
FOR IMMEDIATE RELEASE

County of Simcoe is investment ready and proves it

Midhurst/ September 29, 2016 – On September 22 and 23, 2016, the County of Simcoe's Economic Development Office hosted its first ever regional familiarization (FAM) tour welcoming officials from the federal and provincial governments. The purpose of the tour was to showcase the tremendous business and investment opportunities that exist in Simcoe County, with the goal of creating jobs by attracting new business and supporting our existing entrepreneurs.

The tour included officials from both the federal (Canadian Trade Commissioner Service) and the provincial (Ministry of Economic Development and Growth and Ministry of International Trade) governments whose role it is to bring new investment to Canada and Ontario.

"I want to thank our federal and provincial partners for joining us to experience the current opportunity and future potential of Simcoe County, as well as our business partners for helping us showcase what makes us so great," said Warden Gerry Marshall. "We're investment ready, we're open for business and we're all working towards one common goal of creating new, attractive labour opportunities in our municipalities."

The group toured and met with existing businesses including Napoleon, Raytheon ELCAN Optical Technologies, Weber Manufacturing, KUMI Canada Corporation, Baxter Canada, Industrial Filter Manufacturing Ltd., Baytech Plastics and ZF TRW as well as various employment lands and development opportunities throughout the County. They were also introduced to Georgian College and Lakehead University (Orillia Campus) to learn about regional innovation and labour market supports. On Thursday evening, Warden Marshall hosted a networking dinner where representatives from 12 Simcoe County-based businesses shared their success stories.

With support and investment from County Council, County of Simcoe's Economic Development Office is taking a more active role in growing, supporting and attracting business to the region at a County-wide level. Key initiatives and accomplishments in 2015-2016 include:

- Launch of Simcoe County's first online land inventory system to help businesses find properties, expand or relocate to Simcoe County
- Support of various labour related activities including the creation of JobCentral Simcoe Muskoka and the first online job fair for the County
- Hosting of Simcoe County's first Skilled Trades Expo, which showcased over 30 trades to more than 1,600 grade 7 and 8 students
- Supported the training for approximately 800 existing or aspiring food entrepreneurs through various workshops including the province-wide Food Entrepreneurs: Building Ontario Innovation One Product at a Time Conference
- Development and launch of a new economic development grant program which will provide support to member municipalities
- Continue to establish closer partnerships with municipalities, local Chamber of Commerce centers and area businesses

Visit edo.simcoe.ca to learn more.

Did you know that Simcoe County...

- has a 50 per cent population growth rate forecasted
- is home to 16,000 businesses
- has a growing available workforce of approximately 230,000 people
- created 14,000 new jobs in last 5 years
- has a wide variety of development options ranging from major industrial greenfield opportunities to waterfront and downtown mixed use and commercial development
- has a competitive advantage with close proximity to GTA – 9 million people within an one-hour drive and that number grows to 130-million within a one day drive
- has access to international markets through the Lake Simcoe Regional Airport in Oro-Medonte and Pearson International Airport

County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at simcoe.ca.

- 30 -

Allan Greenwood
Director, Corporate Communications
705-726-9300 ext. 1230
705-794-9301 (mobile)
Allan.Greenwood@simcoe.ca

Collin Matanowitsch
Communications Co-ordinator
705-726-9300 ext. 1430
705-734-8386 (mobile)
Collin.Matanowitsch@simcoe.ca