

≡ MADE IN ≡  
**GREY**

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MARCH 2017

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## COUNTY OF GREY

Economic Development

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Madeingrey.ca



# GREETINGS FROM GREY!

We are so excited to launch *Made in Grey*, the 2.0 vision of our quarterly economic development newsletter. There is so much happening across the County and we are here to share in this great opportunity to celebrate the good news, keep you informed and even a little entertained.

Our economic development team has grown and as we build capacity, we work even harder to build strong relationships and take action. We believe in boots on the ground... we need to be seamlessly connected with our businesses, member municipalities and regional neighbours. Economic development doesn't happen to individuals and it certainly doesn't take shape by sitting back. It happens through collaboration, engagement, vision and action.

Already in the first quarter we have found our feet and are eagerly on the move. Scaling up, export and local investment are all top of mind. On the local food front, we have met with Investment and Trade Specialists from Europe and the US. We are in the final month of a local food strategy that will pave our way for the next three to five years. On the development side, we have connected with developers in the GTA looking for rural opportunity. Thanks to our friends in Simcoe, we have also had the opportunity to meet Commercial Officers from around the globe (India, Brazil, Germany, UK, France and China) and begin discussions of investment and export. Locally, residential development is booming across the county and business retention and expansion efforts are underway.

The message is clear; there are tremendous opportunities and it is imperative that we make our business case by knowing and promoting our regional strengths. To see success, we need your help; it needs to be all hands on deck. What is good for one is good for another – economic development is regional at heart and thrives on the pride we each have for this community we call home. Work with us. Talk to us. Feel confident to count on us. We can be your conduit and your resource. We are here to listen and influence. In one way or another, our lives and businesses have all been influenced by our choice to plant our feet here, and that is something to celebrate. We look forward to this journey and we thank you for the pleasure of your company.

Here's to all that is Made in Grey.

Savanna Myers, Steve Furness, Philly Markowitz, Mary Jane Hills  
Grey County Economic Development Team

# 'ON THE COVER' GREY IS GROWING

Early results of the 2016 census were released on February 8th, 2017. The results show that Grey County is growing. The permanent population in Grey County increased by 1262 people from 2011 to 2016 representing a 1.4% increase. The number of private dwellings increased by 1079 since 2011. There were some municipalities in Grey County that had a slight decline in population with most showing an increase. The top three municipalities based on permanent population growth are Town of The Blue Mountains (8.9%), Grey Highlands (3.0%) and Chatsworth (3.0%). Despite a slight decrease in permanent population, the Municipality of Meaford increased the number of private dwellings by 263 since 2011 which is the second highest increase in Grey County. In fact, 8 of the 9 municipalities saw an increase in the number of private dwellings since 2011.

Over the past few months, the amount of development activity throughout Grey County has been increasing. The development activity being experienced is spread throughout the County and is close to the levels we were experiencing prior to the recession. The following are some highlights of the development activity over the past few months:

- In the Township of Southgate, there have been a total of 1000 residential units proposed within several subdivisions with over half of those units being draft approved. It is anticipated that two subdivision developments will begin construction later this year. A new commercial building has been approved in Southgate that will sell local food and other local items, including goods and products from the Mennonite community. A large expansion of a grain elevator and drying operation is being proposed in Southgate. Southgate has also seen development activity within their Industrial Park.
- In Hanover, there are approximately 175 residential units that have either been draft approved or have been applied for. There is also a new school that will be constructed in Hanover in the near future.
- In West Grey there is a large metal fabricating shop with a paint operation being proposed for farm machinery and trailers that will serve the agricultural community. The Viking Cives plant in West Grey that manufactures municipal snow and ice control equipment has also been approved for an expansion.
- In Grey Highlands there is a 17 lot plan of subdivision that was recently revised and draft approved in the Beaver Valley area. There is also a proposed new grocery store in Markdale as well as a new hospital. We also anticipate receiving residential subdivision applications within Markdale later this year.

- In the Town of The Blue Mountains, there have been a total of 1700 residential units that have either been applied for, have been draft approved or are being built within the Town of The Blue Mountains. This includes the Home Farm subdivision in Craigeleith, Second Nature subdivision, Plateau East subdivision, Windfall development and the Parkbridge development, just to name a few.
- In the City of Owen Sound, there is a 160 bed private long-term care facility that has been recently approved by the City, a proposed hotel and commercial space, the new Chapman House (Grey Bruce Hospice) that is currently under construction, the Sydenham Building that is underway, the proposed Redhawk subdivision across from the Hospital in Owen Sound, and a residential subdivision proposed on the former RCA lands.
- In Georgian Bluffs, an expansion has been approved to the Caframo operation that manufactures fans, heaters, stirrers and more. In Shallow Lake a new fitness studio was recently approved next to the arena. There is also an increase in building activity occurring within the Cobble Beach development.
- A new JK to Grade 12 school will be constructed in Meaford, in addition to a number of residential/commercial developments which have been approved, or are in their approval phases, in downtown Meaford. Meaford also recently passed their Economic Community Improvement Plan which includes a focus on rural and agricultural areas.
- A new Tim Horton's has been approved in Chatsworth, in addition to some building upgrades on the former village of Chatsworth's main street.

