place to do business.

*Archived editions of the Vaughan e-Business Link is available online: [www.vaughan.ca/business](http://www.vaughan.ca/business) (Click on the 'Publication' link located on the left sidebar of the web screen)*

*Sample MS Outlook view of published e-newsletter April 2011 edition: Vaughan e-Business Link*

Please note: the electronic newsletter can be viewed from the website or from the Flash Drive provided.



**From:** [City of Vaughan - Economic Development](#)  
**To:** [Chau, Sally](#)  
**Subject:** Vaughan e-Business Link, April edition  
**Date:** Wednesday, April 27, 2011 1:57:31 PM

To view this page in browser [please click here](#)

Vaughan e-Business Link, picture of New City Hall



Tel: 905-832-8585

April 2011 edition

### Financial Sustainability and Forward Planning Key Priorities Of City's 2011 Budget

Vaughan Council unanimously adopted its 2011 operating and capital budgets at a Special Meeting of Council on Tuesday, April 5. A total of \$216.2 million was approved for operating costs and \$65.7 million for capital improvements. For more details, visit online:

[2011 Budget Highlights and Council Presentation](#)

### Ontario-China Research and Innovation Fund (OCRIF), Application Deadline: Thursday, May 12, 2011

Ontario and the Ministry of Science and Technology (MOST) of the People's Republic of China have signed a Memorandum of Understanding to promote scientific, technological and industrial research and commercialization cooperation.

The two jurisdictions have committed \$5 million each, for a total of \$10 million over five years (2011-2015), to create the Ontario-China Research and Innovation Fund (OCRIF), which will support collaborative projects between researchers and innovative companies in Ontario and China.

Ontario is now launching the first call for proposals under OCRIF. The Government of Ontario and MOST will jointly invest up to \$1 million each to support strategic bilateral research collaborations for this call for proposals. For more information, visit the [Ontario Ministry of Research and Innovation website](#).

### Expand Your Markets, International Trade Training Workshops: Wednesday, May 18 and Thursday, June 16, 2011

The Vaughan Business Enterprise Centre (VBEC) in partnership with the York Region's Economic Strategy Investment and Marketing Program will deliver practical export development workshops to Vaughan's small business community on Wednesday, May 18 and Thursday, June 16.

VBEC will be the first business organization in York Region to implement and offer all seven workshops of the nationally recognized program: Forum for International Trade Training (FITT). For more information and to register, please contact VBEC at 905-832-8526 or [vbec@vaughan.ca](mailto:vbec@vaughan.ca)

### Langstaff Road from Huntington Road to Highway 27 Closed for Upgrades through Monday, May 2, 2011

The Regional Municipality of York will close Langstaff Road from Huntington to Highway 27 in the City of Vaughan for road improvements, storm sewer installation

[Innovation-to-Commercialization Conference: May 18-19, 2011](#)

[Multimedia Film Festival of York Region, Screening at Vaughan City Hall on Thursday, May 19](#)

[New City Hall is Now Open for Business](#)

[Ontario Summer Program for Youth Entrepreneurs](#)

[Seneca College New Vaughan Campus](#)

[Small Business Workshops & Seminars, VBEC](#)

[Stay Informed - Connect to the City's News Centre](#)

[Tectonic Arts Shift Needed: Richard Florida](#)

[Vaughan Chamber of Commerce Business Event Calendar](#)

[Welcome Centre Immigrant Services, Vaughan](#)

COMMENTS AND SUGGESTIONS:  
email: [ecdev@vaughan.ca](mailto:ecdev@vaughan.ca)

City of Vaughan  
Economic Development Department  
2141 Major Mackenzie Dr.  
Vaughan, Ontario L6A 1T1  
Canada



and sanitary sewer crossings. The closure will take effect until May 2, 2011. Local traffic access will be maintained at all times. For more information, visit online: [construction and road closure bulletins on York Region's website](#).

