

June to Mid-September 2024 Economic Development Activity

Business Support:

- a. General Business/Marketing Support Interactions: 25
- b. Expansion, Location & Development Conversations: 11
- c. Business Visits: 20
- d. Events Attended: 5

Expansion, Location & Development Conversations by Industry:

Aquaculture, Agriculture, Residential Construction, Manufacturing, Downtown Rural Retail/Commercial, First Nations Healing and Learning Centre, Child Care Centre, Live/Work Development, Renewable Energy, Truck & Trailer Repair

Events Attended:

Bright Cheese & Butter's 150th Anniversary, FedDev's Funding Announcement in Support of Tourism in Oxford County & Southwestern Ontario, Berrylicious Sample & Savor Event, Sevita Community Appreciation Event, Canada's Outdoor Farm Show

Projects & Partner Collaboration:

- a. That's a Wrap on our Oxford Rural Entrepreneurs Networking Event Series!
 - April 10th – Bright Cheese (Blandford-Blenheim), 30 attendees
 - May 8th – Willow Grove Animal Wellness Centre (Norwich), 25 attendees
 - June 12th – Guns Hills (Norwich), 23 attendees
 - July 10th – Extended Beauty Spa (Zorra), 10 attendees
 - August 14th – Orange Door Acres (South-West Oxford), 25 attendees
- b. 3 NEW Stories have been added to our Newsroom
 - Rural Oxford EDC teams up with COFS on new exhibit; Tourism Oxford and Snyder's Family Farm utilize federal funding to enhance local tourism experiences; Ontario opens nominations for Excellence in Agriculture Awards
 - Learn More: <https://ruraloxford.ca/news>
- c. Oxford Connection FAM Tour – September 23rd & 24th
 - Oxford Connection partners hosted 50+ Industrial & Commercial Developers, Site Selectors, Realtors and industry partners at the bi-annual FAM Tour networking event designed to showcase opportunities in Oxford County

- d. "Discover Rural Oxford" at Canada's Outdoor Farm Show (COFS) – September 10,11 & 12, 2024 <https://ruraloxford.ca/discover>
- 15 Rural Oxford Businesses featured; 2 Staff + 9 Volunteers worked the Exhibit (including Tourism Oxford & The Small Business Centre)
 - 1000's of people visited the Exhibit located just inside Gate 2
 - Feedback survey being sent to participants and volunteers
 - Some early participant responses confirm this pilot initiatives success
 - Next Steps: Debrief Meeting to review lessons learned; Submit final report and expenses to RED Fund Administration

Here are 4 participant quotes:

"The opportunity to work together with other rural businesses and to have everything so well coordinated for our benefit was tremendous. I highly recommend being part of this opportunity and I hope that we are able to do it again!" - Stefan Cartmale, Bright Cheese & Butter Manufacturing Co.

"I was proud to be featured by ROEDC in the outdoor farm show. Not only was my brand well represented, but being featured along other rural Oxford businesses allowed for excellent networking, camaraderie and brand exposure. I would do this event again without a second thought." - Erica Merchand, Bear + Fox Apparel

"20/10. The exposure, collaboration, and community feel was amazing. It was very well organized. We felt supported, and felt treated like royalty. Amazing job!" - Alisha Wilson, Transitions Equine Assisted Learning

"Having the opportunity to showcase our products and build brand awareness at such a large trade show was very valuable to our business. Due to our small size, it would have been impossible to have our own booth and staff it for the length of the show, so the chance to work with ROEDC and other local small businesses was the perfect fit!" - Marja DeBoer-Marshall, The Golspie Dairy

- e. Business Outreach Meetings
- 20 of 25 Manufacturing & Agri-Food Business outreach visits complete-to-date
 - Some visits have been coordinated with MEDJCT, OMAFA & FedDev reps
 - Follow-up survey being sent to each company with business resources
- f. Community Connection Meetings:
- Tour Enbridge Dawn Hub with SCOR EDC; London Regional Employment Services; 4 Oxford County Economic & Development Planning Collaboration Meetings; EDCO Special Meeting; Woodstock Fair Grounds; Warden Ryan; Tourism Oxford & Small Business Centre; MEDJCT; OMAFA; FedDev; Canada's Outdoor Farm Show

Governance & Administration:

- Worked with K. Deprest on Draft 2025 Budget
- September 13th Audit & Finance Committee Meeting
- September 27th Board Meeting
- Renewed D&O Liability Insurance Policy