The above represents just some of the development activity that is currently being experienced throughout the County. For more information about current development applications, please visit the Grey County website at <https://www.grey.ca/planning-development/planning-applications> or you can visit the local municipal websites.

Over the past few months, the amount of development activity throughout Grey County has been increasing.

# MADE IN GREY CONTACTS

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# ROAD TO ICF

## INTELLIGENT COMMUNITY: WHAT DOES IT MEAN?

Intelligent Communities are those which have – whether through crisis or foresight – come to understand that our economy has changed and have taken conscious steps to create an environment capable of prospering in the digital world. They are not necessarily big cities or famous technology hubs. They are located in developing nations as well as industrialized ones and suburbs as well as cities.

## SMART CITIES

Smart City projects make cities work better. They apply information and communications technology to accurately monitor, measure and control city processes, from transportation to water supplies, the location of city vehicles to the performance of electric grids. Smart Cities are about saving money, becoming more efficient and delivering better service to the taxpayer.

## INTELLIGENT COMMUNITIES

Intelligent Communities are different. They seek to make better cities: places large and small, urban and rural, where citizens and employers thrive and prosper in the broadband economy.

Intelligent Communities adopt technology but do not make it their focus. Instead, they find vision-driven, community-based, technology smart solutions to their most urgent problems.

They make sure they have the broadband and IT infrastructure they need to be competitive. But they know it is only a means to an end. More of their energy goes into developing a workforce able to do knowledge work. More effort goes into crafting an innovation ecosystem where business, government and institutional partners create high-quality employment and meet social needs. More emphasis is placed on expanding access to digital skills and technology for those otherwise left out. More work goes into engaging citizens as advocates for progress.

Every Intelligent Community has Smart City projects underway. But many Smart Cities, limiting themselves to the immediate efficiency and cost benefits of ICT, have yet to take the first steps toward becoming Intelligent Communities. The 2017 Intelligent Community of the year nominees were evaluated on six indicators: broadband, knowledge workforce, innovation, digital equality, sustainability, and advocacy.

## Bluewater schools can help put you on the path to success!

SPECIALIST  
HIGH SKILLS  
MAJOR

Earn sector specific certifications, knowledge and experience with a focus on the future.  
Open to all Bluewater students.

[www.bwdsb.on.ca/success/SS\\_SHSM](http://www.bwdsb.on.ca/success/SS_SHSM)

**BLUEWATER DISTRICT SCHOOL BOARD**

### A multitude of skills and choice in Bluewater

- 1 Agriculture**  
Chesley District Community School
- 2 Arts and Culture**  
Owen Sound District Secondary School (Hairstyling & Fashion)
- 3 Construction**  
Kincairdine District Secondary School
- 4 Energy**  
Saugeen District Secondary School
- 5 Environment**  
Bruce Peninsula District School
- 6 Health and Wellness**  
Walkerton District Community School
- 7 Horticulture and Landscaping**  
Grey Highlands Secondary School
- 8 Hospitality and Tourism**  
Peninsula Shores District School
- 9 Information and Communications Technology**  
John Diefenbaker Senior School
- 10 Manufacturing**  
Owen Sound District Secondary School
- 11 Transportation**  
Grey Highlands Secondary School  
John Diefenbaker Senior School



The Southwestern Integrated Fibre Technology (SWIFT) project is a long-term plan to help the region compete, connect and keep pace in a changing digital world.

It's based on the simple principle that no matter who you are, or where you live or work, you deserve access to high-speed internet.

# Ultra-high-speed fibre broadband for everyone.

Demand for internet technology is growing faster than anyone could have predicted. What we do know is that internet access is now essential to how we work, learn, socialize and play. That is why SWIFT is aiming to build a far-reaching fibre network that would connect the entire region with high-speed services of up to 100 Gbps.

The \$270-million project is funded by the federal, provincial and municipal governments, and the private sector. SWIFT members will also include school boards, colleges, universities, the health care sector and First Nations communities to ensure everyone in the region benefits.