### Photovoltaic Training Courses in Vaughan

Kortright Centre, Canada's most experienced solar training centre offers a series of one-day to one-week workshops for individuals, organizations and companies on photovoltaic, from introductory to professional levels. Course covers: photovoltaic markets and applications; solar and electrical fundamentals, and site planning; photovoltaic fundamentals and system components; photovoltaic system design and sizing, and building integration; code, regulations and safety; and, installation practices. Register early to take advantage of Early Bird Discount. For more information, visit online:

[Kortright Centre's 2011 Renewable Training Sessions](#).

### Canada Consumer Product Safety Act goes into effect: Monday, June 20, 2011

Product safety is in everyone's best interest. With the new Canada Consumer Product Safety Act (CCPSA), industry and government are partnering together to improve the safety of products made available to Canadians.

Effective June 20, 2011, the CCPSA will introduce new requirements for industries that will help protect Canadians from unsafe consumer products. The CCPSA will cover a wide variety of consumer products including children's toys and equipment; children's jewellery; textiles; household products; and sporting goods. Items such as natural health products, food, cosmetics and drugs will not be covered under this new Act. For more details, visit online:

[Health Canada, Consumer Product Safety](#).

### Vaughan is One of the Top Ten Leading Municipalities in Canada for Construction Activity in 2010

Strong residential and commercial construction activity resulted in Vaughan issuing \$1.406 billion in building permits for 2010.

"Our success attracts new residents, businesses and investment, and positions Vaughan to have one of the strongest local economies in Canada. It is a major accomplishment for Vaughan to consistently hold the Top Ten Canadian Cities ranking in terms of total construction. This past year, Vaughan ranked third overall in Canada on a per capita basis as well as on an industrial permit basis," said Mayor Maurizio Bevilacqua. "

[>> Read more](#)

### Building Construction Opportunities in Dubai: November 21-24, 2011

2011 will mark the 12th year for a Canadian Pavilion at the Gulf region's biggest building construction and water technology products and services trade show, The Big 5, to be held at the Dubai International Exhibition Centre.

For more than 30 years, The Big 5 has provided a business and networking platform for the construction industry. It is the gateway to the Middle East and North Africa (MENA) construction market providing both exhibitors and visitors with the opportunity to conduct serious business with like-minded professionals and access the most current information on all aspects of the construction industry. To register for the Canadian Pavilion, please contact: Terry Gain, The Big 5 agent in Canada, [terry.gain@interlog.com](mailto:terry.gain@interlog.com); or Sanam Shahani, Trade Commissioner - Canadian Consulate in Dubai, [sanam.shahani@international.gc.ca](mailto:sanam.shahani@international.gc.ca). For more details on the international building and construction trade show, visit: [www.thebig5exhibition.com](http://www.thebig5exhibition.com)

### Spadina Subway Extension to Vaughan Is On Track!

If you live or work in Vaughan, you probably already know that the Spadina subway line is being extended to Vaughan. Although you might be aware that the Toronto-York Spadina Subway Extension is happening, you might not know the details of this huge subway development project. The extension to the University-Spadina

TTC subway line from the current Downsview Station north to Highway 7 in Vaughan is already underway.

[>> Read more](#)

Archived editions of the Vaughan Business Link (quarterly newsletter) and e-Business Link (electronic newsletter), is available online [here](#).

To change or add recipient email addresses, email [ecdev@vaughan.ca](mailto:ecdev@vaughan.ca) with subject title "Add/Change Recipient for Enews".

For Office Use Only: \_\_\_\_\_



## 2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

*Please complete this section for all entries.*

*Include 5 hard copies of the Entry Form and all supplemental information with your submission.*

Organization: **Maryland Department of Business & Economic Development**

Contact Name: **Margie L. Kelbel**

Email: **mkelbel@ChooseMaryland.org**

Project/Item Name: **Pulses Suite**

Category for Entry: **6 Newsletter**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **>500K**

Date Project Began: **Fall 2009**

Date of Completion (if applicable): **On-going**

For Entries in Categories 9 & 10, Enter Your Web Site URL: \_\_\_\_\_

### PROJECT DESCRIPTION

*Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.*

#### Select:

- ☒ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☐ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☐ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

*Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.*

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS. YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

2. What is the goal or purpose of this project?

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

- 
4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.
- 
5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?
- 
6. In what ways is this project innovative or creative?
- 
7. Are there any other relevant details not covered above or specific to your category?
- 

## CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

### A. PROMOTIONAL AWARDS

**PLEASE REFER TO THIS SHEET WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A PROMOTIONAL AWARD.**

These awards recognize innovative and effective marketing materials used for attracting, retaining and fostering business as well as communications vehicles used by economic development organizations.

