
Dryden Development Corporation (DDC)

ANNUAL REPORT 2008

Quarterly Progress Report 2009

Monday, September 14th, 2009

CITY OF DRYDEN 2007-2010

Community Strategic Plan

Dryden Development Corporation – Project Delivery:

- DDC will simplify and streamline the processes to help establish new businesses within the City of Dryden and surrounding area.
- The DDC will act as the City of Dryden's project delivery agent to meet economic development and diversification objectives relating to business retention, expansion and tourism.

CITY OF DRYDEN – October 2008

Economic Development Implementation Plan

METHODOLOGY

- A review of previously completed studies and all relevant documents
- Data and statistical analysis, including economic base analysis
- Labour force analysis
- A review of economic reports and forecasts, including export forecasts and industry sector outlooks
- Stakeholder engagement including interviews and a stakeholder summit session to discern and develop action plans

CITY OF DRYDEN – October 2008

Economic Development Implementation Plan

STRATEGIC THEMES (short, mid and long term goals)

- Business Environment/Infrastructure Development
- Entrepreneurship and Small Business Support
- Community Preparedness: Community Awareness, Education and Labour Force Development
- Centre for Exploration and Mining Services
- Renewable Energy
- Agriculture and Agri-foods
- Manufacturing

BUSINESS ENVIRONMENT/ INFRASTRUCTURE DEVELOPMENT

- Prepares related Ministerial delegation document for City management and Council to lobby gov't – AMO etc
- Maintains ongoing and proactive relationships with bureaucrats in Provincial and Federal agencies
- Works in cooperation with municipal departments to access funding for commercial and industrial land development (Building & Planning, Public Works)
- Partners with local Realtors to provide an online inventory of commercial and industrial properties/lands for lease/sale

BUSINESS ENVIRONMENT/ INFRASTRUCTURE DEVELOPMENT

- Researches, prepares and maintains marketing collateral required to attract investment to the greater Dryden area
 - DDC web site
 - Target sector sheets
 - Industrial and commercial development park brochures
 - Newspaper/magazine editorials and advertisements
 - Media releases
 - Community profile

BUSINESS ENVIRONMENT/ INFRASTRUCTURE DEVELOPMENT

- Developing an Investment Prospectus to market the greater Dryden area to pre-qualified leads in target sectors (manufacturing, value-added forestry, renewable energy - biomass)
 - Updated City of Dryden community profile (2009 data)
 - Completed a Crown land Asset Inventory
 - Preparing a Site Option Analysis
 - Creating a Community Investment video
 - Marketing collateral to be developed
 - Electronic (e-book) and hard copy investment prospectus

ENTREPRENEURSHIP/ SMALL BUSINESS SUPPORT

- Completed the Northern Forest Innovation Centre feasibility study with partner organizations
- Conducts Service Excellence and SuperHost certified training for businesses and volunteers
- Market DDC, NWBiz, PARO, Chamber and PACE workshops on DDC business events calendar
- New business resource section added to the DDC site
- Partnered in the FI:RE conference 2007-08

ENTREPRENEURSHIP/ SMALL BUSINESS SUPPORT

- Partnering with key organizations to establish a full-service small business Enterprise Centre in Dryden to collectively meet needs, yet ensuring no duplication of existing services
 - Satellite Office for Northwest Business Centre
 - Face-to-face client consultations
 - Host workshop and events (some videoconference)
 - Youth programming
 - Small business library and Internet access

COMMUNITY PREPAREDNESS: COMMUNITY AWARENESS, EDUCATION AND LABOUR FORCE DEVELOPMENT

- Labour Market Working Group established
- Ongoing meetings with Confederation College, JCI and OTEC regarding future training needs and programming
 - Renewable energy and mineral exploration sectors
 - Experiential tourism
 - Value-added manufacturing
 - Service Excellence, event planning, hunting guide

COMMUNITY PREPAREDNESS: COMMUNITY AWARENESS, EDUCATION AND LABOUR FORCE DEVELOPMENT

- Economic Diversification and Awareness Campaign funded in partnership with NTAB, PACE and NCIR
 - Target market sector audits complete
 - Marketing campaign to be launched in December 2009
- DDC is a contributing member of the “Community Matters” CAP committee
 - Socio-economic impact study underway
 - Business Vitality Index (BVI) project
 - TecVana IT tourism pilot project

CENTRE FOR EXPLORATION AND MINING SERVICES

- Mineral Exploration Resource Guide developed, maintained and available online
- Strategic partnership with Laurentian Goldfields
 - consultation with First Nation communities underway
- Ongoing marketing efforts in appropriate publications
- Feasibility Study to determine viability of a portable mill processing facility
- Attend mining symposiums with regional communities