*SWIFT covers an area with more than 3.5 million people – about 10% of Canada's population – across nearly 20 counties and single-tier municipalities.*

## Why SWIFT?

### Supporting economic growth

Improved high-speed fibre internet will:

- Attract business and new investments
- Open up new marketplaces for local businesses.
- Provide opportunities for people to create new tech-based businesses
- Train workers through online education
- Attract and keep young workers in the region
- Make public services like healthcare, education and government, easier to access for everyone, and more efficient
- Help people stay connected to friends and family
- Improve access to online entertainment

## The SWIFT Model: Building a future-proof network

- SWIFT will expand the reach of existing fibre networks to about 350 internet access point or "Points of Presence" (POPs), including areas with population densities as low as four people per square kilometre. This will make it easier, faster and cheaper for internet service providers (ISPs) to connect homes and businesses to high-speed internet.
  - Providers who work with SWIFT will match public funding with their own investments to build broadband infrastructure. They will continue to own and operate their networks and deliver services directly to customers. SWIFT's role will be to hold providers accountable for fulfilling their commitments.
- A portion of the funding will help connect public services and large businesses to the fibre network.
  - Boosting high-speed service to governments, schools, hospitals, colleges and universities helps improve important public services, while giving the project the critical mass needed to expand fibre further throughout the region.
- SWIFT will be self-funding and sustainable. The Broadband Development Fund, which will come from a dedicated service fee, will provide matching funds to providers to keep expanding fibre connectivity to everyone.
- All providers will have equal access to the open fibre network, leveling the playing field and creating a more competitive marketplace that will better serve both urban and rural communities.



## Project planning

Building a network of this scale requires good planning. First, there will be a formal process to find out exactly what already exists and create more detailed plans based on the findings. Then contracts to expand fibre will be awarded through an open and competitive bidding process. There will likely be more than one phase to this process, with the earliest construction beginning in 2018.

<b>STAGE 1 (COMPLETE)</b>	Complete initial design, business plan and receive funding
<b>STAGE 2</b>	Complete final design, select ISPs through open, competitive bidding process
<b>STAGE 3</b>	Begin construction
<b>STAGE 4</b>	Complete initial construction



## FAQ

### Why does the region need help?

Many communities in the region don't have equitable broadband access to the internet. In rural areas, customers are too few and far between for providers to invest in new fibre networks. There can be challenges in urban areas as well. Low-income urban neighbourhoods can also lack services or choice in providers.

### When will I get better service?

SWIFT will bring fibre connections closer to businesses and consumers, making it easier for internet providers to provide "last mile" access to homes and businesses. Construction should begin in 2018, but it is still too early to say when homes and businesses will receive faster services.



The first priority will be to connect fibre to public sector organizations and larger businesses because these large users will help SWIFT get the critical mass it needs to expand services more broadly. This approach also helps improve public services and drive economic growth.

SWIFT will be a catalyst for improving broadband services. As SWIFT gets underway, residents can expect internet providers in the region to look for ways to increase their reach and services.

### How much will my internet service cost?

Internet providers will continue to own and operate their networks and deliver services directly to customers. SWIFT cannot set consumer pricing. However, by building an open fibre network that is closer to homes and businesses, SWIFT aims to create a more competitive marketplace, with more competitive pricing.

# Grey County named to **TOP7 INTELLIGENT COMMUNITIES**



On February 9, 2017, Grey County was named one of the Top7 Intelligent Communities of 2017 by the Intelligent Community Forum (ICF). The announcement was made at the conclusion of “The Internet of Cities Forum” in Taipei, Taiwan.

“We are incredibly honoured to be named one of the world’s Top7 Intelligent Communities,” said Alan Barfoot, Warden of Grey County.

“This is an outstanding acknowledgement for our region. We face many unique challenges in our rural area and being named to the Top7 recognizes our community’s ability to face challenges head on and persevere.”

Grey County was named to the Smart21 Communities in 2016 and was invited to apply to the prestigious Top7 designation.

“We’re thrilled to have the opportunity to compete among the world’s top seven intelligent communities,” said Savanna Myers, Manager of Economic Development for Grey County. “We have learned so much about ourselves throughout this journey and are incredibly impressed by the innovative threads

weaving our region together. We have a lot to be proud of and it is thanks to the vision and action taken at all levels of the private and public sectors in Grey County.”

The Top 7 announcement is the second stage in the ICF’s annual Intelligent Community Awards, with the third and final stage of naming the Intelligent Community of the Year in June, 2017 in New York City.