#### **Judging Criteria for Categories 1-8:**

Promotional Awards will be judged by the following criteria:

- Effectiveness of the promotion
- Innovation/creativity
- Quality and completeness of information
- Contribution to the economic development profession

#### **Descriptions:**

##### **1. General Purpose Brochure**

A brochure introducing your state, province, community, region or area to prospects for industrial, commercial, retail, or general development opportunities. The most effective brochures create a positive image of the area for its quality of life and cultural, educational, or other attributes.

##### **2. Special Purpose Brochure**

A brochure designed for a special purpose, such as promoting an industrial park or other specific types of promotions.

##### **3. General Purpose Promotion**

A promotional piece (other than a brochure), series of promotional pieces or promotional campaign including but not limited to a folder, poster, print ad, direct mail campaign or other campaign.

- *Mount item(s) on heavy stock with 1 inch margins.*

##### **4. Annual Report**

A report summarizing an economic development organization's annual activities and/or fiscal highlights.

##### **5. Paid Advertising Campaign**

One or a series of two or more paid black-and-white or color advertisements with a common economic development theme published on the web or in a print medium such as a newspaper or magazine.

- *Mount ad on heavy stock with 1 inch margins as proof of publication.*



## Project Overview

### 6. Newsletters: Pulses Suite

#### 1. Please provide a brief description of the project.

The Maryland Department of Business & Economic Development (DBED) publishes a suite of relevant, stakeholder-focused electronic newsletters. The content offers a timely and cost effective way to promote the state, its businesses and news of interest for those seeking business information and networking opportunities to grow and partner within Maryland. There is a connecting newsletter, or *Pulse*, for each of the following markets –

Highlighting Maryland's Economic Indicators - *Economic Pulse* (Data-Driven Information)

(URL: <http://www.emarketingmd.org/pubs/economicpulse/index.htm>)

Monitoring Maryland's Business Beat – *Business Pulse* (General Business)

(URL: <http://www.emarketingmd.org/pubs/businesspulse/index.htm>)

Connecting International Business Opportunities – *Global Pulse* (International Business)

(URL: <http://www.emarketingmd.org/pubs/globalpulse/2011-03-07/events.htm>)

Voicing the Maryland Life Sciences Community – *Bio Pulse* (Biotech & Life Sciences)

(URL: <http://www.emarketingmd.org/pubs/BioPulse/index.htm>)

A modular format allows ease in introducing new subject matter. Each branded *Pulse* includes a “dash board” at the top of the newsletter with fast facts and statistics germane to the audience, as well as five to seven changing news, special events and news aggregates features.

#### 2. What is the goal or purpose of this project?

The goal is to develop a communication tool that is modular, flexible and that makes highest and best use of new technologies. The e-newsletters were embraced to reduce costs, improve timelines, and reach a broader audience and target interests and markets. These e-newsletters are an integral part of a strategic decision to push news through social media –encouraging a push-pull effect for communications with a wide readership.

**3. Who are the participants in this project? Who was involved in planning/implementation?**

**Who is affected?**

An integrated story board is conceived through a team process which leverages internal researchers, subject matter experts in business development, marketing professionals and others, who brainstorm, research, propose and discuss content. The agency seeks appropriate content from diverse sources including partners and businesses while creating a story board that results in tasteful and engaging online newsletters. Using an external vendor with established distribution channels, DBED is able to send thousands of electronic newsletters each month at a fraction of the cost were the content development, graphics and news aggregation done by outside contractors.

The readership is involved through crucial customer feedback. Newsletter life cycles allow for incorporation of material that is current and relevant to our audience.