RENEWABLE ENERGY

- Identification of future solar park sites 2-10Mw
- City of Dryden Official Plan amended (planning dept)
- Connection Impact Assessment with Hydro One completed and approved
- MOU with Johnson Controls for development of business model and investment plan underway
- Developing Investment Prospectus to attract biomass and pellet plant companies to Dryden area
- Secure training for Industrial Electricians to upgrade

AGRICULTURE AND AGRI-FOODS

- Supported Soil & Crop Association intern (FedNor) to further develop and market local Farmers Market
 - Provided funding for banner and tents
 - Met with local farmers to discuss Co-op potential
- Support and work with new intern (NOHFC) to establish a regional agriculture coop or corporation
- One point of contact for DDC to assist in development projects (renewable energy, bioscience, bio products, new crop testing etc.)

MANUFACTURING

- Participated in competitive process to attract value-added manufacturing company (Aspenware)
- Developed marketing materials, community presentation, incentive programs to attract new businesses
- Continue to host in-bound site visits
- Ongoing business support to businesses needing to access government funding for business start ups/expansions
- Completed report on forest tenure and SFL processing and harvesting agreements

TOURISM

- Established a partnership and a yearly contribution agreement with Dryden Marketing Association (DMA)
- Secured funding from RED with DMA to conduct a market analysis, develop a tourism development strategic and marketing plan
- Established Tourism Advisory Committee (TAC) comprised of 16 community partners
 - steering committee for the RED project (completed)
 - determine site location for future Visitor Information Centre
 - provide input into the Sustainable Waterfront Development area plans and processes

TOURISM DEVELOPMENT

- Target Market Analysis complete and posted online at www.ExploreDryden.ca
- 26 recommendations for developing tourism for our identified market complete and posted online
- TAC to review recommendations and determine their individual organization's or municipal role in moving projects forward
 - Tourism Development Officer (2 year intern) sited in plan
- www.ExperienceDryden.ca billboards (east and west)
- Identifying new sign locations/upgrade existing
 - South billboard
 - Wayfinding signs
 - Roy Wilson Suspension
 - Chamber controlled signage

TOURISM DEVELOPMENT

- Produces bi-annually community and surrounding area **Leisure Guides** (spring/summer, fall/winter)
- Operates the **Visitor Information Centre on Hwy 17** overseeing travel counselors
 - two co-op students (PRTC, Sunset Country)
 - SuperHost certified volunteers
- Works with local groups who host first-time National or International caliber event to access funding
 - 2010 Windsurfing
 - NAPA 5000 Rally
 - AIM Fishing Tournament
 - Communities in Bloom (national)
 - Wild Rice Cook-Off
- Intern application submitted to assist in event planning

TOURISM DEVELOPMENT

- Worked in cooperation with the DACP to develop its Municipal Cultural Strategy to Council
 - DDC requested to sit as a member of the Roundtable
 - Host Municipal Cultural Planner intern
- www.ExperienceDryden.ca Tourism web site to be launched in September
 - Specifically designed for visitors and tourists
 - Events Calendar
- Organizing a series of Tourism Development Workshops to support the development of experiential tourism
 - “Stepping up the Experience” September 21/09
 - Packaging of existing products/services
- Recent member of Sports Tourism Alliance
 - Tool kit available to local groups

TOURISM DEVELOPMENT

Sustainable Waterfront Development Plan recommendations from planning Charrette 2007 are being pursued

- NOHFC and FedNor-Industry Canada applications for area business and feasibility plans approved
- Lease negotiated with ORC to maintain and manage the Laura Howe Marsh (planning dept)
- MNR surplused air base under Environment Assessment, joint lobbying efforts with municipality to secure ORC crown land surplus property – 22 acres
- Investment attraction presentation to Le Nordik spa in Gatineau
- Site review held June 1, 2009 with engineers, architects, landscape architects, partner organizations

TOURISM DEVELOPMENT

Sustainable Waterfront Development Plan recommendations from planning Charrette 2007 are being pursued

- Review Charrette held with stakeholders and consultants at The Forks in August 2009
- TAC meeting to review findings to date in September
- Recommendations to DDC
- Steering Committee meeting and Public Open House to be held in October 2009

Next Steps

- Undertake engineering plans – submit application to FCM Green Fund
- City of Dryden Official Plan Review to include sustainable development and revision of Community Improvement Plan incentives for private sector at waterfront area in 2010