The other communities named to the Top7:

- Chiayi City, Taiwan
- Edmonton, Alberta, Canada
- Ipswich, Queensland, Australia
- Melbourne, Victoria, Australia
- Moscow, Russia
- Taoyuan, Taiwan

Grey County has been actively working towards Intelligent Community recognition since 2015, making its first application to the ICF in 2015. Some of the innovative initiatives that helped get Grey County on the ICF’s radar include:

- Municipal leadership and administrative support for the SWIFT Network

- Commitment of an additional \$1 million to support the expansion of fibre optic broadband in Grey County
- The Shared Purchasing Consortium of Grey-Bruce
- The Ag 4.0 Summit and Innovation Tour
- The expansion of LaunchPad youth activity centre in the Town of Hanover
- The state of the art Marine Emergency Duties training and research centre at Georgian College Owen Sound Campus
- Specialist High Skills Major Programs through the Bluewater District School Board
- MOVIN’GB Coordinated Rural Transportation Pilot
- Excellence in library-based technology training at the Owen Sound & North Grey Union Public Library
- Grey County’s Sustainable Forestry Certification and Green in Grey initiative
- ‘Recolour Grey’ public engagement campaign and five-year review of the County Official Plan
- Private sector success stories highlighting innovation and growth in our region.



## 4th Annual **REGIONAL JOB FAIR**

**MARCH 8, 2:00 TO 6:00PM HERITAGE PLACE SHOPPING CENTRE**

Employers can register with Amy Norris at the YMCA (519-371-9222 x 230 or [anorris@ymcaowensound.on.ca](mailto:anorris@ymcaowensound.on.ca)). The event is free for employers and members of the public to attend.

**MadeInGrey**

Brought to you in partnership: Grey County Economic Development, YMCA Employment Services, Georgian College, Four County Labour Market Planning Board, City of Owen Sound.





# LaunchPad, Made in Grey

Launch Pad Youth Activity & Technology Centre is creating new initiatives that allow adults to support local youth while participating in a fun learning environment.

On Thursday, February 9th, Launch Pad hosted our first “Guest Chef night” – an event that promotes the talents of local Chefs; enhances the culinary skills of local youth; and delivers a unique dining experience for local community members.

Chef/Owner of Isabelle’s Takeout, Richard Fairburn, created a multi-course meal for 12 guests who were able to learn a few culinary tips, enjoy a social evening with friends while dining in Launch Pad’s new commercial learning kitchen. The evening also provided an opportunity for Richard to mentor a young Launch Pad member Kirsten Chamberlain. Kirsten is a grade 11 student who is currently enrolled in the OYAP Dual-Credit Level 1 Cook Apprenticeship Program. Her passion for cooking and willingness to volunteer made her a great sous-chef! Richard Fairburn is an entrepreneur who has recently moved back to Grey County with his young family to establish some roots and grow a successful

business. Together with his partner Elisa Downie, they have taken a traditional take-out menu and added their creative flare with local fresh ingredients. Check out their Facebook page: [www.facebook.com/isabellestakeout/](http://www.facebook.com/isabellestakeout/)

Along with our Guest Chef nights, Launch Pad will be hosting other events and opportunities for adults to participate in different activities outside of Launch Pad’s regular operating hours. The profit from these initiatives goes towards ongoing youth programming at Launch Pad. In the upcoming months, spring will bring more Culinary Skills Nights, Learn to Weld class and community events for all ages. Check out our calendar in the spring at [www.yatc.ca](http://www.yatc.ca) or contact us at (519) 506-6300. As a not-for-profit, Launch Pad is always accepting donations and sponsorships to enhance skill building opportunities for youth. However, these additional initiatives allow for local community members to actively support our youth, and if you do not want to participate in our activities, then you can always rent our space and make your event! Either way, funds go to our youth and help them to – Explore their Curiosity, Discover their Niche and Enhance their Skill Set!

# Why EMC?

Everyday, thousands of Canadian manufacturers are connecting through **EMC ...** to skills and training, vital programs and resources, and **EACH OTHER**



- CMN
- ENERGY
- MANUFACTURING ESSENTIALS
- PEER TO PEER NETWORKING
- LMI RESOURCES
- TRAINING & COACHING
- FOOD & BEVERAGE
- HEALTH & SAFETY
- EMC DIRECT
- SR&ED
- MEMBER NEEDS HELP
- RISK MANAGEMENT

As a member-driven consortium we are often asked what the single most important aspect of any successful manufacturer is. Our members have told us that in order to be successful in today's market place manufacturers require everyone from the owner and general manager to the shift supervisors and employees to actively participate and contribute.

Success, however, is not always easy to achieve, which is why it is crucial to use all of the tools at our disposal. Most manufacturers today have found ways to adapt to the current market challenges in stride; however, the global economy, difficulties in attracting and retaining a skilled workforce and the introduction of carbon taxes are all creating new challenges to trying to achieve success.

The good news is, as a manufacturer you are not alone.