**4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.**

From a subscription base of fewer than 5,000 when the *Economic Pulse* debuted in 2009, the four newsletters grew to a circulation of more 25,000, increasing with each electronic edition. *Business Pulse* and *Economic Pulse* are distributed monthly and *Global Pulse* and *BIO Pulse* are published quarterly. Growth in circulation of more than 500 percent in less than two years was achieved by producing quality, timely and valued e-newsletters.

**5. Is the project replicable or transferable? Can it be adapted for use in other communities?**

**What lessons have been learned?**

Yes, the *Pulse* brand is one that continues to spin out within the context of the Department's target audiences and can be replicated on other levels of government, business or academia. The importance of good lists and effective management of this data is invaluable. DBED has expanded its *Pulse* library to include the industry sector of Biotechnology (*BIO Pulse*) and plans to implement a Cyber Security ("*Cyber Pulse*") in the near future.

**6. In what ways is this project innovative or creative?**

In-house development and deployment allows for a highly flexible and creative presentation.

Cost savings through electronic distribution are superior to print copies and postal delivery, while use of internal talent also provides important cost savings.

The e-newsletters are simple in design, research-based, factual; timely and relevant. As short material, the readers do not have to work hard to glean information. In so doing, customers' time is valued.

The e-newsletters are promoted through DBED's network of social media with headlines pushed out via *Twitter* and *Facebook*. This encourages readership and subscriptions. Circulation is bolstered through sign ups at tradeshow and outreach events.

**7. Are there any other relevant details not covered above or specific to your category?**

Maryland Governor O'Malley is one of the *Pulses*' most ardent readers. He regularly sends immediate feedback on the news and content he reads features via *Twitter*. The Department uses outreach events and statewide meetings as collection points for additional subscribers. This allows DBED to focus on those who are interested in the publications and engaged in economic development within Maryland and globally. The entire suite of newsletters is entirely researched, written and designed by in-house staff.

Quarterly Annual Growth in Circulation (subscribers; percentage increase)								
	Mar-09	Feb. 2010*	May-10	Aug-10	Nov-10	Feb-11	May-11	Increase %
Business	4900	6198	7810	10634	12709	13278	14267	191%
Economic	N/A	5265	5393	5595	6982	8421	9270	76%
Global	N/A	4696	4793	4998	4984	5106	5251	9%
Bio	N/A	N/A	N/A	N/A	N/A	2165	2272	5%
Overall Circulation	4900	16159	17996	21227	24675	28970	31060	533%

\*Earliest data available due to switch in email distributor

The Maryland Department of Business & Economic Development (DBED) publishes a suite of relevant, stakeholder focused electronic newsletters. The content offers a timely and cost effective way to promote the state, its businesses and news of interest for those seeking networking, business information and opportunities to grow and partner within the Maryland business environment. There is a connecting newsletter, or Pulse, for each of the following markets –

- Highlighting Maryland's Economic Indicators - **Economic Pulse**
- Monitoring Maryland's Business Beat – **Business Pulse**
- Connecting International Business Opportunities – **Global Pulse**
- Voicing the Maryland Life Sciences Community – **Bio Pulse**

Features include important information about the state's economic environment,

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APRIL 26, 2011

# Economic Pulse

AN OVERVIEW OF MARYLAND'S ECONOMIC INDICATORS

**Unemployment rate drops to 6.9%**  
[Learn More](#)

**Howard named healthiest county**  
[Learn More](#)

**First cyber incubator opens at UMBC**  
[Learn More](#)

**Gov. O'Malley, MEDC Release 5-Year Strategic Plan**  
 Joined by Gov. O'Malley, elected officials and life sciences companies, the Maryland Economic Development Commission released its five-year strategic plan, [Charting Maryland's Economic Path: Discovery, Creativity & Opportunity](#). The plan was announced at the Science + Technology Park at Johns Hopkins, new 90% full and new home of the Labor Institute for Human Development, Personal Genome Diagnostics and Bioetics. Maryland has an outstanding innovation economy infrastructure, ranking 2nd in the nation by the Milken Institute for technology and science assets. [Full Report | Exec. Summary](#)

