

## April/ May 2024 Economic Development Activity

### Business Support:

- a. General Business/Marketing Support Interactions: 12
- b. Expansion, Location & Development Conversations: 6
- c. Business Visits: 12
- d. Events Attended: 3

### Expansion, Location & Development Conversations by Industry:

Aquaculture, Agri-Business, Construction, Manufacturing, Retail Commercial

### Events Attended:

SIAL Trade Show in Montreal; Rural Oxford EDC's 10<sup>th</sup> Anniversary & Awards Event, Grand Opening of JanVeek Concrete Homes

### Projects & Partner Collaboration:

- a. Rural Oxford EDC's 10<sup>th</sup> Anniversary & Awards Event
  - May 23<sup>rd</sup> was a such a wonderful night. Thank you to the Planning Committee and thank you N. Demarest and R. Parkhill for emceeing;
  - **Envisioned Success:** 80-120 attendees, 7 community partners engaged, 30 award nominations, 9 Businesses and 1 Community Leader recognized, \$5000 allocated from ROEDC budget;
  - **Experienced Success:** 140 attendees, 7 community partners engaged, 80 award nominations for 53 Businesses, 16 Business and 1 Community Leader recognize, \$4000 from ROEDC budget. Appreciation felt by all;
  - <https://ruraloxford.ca/rural-oxford-edc-hands-out-local-business-awards/>
- b. Oxford Rural Entrepreneurs 2024 Networking Event Series
  - April 10<sup>th</sup> – Bright Cheese (Blandford-Blenheim), 30 attendees
  - May 8<sup>th</sup> – Willow Grove Animal Wellness Centre (Norwich), 25 attendees
  - June 12<sup>th</sup> – Guns Hills (Norwich), 23 attendees
  - July 10<sup>th</sup> – Deep Purple Lavender Farm (Zorra), tbd
  - August 14<sup>th</sup> – Orange Door Acres (South-West Oxford), tbd
  - Join Us! <https://ruraloxford.ca/initiatives/networking>
- c. Tourism Innovation Grant Program
  - April 2<sup>nd</sup> – Community Futures Oxford, Tourism Oxford and Rural Oxford EDC visited the 3 winning business to deliver the \$3000 grant cheques

- d. EZT Bus Ride & Local Business Tour
  - April 5<sup>th</sup> – Rode the EZT Bus; spent an afternoon connecting with 9 local businesses and community partners; content creation for social media
- e. 5 NEW Local Stories added to our Newsroom
  - There are so many great stories to read about the people and businesses in Rural Oxford: <https://ruraloxford.ca/news>
  - Oxford Granite & Quartz-Transforming Visions into Reality (Norwich); A Night Out in Oxford Event (Norwich); Big Cheese Days are Back in Oxford County; Hoptacular Discovery leads to Mad Mash Brewery (EZT); Rural Oxford EDC Hands Out Local Business Awards
- f. Oxford Connection
  - May 15<sup>th</sup> to 18<sup>th</sup> – Attended SIAL Trade Show in Montreal
  - Planning Meeting for September FAM Tour & Manufacturing Matters Event
- g. Canada’s Outdoor Farm Show (COFS) – September 10,11 & 12, 2024
  - Confirmed partnership with COFS to run a vendor style booth during the Farm Show that will showcase up to 12 Rural Oxford businesses
  - Conditionally approved for 50% RED grant funding support (\$6500)
  - Program logo, Marketing Partner application form and webpage drafted: <https://ruraloxford.ca/discover>
  - Next Steps: Complete RED grant checklist by June 18<sup>th</sup> and wait to receive final confirmation and Contribution Agreement; launch program and promote the “Discover Rural Oxford” Marketing Partner (vendor) opportunity
- h. Community Connection Meetings:
  - Mash Up Labs with SCOR EDC; Workforce Development Partnership, WOWC; Policy Planning re: Ag Policies; Community Futures Oxford & Tourism Oxford; Oxford Connection re: Development Charges Study; Fanshawe Program Advisory Committee; Tour of CASS re: Youth Programs; Canada’s Outdoor Farm Show; Tourism Oxford’s 5-Year Strategic Plan Session; Submitted online feedback for Ontario’s Rural Economic Development Strategy Consultation

### **Governance & Administration:**

- a. Corresponded with Lawyer regarding Draft Bylaw No. 4, Articles of Amendment & Form 1 - Notice of Change Report
- b. Completed 2023 Year in Review Delegations with 5 Rural Township Councils
- c. Prepared for and organized two 10<sup>th</sup> Anniversary Committee Meetings
- d. April 19<sup>th</sup> Board Meeting Preparation