Manufacturers all around you are dealing with the same challenges you are right now. They may be on your street, in your town or in your region and, like you, they produce a whole range of products. Some may be struggling to resolve the same challenges you overcame last week. Others may have found solutions to the challenges you are facing today. Think about it. You drive by their buildings everyday on the way to work. And, in many cases, you likely don't even know who they are or what they do, yet you share something extremely powerful in common. You are both manufacturers trying to thrive in an increasingly volatile and complex marketplace.

Fortunately, bringing people together at the grassroots level with a consistent focus on increasing participation is the foundation of what we do at Excellence in Manufacturing Consortium.

We understand that no one company has it ALL figured out, and we have seen first-hand what can happen when companies and the experts who work within them share their experiences and trade ideas. Great things happen including powerful dialogue and brainstorming that often sheds light and new perspectives on existing challenges. The biggest challenge for some is getting their heads around the idea that it is okay to explain how your first attempt to do something failed. It can happen to anyone and you learned from it. Sharing is a learned skill that comes with practice. Help someone out, they help you, nobody loses and you become a better, more successful manufacturer. Attend a couple of our member strategic interest groups and you'll quickly see for yourself the power of collaboration.

Besides our core business of facilitating these Strategic Interest Groups (SIG) that encourage peer-to-peer networking, EMC also offers a vast array of programs that serve one purpose - to make your job easier and increase your bottom line. Member Needs Help, for example, is our proprietary service where members pose anonymous questions and receive answers from their peers – other manufacturers. This information can't be found on Google and has allowed EMC and our members to accumulate a comprehensive database of sample policies, templates and answers from manufacturers across Canada. Sharing is also a cornerstone in our manufacturing-specific Safety Group- the only one offered in Ontario.

For many of our EMC members, "sharing to optimize learning, expertise and resources, to achieve world class" has become a reality. Of course, they will tell you their success has come at a small price. It takes a commitment of time and a willingness to contribute to achieve value from sharing. As our members often say, "membership has its benefits." So what are you waiting for? .The manufacturers down the street want to meet you and so do we.



**Excellence  
in Manufacturing  
Consortium**

**About EMC:** Excellence in Manufacturing Consortium (EMC) is a unique not-for-profit organization dedicated to helping manufacturers grow and become more competitive at home and around the world. EMC has grown to become Canada's largest manufacturing consortium and, with over 1,000 hands-on industry events annually, is one of the most active manufacturing organizations in North America!

For more than a quarter of a century EMC has been responsible for contributing significant knowledge, expertise and resources towards the success of over 13,000 active consortium and online members in every province and territory across Canada. EMC comprises nearly 60 consortium regions spanning more than 450 communities and communicates with a total audience over 40,000 manufacturing employers and more than 600,000 manufacturing employees.

EMC Canada Head Office: Owen Sound, Ontario  
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[www.emccanada.org](http://www.emccanada.org)

**PHOTOS**

*Top: 2017 EDCO Conference, Toronto Ontario, February 2017  
Empowering Manufacturers. Powered by EMC.  
Bottom: Networking Event, Chapman's Ice Cream Hosts*



# SAVE THE DATE:

## WARDEN'S BREAKFAST

### Wednesday April 26

7:30 to 9:00am  
Cobble Beach  
Details to follow.



# Grey Launches Municipal Partnership Fund

Grey County Economic Development Staff, with the endorsement of Council have launched a Municipal Partnership Fund as a new pilot project in 2017. Municipal projects, which provide local impact aligned to the broader County 'Open for Business' vision are eligible to receive up to \$5,000. This fund is intended to demonstrate the County's commitment to collaborating with member municipalities in an effort to implement regionally inspired economic development initiatives at the local level.

The fund promotes regional action through collaboration and championing. Projects will be identified and operationalized at the local level. Funds can be used to support the creation of new projects, enhance the delivery of current projects or be used to leverage additional project dollars. Projects are not meant to 'make-work' for municipal staff. Instead, the funds are there to show County support for economic development actions that add value at the local level. Grey County Economic Development Staff are happy to discuss options with municipal partners and identify collaborative ways to realize implementation where local staff resources may not be readily available.

Grey County is currently collaborating with municipal partners to become investment ready. Though there has been success through regional job fairs, training and marketing efforts for example, many economic development initiatives are still required to create a balanced foundation for future efforts. This project will provide the support necessary to take the first step.

*\$45,000 from the County's economic development reserve fund will be used to support the development of this pilot program, allowing up to \$5000 per municipality in 2017.*

# Planning Staff Continue to Recolour Grey

Grey County is reviewing the County Official Plan through a project called Recolour Grey. Following a busy Summer and Fall of 2016 participating in community events, the County received lots of great suggestions from the public and local businesses.

Based on this public feedback, the County recently partnered with University of Waterloo students to complete a study on agricultural lot sizes. A copy of this study can be found on the County website at [www.grey.ca/planning-development/planning-and-development-studies](http://www.grey.ca/planning-development/planning-and-development-studies).