**Biz Leaders Celebrate \$70M InvestMaryland Passage**  
 InvestMaryland CEO Mary Healy, joined by Gov. O'Malley at an Earth Day event was just one of many business leaders, elected officials and entrepreneurs honored by the state last week during an InvestMaryland "Recognition Reception" held at the Chesapeake Innovation Center. Passed during the 2011 legislative session, InvestMaryland will provide at least \$75 million in venture capital to Maryland's startup firms through a tax credit auction for qualifying insurance companies. [Read more...](#)

**MD Unemployment Rate Falls Below 7%**  
 The number of employed Marylanders jumped by almost 12,000 in March, bringing the state's unemployment rate (seasonally adjusted) to 6.9% and below 7% for the first time in two years. The unemployment rate had fallen by a percentage point over the previous year and by 0.5% since December alone. Since early last year, the rural sections of Maryland have seen the steepest declines in the unemployment rate (Table 1). The seasonally unadjusted rate fell by 1.3% in nine eastern shore counties and by 1.6% in Western Maryland. [Read more...](#)

**Downtown Baltimore Attracts Talented Youth**  
 Over the last decade, urban centers have increasingly become the residential destination of choice for young college graduates, according to a new analysis by CEOs for Cities. In Baltimore, the population of college-educated 25- to 34-year-olds grew in the central business district by 66%, the 4th largest gain among the nation's largest metropolitan areas. This study also notes that increasing the percentage of a city's population with four-year college attainment by just one percentage point yields a very big increase in personal income in the metro area.

**Maryland Ranks High for Small Biz R&D Awards**  
 Maryland companies received 102 Phase II Small Business Innovation Research Program (SBIR) awards in 2010, the 6th highest nationally according to a [State Science and Technology Institute](#) analysis. These included \$4,000 awards, 30 from NIH and 1 each from NASA and NSF. SBIR funds early-stage R&D projects at small technology companies – projects that serve a federal agency need and have the potential for commercialization in private sector and/or military markets. [Read more...](#)

**Western Maryland Incomes Grow in 2009**  
 The capita income in Western Maryland averaged \$34,067 in 2009 compared to \$33,369 in 2008, a 2.1% increase, according to a [Bureau of Economic Analysis](#) report. Allegany County incomes increased 4%, the largest in the state. Southern Maryland incomes increased 1.7% in 2009 led by St. Mary's County with 3.1% income growth. St. Mary's County experienced 1.2% increase in wages and salaries, followed by Howard County with a 1.0% increase in wage income. Nationally, personal income fell 1.7% in 2009 after growing 4% in 2008.

**Continued Improvement in U.S. Economy**  
 March's job growth was a replay of February's and a positive sign for the national economy. With 216,000 jobs added in March the U.S. has added over 400,000 jobs in four months. Both months saw broadly based job growth, led by the private sector ([Figure 1](#)). Reversing longer term trends, the private sector added jobs for 13 straight months and manufacturing added jobs for the 10th straight month after shrinking by 2.2 million after the 2007-2009 recession started. [Read more...](#)

**Sector Snapshot**

**Tip of the Month**  
 New Small Business Health Care Tax Credits  
 As of 2010, Maryland businesses which provide health care services to their employees may qualify for a new federal tax credit. [Small Business Health Care Tax Credits](#)

Source: Bulletins  
 Read and subscribe to our [MEDC Media Blog](#)  
[Maryland Cyber Incubator Opens at UMBC](#)  
[InvestMaryland award put \\$10M in Maryland Venture Fund](#)  
[DBED wins silver AECOM award](#)  
[Gov. O'Malley, MD Dept. of the Environment](#)  
[O'Malley to lead trade mission to Asia](#)  
[Tech entrepreneurs bring ideas to life in Florida, Western](#)  
[O'Malley drives revenues on electric cars](#)

