



BUSINESS RETENTION AND EXPANSION

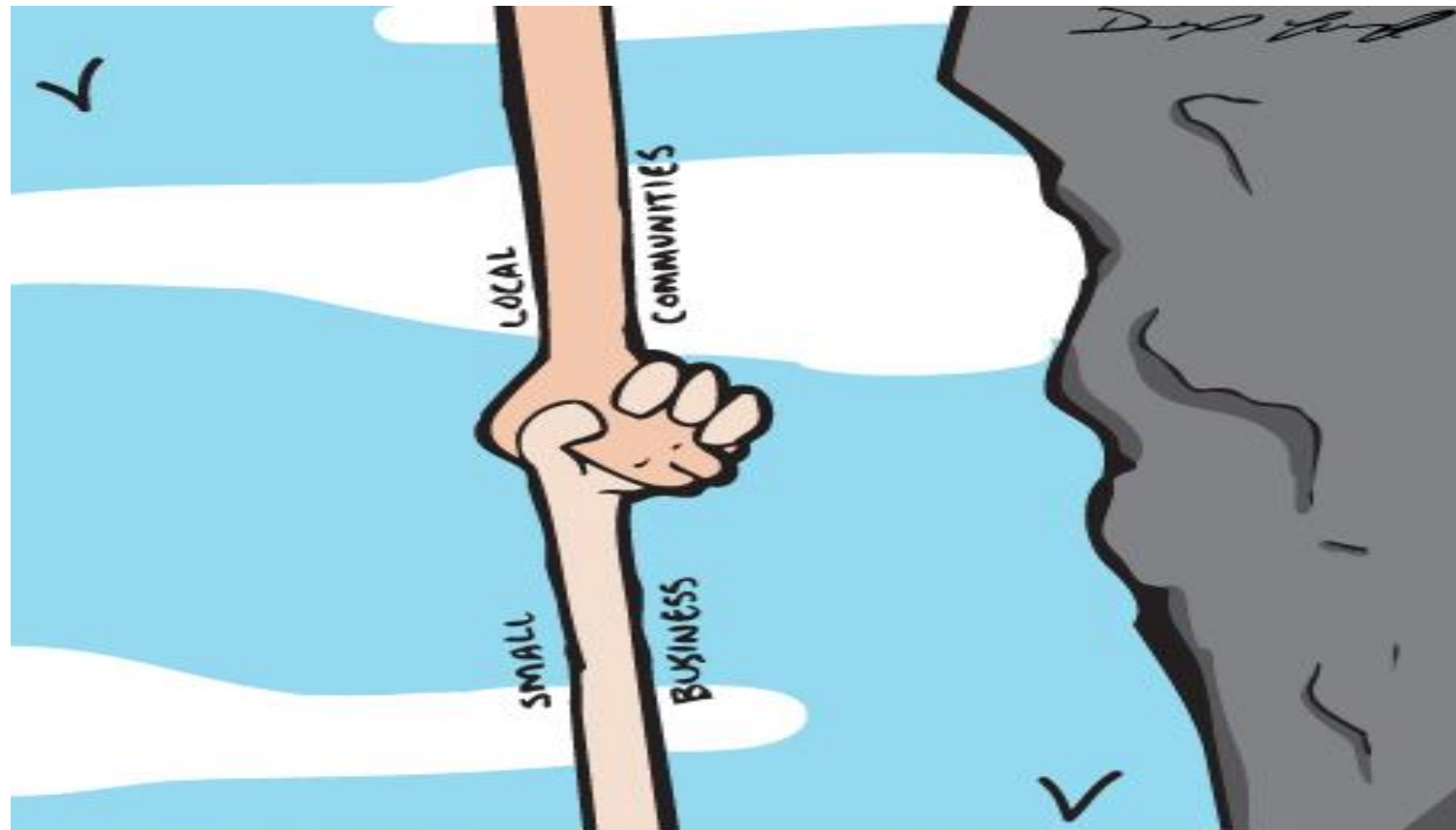
RURAL OXFORD COUNTY

29/09/2011

Public Information Session

Welcome!

1



An industry-saving handshake

Agenda

2

- Welcome and Introductions
- Guest Speaker – Dr. Wayne Caldwell
- Project Background
 - BR + E Overview
 - Survey
 - Current Status
 - Final Results and Implementation
- Volunteer Opportunities
- Going Forward
 - Website
 - Final Public Meeting

Guest Speaker – Wayne Caldwell

3

Project Background

- Overview
- Stage One
- Stage Two
- Stage Three
- Stage Four

Background

5

- Introduced by OMAFRA in 1997
- Community based project to enhance local business and economic prosperity
- Structured visitation program

Background

6

□ Short Term Objectives

1. Increase the communication and sharing of resources between the rural municipalities
2. Improve the relationships between the municipalities and local businesses and organizations
3. Identify and address the immediate concerns, as well as opportunities, from local businesses

□ Long Term Objectives

1. Increase community capacity for economic development
2. Promote local business and community competitiveness
3. Increase business development and job creation
4. Create a business friendly environment to promote business growth

Stage One – Project Planning and Survey

7

- Organization and Preparation
 - ▣ Recruit Leadership Team and Task Force Team
 - ▣ Establish overall project scope
 - ▣ Develop work plan

- Introduce BR+E to Community
 - ▣ Promotion
 - ▣ Media
 - ▣ Meeting today



Stage One – Project Planning and Survey

8

- Volunteer Recruitment and Training
 - ▣ Volunteer Visitors and Task Force Volunteers
 - ▣ Two sessions of training

- Business Survey Visits
 - ▣ Letters and surveys sent to businesses
 - ▣ Staff and volunteers schedule and carry out visits



Stage Two – Immediate Follow-up

9

- Red Flag Issues

- Immediate Response
 - ▣ Follow-up on urgent business concerns
 - Task Force Meeting
 - ▣ Send follow-up information to businesses

Stage Three – Data Analysis and Recommendations

10

- Data Entry
 - ▣ Executive Pulse

- Data Analysis
 - ▣ Preliminary Report

- Task Force Retreat

Stage Four – Public Meeting and Implementation

11

- Public Meeting
 - ▣ Present final report and action plans

- Implementation of Action Plans

- Monitoring of Progress



Call for Volunteers

- Task Force Team
- Volunteer Visitors



Task Force Volunteers

14

□ Description

- Broad based group of community leaders
- Should include representatives from: economic development committees, CFDC, Chambers of Commerce, local government, financial institutions, education officials and other influential leaders.
- Assist in responding to “red flag” issues and developing and prioritizing action plans.

Volunteer Visitors

15

- Survey businesses
- Expectations
 - ▣ Maintain confidentiality
 - ▣ Professionalism
 - ▣ Survey minimum two businesses
- Attend training
 - ▣ Oct.5th or 6th
- Appreciation Night



Going Forward

- Website
 - Facebook/Twitter
- Final Public Meeting

Website

18

www.ROED.ca



Final Public Meeting

19

- March 2012
- Agenda
 - ▣ Highlights of Survey Responses
 - ▣ Final Report
 - ▣ Implementation Plans





21

Thank you!

Karen Nelson Hamilton – BR + E Coordinator Phone: 519-485-2490 ext. 242
Email: knelsonhamilton@zorra.on.ca

Carla Garrett – BR + E Project Assistant Phone: 519-485-2490 ext 250
Email: cgarrett@zorra.on.ca

29/09/2011