Other comments received suggested that County policies need to better reflect and support youth and older adults, while not forgetting about all age groups in between. As such, the County is partnering with a group of University of Guelph Rural Planning and Development Master's students to investigate these issues. In addition to a survey posted on the County website, the students will hold small-scale community engagement sessions with both youth and older adults to determine the needs identified by Grey County residents. There will also be outreach to community groups and key stakeholders. Once results from the community engagement sessions and surveys are summarized, the students will review policies from other age-friendly communities that are similar to Grey County. Recommendations will be given to inform policy that promotes the vitality of age-friendly communities within Grey County. More information on this project including a link to the survey can be found at [www.grey.ca/planning-development](http://www.grey.ca/planning-development).

If you have any questions about these projects please do not hesitate to contact Scott Taylor at [scott.taylor@grey.ca](mailto:scott.taylor@grey.ca) or 519-372-0219 extension 1238.

Stay tuned for further Recolour Grey updates coming in the Spring and Summer of 2017.

# COMMUNITY PROFILES HAVE MADE THEIR WAY TO THE 21<sup>ST</sup> CENTURY

Grey Economic Development is excited to introduce online community profiles for the County and all member municipalities. The previously thick printed copies have been replaced with online versions that are quick and nimble, easily accessed and regularly updated as new data becomes available. Thank you to Davie and the team at Townfolio for delivering such an innovative solution to a necessary data set.



GREY COUNTY PRESENTS:

# PLANNING 101

Do you understand planning as well as you'd like to? We sure don't! But, we want to learn and Grey's Planning team has offered to teach us! The Planning 101 sessions will include a full planning overview, plus an Interactive Session and an overview of the Grey County Planning Process. Please join us!

CHOOSE YOUR SESSION:

**MARCH 24, 2017** 1:30 TO 3:30PM

Neustadt Community Centre, 183 Enoch St., Neustadt, ON

OR

**APRIL 11, 2017** 9:30 TO 11:30AM

Meaford Hall, 12 Nelson St. E. Meaford, ON

**RSVP** to Mary Jane, [maryjane.hills@grey.ca](mailto:maryjane.hills@grey.ca)  
or 519-376-3365 ext. 6108  
by March 21 and April 7



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[savanna.myers@grey.ca](mailto:savanna.myers@grey.ca)

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**GREY COUNTY ECONOMIC DEVELOPMENT**

595 9th Avenue East Owen Sound, ON N4K 3E3

 /MadeInGrey

[MadeInGrey.ca](http://MadeInGrey.ca)





# BLUEWATER WOOD ALLIANCE (BWA)

Bluewater Wood Alliance Plant Tour Focus Group Attracts Over 50: Largest Tour Group Yet!

The shop floor is where “rubber hits the road” when it comes to running your business. It is the place where Bluewater Wood Alliance (BWA) members feel most at home. Being on someone else’s shop floor opens your mind to new ideas, and helps you to envision solutions to your own problems. It also helps you to realize how good you really are already, and where you have opportunities for improvement!

The BWA Plant Tour Focus Groups are facilitated in such a way to be relevant and valuable to both the host, and visiting members. They are becoming very popular, which is shown by our largest turn out for one of these tour groups with more than 50 people January 25, 2017!

GCW Cabinetry in St. Thomas had a challenge with their panel processing area. They wanted to improve the flow, increase their production capacity, and reduce part handling. This also included brainstorming the best option for a drilling machine to complement their beam saw. Other considerations were reducing material waste and managing their offcuts.

Diverse perspectives on solutions are drawn not only by fellow manufacturers, but also by BWA supply chain members who are selected by the host to attend. GCW requested 7 BWA supplier members to attend. These included machinery and tooling manufacturers, software solutions providers, and Sepp Gmeiner of Lignum Consulting. When you put the ideas of manufacturing members alongside subject matter experts, the result is a very powerful collaborative consultation that can only take place when members are engaged, and it is facilitated effectively.

The event started with an introduction to the GCW business model and an overview of the area of the shop under scrutiny. They provided some schematics of the flow, and the group reviewed the improvement exercise before venturing out on the shop floor. This was followed by a debrief in the GCW showroom.