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MARCH 14, 2011

# Business Pulse

MONITORING MARYLAND'S BUSINESS BEAT

**Great Week for Life Sciences**  
[Learn More](#)

**State Loan Program Helps Bus Company Expand**  
[Learn More](#)

**Standard Solar Powers Way to Large UMD Contract**  
[Learn More](#)

**Great Week for Life Sciences**  
 Maryland continues to be on the cutting edge of science, discovery and innovation. Last Monday, Gov. O'Malley joined Montgomery County Executive Ike Leggett and Novartis CEO Dr. Rajul Singh to celebrate Novartis's \$170 million contract to develop the next generation of flu vaccine. Later the Governor helped break ground (pictured) on the new Bioscience Education Center at the Germantown Campus of Montgomery College. On Thursday, the FDA approved home-grown Maryland company Human Genome Sciences' drug, Bimelx, the [first new treatment for lupus](#) in half a century.

**Standard Solar Powers Way to Large UMD Contract**  
 Bright days are ahead for Rockville-based Standard Solar, which employs 70 workers and will install 2,600+ solar panels on a [University of Maryland College Park building](#) this summer, resulting in one of the state's largest rooftop solar power systems. The 631 kilowatt system, which will be owned and operated by Washington Gas Energy Services, will reduce UMD's carbon footprint by more than 600 tons per year, the equivalent of eliminating greenhouse gas emissions from nearly 1.3 million gallons during the life of the 20-year contract. [Read more...](#)

**Dynmark Creating 35 Jobs at Hagerstown Facility**  
 Dynmark Monitoring, a security and alarm company servicing commercial and residential customers, is expanding operations in Hagerstown. The company purchased a 25,000 SF building and will [invest approximately \\$1.5 million](#) to create a state-of-the-art center which will monitor alarm signals nationwide. Expected to open this summer, the facility will create 35 jobs with the potential to expand. The State will provide a \$70,000 conditional loan to assist with the purchase of the new facility and equipment costs.

**New Lounge Company Gets Comfortable at BWI**  
[Amplatz Lounge](#), which recently relocated their headquarters from Washington, D.C. to BWI Airport, [plans to open its first lounge at BWI](#) in May 2011 and is considering expansion to approximately 75 airport terminals. For a flat rate, travelers get comfortable seating, a sandwich, coffee & tea, soft drinks, free wireless internet, a power outlet at every seat and free use of MacBooks and PCs. BWI recently announced a [record 21.9 million](#) commercial passengers flew through the airport in 2010, a 4.7% increase from 2009.

**Telcordia Opens Two Maryland Offices**  
 Global communications leader Telcordia [opened two regional offices](#) in Maryland to better serve its growing government business. A new Annapolis office will allow the company to deliver design, tactical and strategic communications support for the Army's research, development and engineering command. Their office at the [bwtech@UMBC Research and Technology Park](#) will be used to develop cyber security and critical infrastructure protection tools, and collaborate with UMBC personnel and resources.

**State Loan Program Helps Bus Company Expand**  
 Small and minority business Barber Transportation has provided school bus field trip assistance to Baltimore City students since 1997. The Maryland Industrial Development Financing Authority insured half of the company's \$94,500 loan through Harbor Bank, which enabled owners Ed & Mary Barber to purchase three 77-seat school buses and expand Barber's bus routes. The company has 96 employees and projects having an additional 10 employees over the next 24 months. [DBED Financing Programs](#)

**Featured Event**  
**Contract Connections for Women**  
 April 11 - BWI Marriott  
 One-day forum to learn about the new SBA Contracting Program for Women-Owned Small Business and meet with prime contractors & federal agencies. [Register here.](#)

**Secondary Event Title**  
 Event Date: Event Location  
 Brief event description brief event description. [Learn More.](#)

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 Event Date: Event Location  
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**Tip of the Month**  
 New Small Business Health Care Tax Credits  
 As of 2010, Maryland businesses which provide health care services to their employees may qualify for a new federal tax credit. [Small Business Health Care Tax Credits](#)