Some of the suggestions included the following themes:

- Return conveyor strategies
- Operator job design at the out-feed areas
- Part sorting strategies
- Yield challenges/strategies: saw vs. CNC
- Scheduling strategies
- Supermarket kanban opportunities
- Use of colour coding components
- Barcode labelling methods
- Use of white boards for communication
- Error proofing operator processes
- Interloping part strategies

Another valuable part of the day was the time that members had to connect with one another. Long after the session ended, members continued to linger, and network with each other. Many new supply opportunities have come from these connections made within the cluster. If you would like more information on the BWA so you can attend these events, please contact BWA Executive Director Mike Baker at: [manager@bluewaterwoodalliance.com](mailto:manager@bluewaterwoodalliance.com)





# CANADA-ONTARIO JOB GRANT

## Receive up to \$10,000 to train YOUR employees!

As an employer, you are in the best position to identify the skills your business needs or areas where you are having difficulty finding workers with the right skills.

The NEW Canada-Ontario Job Grant allows the cost of training to be shared between the government and the employer.

For example, Company ABC has an opening for a construction site manager. Patrick, a long-time construction worker, is hired, but he needs training in project management. The cost of the training is \$3,000. Company ABC applies for and receives a Canada-Ontario Job Grant for \$2,000. Company ABC pays the remaining \$1,000. Patrick gets training for a new job and Company ABC gets the right person with the right skills.



# MUNICIPAL PARTNERS UPDATE

## OWEN SOUND

### Attack Provide Warm Feeling During Winter Months



When temperatures dip in the cold winter months, so do the profit lines of those involved in hospitality industry. But there is one constant flame in Owen Sound that has lit a fire inside Grey County residents for years, warming the coffers of business owners in the Scenic City as they wait for the busy summer tourism season.

While some may view the Owen Sound Attack as just a hockey team, few take into account the positive economic impact that they have on Owen Sound's hospitality industry...unless you've tried to get a table at a local restaurant prior to a home game, that is.

"I'd say we're fairly lucky in the winter months, but you definitely know when the Attack are playing," stated Stan Dimakos, owner of Shorty's Classic Grill. "We have our regulars before and after the games. It's not just Owen Sound. Customers are coming from all over and we even get the regulars who follow their own team on the road to play Owen Sound. I am sure a lot of the other restaurant owners and operators would say the same thing. It's definitely noticeable."

The Owen Sound Attack operates in the smallest Ontario Hockey League market and the second smallest in the 60 team Canadian Hockey League, sitting just a rung above the Swift Current Broncos. Expanding their reach throughout Grey County isn't just a feel good story, it's a well thought out survival tactic.

"Tapping into those outside communities is vital to our long term success." says Shaun Bisson, Director of Communications and Community Events for the

Attack. "Through our efforts in the public schools to the efforts of our Group Sales Coordinator, Matt Christie - we are constantly finding new ways to expand our reach and message in Grey County to bring more traffic through our gates."

Bisson added, "The majority of those in the hospitality business are corporate partners of ours, so it is very satisfying to see their support of our organization being rewarded."

Averaging just over 3000 people per game in a 2950 seat arena is no easy task, which makes the reach through Grey County all the more vital. The Attack relies on season ticket holders in Meaford, Hanover, Thornbury, Durham and everywhere in between giving up their Saturday nights at home in favour of a red plastic perch at the Bayshore. Groups come, sometimes by the hundreds to catch their team in action, all while supporting local businesses in some way, shape or form. And it is their team. They know the players and even though they aren't from Owen Sound, they care about them. It's a Grey County thing.

The Economic trickle down isn't just "food" for thought. The Attack account for roughly 12 fulltime and 40 parttime jobs in Owen Sound, support countless local charities through a variety of large scale initiatives and have you ever thought about getting a hotel room at the Best Western last minute on a game night? Don't sleep on it...