Source: Bulletins  
[Plans to Build a New Hospital in Germantown](#)  
[Marketing Maryland](#)  
[BAC and UMBC Launch Inaugural Cyber Challenge and Conference](#)  
[Governor's business initiative deployed locally](#)  
[Unemployment rate plunges to 6% in January](#)  
[MTI, Inc. puts new \\$50M venture fund](#)  
[MediMunim Alumni Sponsors the Next Generation of Potential Medical Treatments](#)  
[Venues tapped by UMD to spur cybersecurity program](#)  
[Surging Bethesda tech firm snags \\$20M SBA deal](#)

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MARCH 7, 2011

# Global Pulse

CONNECTING MARYLAND'S INTERNATIONAL COMMUNITY

**Maryland exports jump 10% in 2010**  
[Learn More](#)

**Canadian Company T.H.E. Medical chooses Maryland for HQ**  
[Learn More](#)

**State opens trade office in Russia**  
[Learn More](#)

**Gov Attends Kickoff for Middle East Am. Chamber**  
Joining more than 300 Middle Eastern American dignitaries, businessmen and professionals, Gov. O'Malley attended the Feb. 10 kickoff for the new Middle East American Chamber of Commerce. Last year, U.S. exports to the Middle East and North Africa reached \$68 billion with exports expected to reach \$117 billion by 2013. The Chamber's mission is to create jobs in the state, advocate for small businesses, improve relationships between Maryland and the Middle East, and demonstrate that business has no borders.

**Japanese Manufacturer Opens \$1.7M Facility**  
Terumo Medical Corporation opened their newly renovated \$1.7 million manufacturing facility on Feb. 3 in Elkton. A U.S.-based subsidiary of Japanese-based Terumo Corporation, the company expects the 10,000-sq-ft facility to generate 50% sales growth over the next five years. The largest Asian-headquartered employer in Maryland develops, manufactures, and markets high-quality medical devices for a broad range of healthcare markets and expects to add staff to its 300 person workforce.

**MCFI Offers Immigrant Investor Visa Program**  
The new Columbia-based Investor Center for Foreign Investment recently became the State's first ESI-4 Regional Center designated by the U.S. Citizenship and Immigration Services. The Center can now offer an Immigrant Investor Visa Program that allows foreign investors and their families to immediately become eligible to receive permanent green cards and later apply to be U.S. citizens, provided they make an investment of \$1 million, or \$500,000 in a high unemployment area. MCPI expects to increase economic growth and create new jobs in Maryland. [Read more.](#)

**Intl. Incubator Welcomes Russian Academy**  
The Maryland International Incubator (MI2) signed an agreement on Feb. 2 with the Russian Academy of Sciences' Siberian Branch. With a focus on nanotechnology, energy technology, applied chemistry and biotechnology, the Academy plans to work with UM and state businesses to initiate joint technology projects that will create new products in the US and international markets. MI2 connects Maryland and international companies through targeted business services, state-of-the-art facilities and world-class resources. The Incubator is now home to 14 businesses representing seven countries.

**MD Helps Companies Take Flight at Paris Air Show**  
Join Maryland June 20-26 at the International Paris Air Show, one of the premier air and space events with 2,000 exhibitors, 130,000 show visitors, 200 official delegations and 3,000 journalists in attendance. The state will once again have booth space for a limited number of companies. This event gives Maryland companies the opportunity to attend and make an impact at the largest aerospace tradeshow in the world. [Click here](#) for more information or contact Casey Eslinger at 410-767-2663.

**Featured Event**  
**U.S. Balkans Summit**  
March 23-24 Baltimore  
A delegation including Presidents from Bosnia-Herzegovina and Montenegro, as well as Prime Ministers from Macedonia and Kosovo will attend to strengthen economic ties. [Learn more.](#)

**Secondary Event Title**  
Event Date Event Location  
Brief event description brief event description. [Learn More.](#)

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Event Date Event Location  
Brief event description brief event description. [Learn More.](#)

**Tip of the Month**  
New Small Business Health Care Tax Credits  
The 2010 Maryland Small Business Health Care Tax Credit is now available. For more information, visit [www.businesscredits.org](#)

**Bonus Bulletin**  
Maryland plants flag in Russia, seeking business  
Executives seek to be African markets  
Trade Officials Urge Small Businesses to Export  
Company backs foreign investment for residency

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FEBRUARY 22, 2011

# BioPulse

THE VOICE OF MARYLAND'S LIFE SCIENCE COMMUNITY

**Baltimore's Glaxo raises \$3.5M in equity**  
[Learn More](#)

**Vapotherm relocates facility to Stevensville**  
[Learn More](#)

**Novartis & Ulf team up to create Janssen's Watson**  
[Learn More](#)

**MedImmune Alum spawn next gen treatments**  
Joseph Angris's natural curiosity from a young age led to his earning a bachelor's in biochemistry, and both a medical and doctorate in immunology. Angris joined MedImmune Ventures in 2006 as the first full-time employee. Working with Peter Kasser, they invested in early-stage biotechnology companies. After working together at MedImmune, they decided to form their own biopharmaceutical company to pursue additional research and development of antibody therapies. They formed Zyngene in 2009, targeting a Zytobios platform to concentrate on these multi-specific antibody-based therapeutics that target multiple disease pathways simultaneously with one drug. [Read more.](#)

**New Hopkins partnership with NJ Pharma**  
The Johns Hopkins Brain Institute and New Jersey pharmaceutical manufacturer Onco-McNeil-Janssen formed a partnership in January to develop drugs that treat neurological and psychiatric diseases. Scientists and researchers will create new therapies targeted at preventing the loss of brain tissue and nerve cells. The partnership is designed to accelerate the movement of breakthrough ideas from the bench to the bedside. [Read more.](#)

**Columbia's JPB investment fuels aspirin acquisition**  
JPB Capital partners (JPB) acquired the domestic rights of the iconic St. Joseph brand and its 145-year history - popular for decades as the "chewable children's aspirin" - from Bee Consumer Products Group. JPB invested in the Johnson & Johnson's aspirin brand for the tremendous opportunities in growth for aspirin along with brand extensions into other heart-healthy lifestyle products. [Read more.](#)

**WellDoc forging path in mobile healthcare**  
Baltimore-based WellDoc received FDA approval to sell its Diabetes Manager, a mobile software that permits users to connect a blood glucose meter wirelessly to their cell phones for the easy transfer of data allowing better patient management. WellDoc continues to be an industry leader in developing chronic disease management applications. Using technologies to engage patients and healthcare providers, WellDoc is working to dramatically improve outcomes and significantly reduce healthcare costs. The company is making its software compatible with various cell makers on the market. They recently partnered with AT&T to launch a healthcare technology business. Previously a small startup in local health technology, WellDoc tripled its staff from 25 to 75 in 2010 and is adding two to four employees a month.

**Pathosensors latest occupant at UM BioPark**  
Pathosensors separated from Rockville parent Innovative Biosensors to chart its own course at University of Maryland BioPark in Baltimore. Pathosensors manufactures animal pathogen identification systems and recently won a \$5M DoD contract. The BioPark offers early-stage to mature bioscience companies, laboratory space and office space in conjunction with access to University of Maryland, Baltimore's medical facility. With the addition of Pathosensors, the BioPark now has more than 20 companies.

**MBC congratulates \$50K Bio Life award winners**  
As part of the inaugural challenge program, the Maryland Biotechnology Center, the Johns Hopkins Alliance for Science and Technology Development, and the University of Maryland Baltimore Commercial Advisory Panel have awarded \$50K prizes to two local researchers. Hopkins' Cynthia Salinas, PhD, Assistant Professor of Physical Medicine and Rehabilitation, won for her invention of a programmable vibrating wristband that treats motor disorders and UM's James Galen, PhD, Assoc. Professor of Medicine, Center for Vaccine Research, won for his Clostridium difficile vaccine research.

**Featured Event**  
**Bio 2011 Update**  
June 27-30 Washington, DC  
Over 15,000 members of the global bio community at the 2011 Bio International Convention. Sponsor opportunities are available. [Click here to date here.](#)

**Secondary Event Title**  
Event Date Event Location  
Brief event description brief event description. [Learn More.](#)

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Event Date Event Location  
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