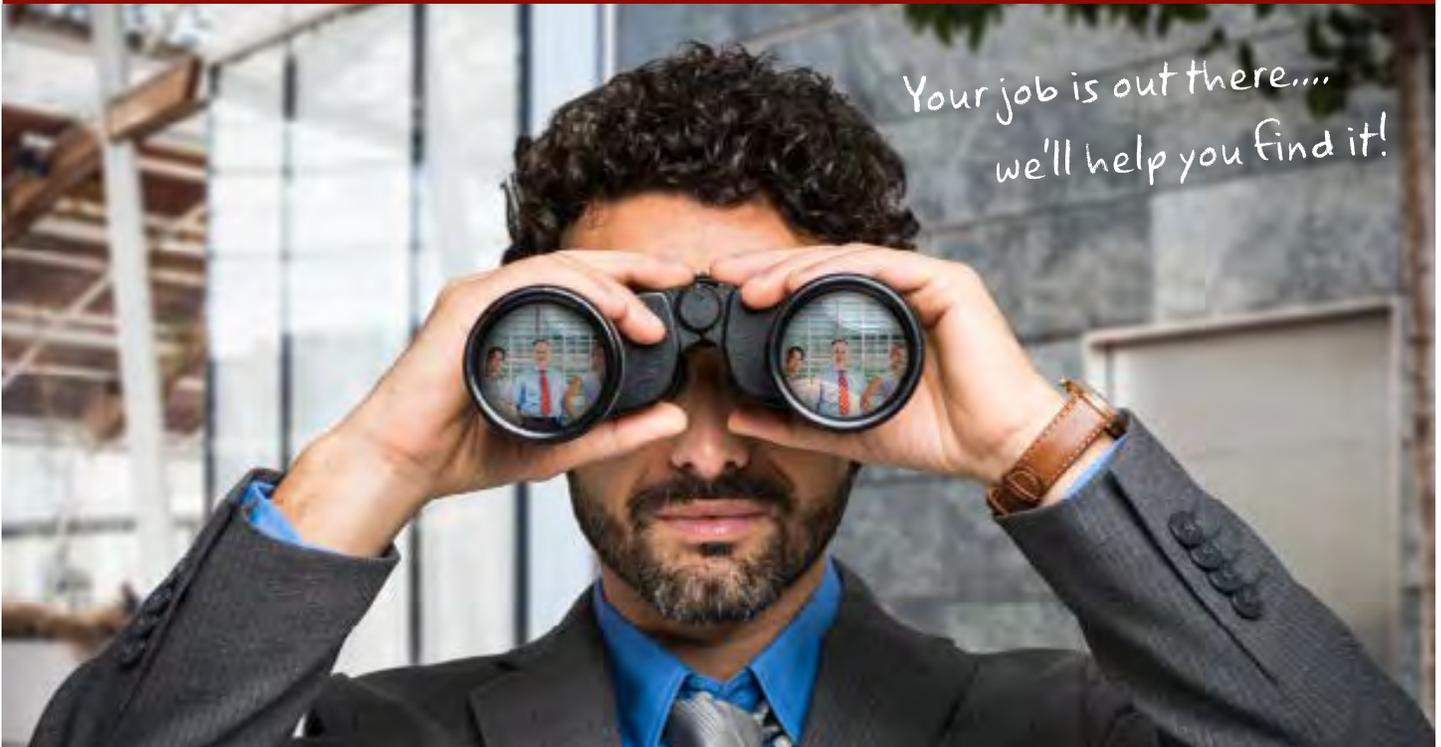
The City of Owen Sound and the Owen Sound Attack are a lot like the couple who fell in love during High School during the 80's. People thought they would never make it through the first summer together, but here they are still together 27 years later and loving every minute of it.



# SAVE THE DATE

# West Grey Job Fair

**Date:** Thursday, March 23, 2017  
**Time:** 2:00pm - 6:00pm  
**Location:** Durham Community Centre  
451 Saddler Street West, Durham



**More details coming soon**

[westgrey.com](http://westgrey.com)

[ymcaowensound.on.ca](http://ymcaowensound.on.ca)



**EMPLOYMENT  
ONTARIO**



# MUNICIPAL PARTNERS UPDATE

## MEAFORD

### Big Red Chair Tour for the win.

There are some big things happening in the Municipality of Meaford where their Big Red Chair Tour wins big at the Economic Development Council of Ontario's 2016 awards for Partnership and Collaboration in the 10,000 – 50,000 population category. The tour began in 2015 with the support of the Georgian Bay High Schools shop class who built the first set of chairs. In 2016, 5 more chairs were added with the help of a new group of students from the high school and a local furniture maker, Scott Gooch, bringing the total number of chairs on the tour to ten. The chairs were strategically placed throughout the Municipality in scenic parks and highly visible locations. A panel was also added to the back of the chairs in order to link them together so locals and visitors could find all ten. These panels highlighted not only where the chairs were all located, but also highlighted a unique local history story as well as two other nearby attractions or things to see and do.

If you missed a chance to take the tour in 2016, you'll have another chance starting in May of 2017 when the chairs return to their designated locations. In 2017 the tour will remain much the same as people continue to discover them. One change for 2017 is our new partnerships we've formed with our

destination partners, which include Blue Mountain Resort, Scandinave Spa, Walters Fall Inn, Scenic Caves and more, who will each host a chair for one month, thereby linking their visitors with all the activities and fun the Big Red Chairs provide. Watch for our Big Red Chairs from May 1st to October 31st, 2017 and be sure to bring your camera!

### Building Boom

The Municipality of Meaford had an exceptional year for new building permits, with values over \$27 million. In 2016, 33 new homes were added to the community and the strong real estate market looks to continue in 2017 after a record breaking 2016 in the Southern Georgian Bay area. The Municipality of Meaford currently has several developments, totaling over 800 units in various stages of development, some already taking out building permits and more to be announced in the near future. The majority of development is within the residential sector, including intensification in the urban core near the waterfront. Meaford continues to be an affordable community in which to purchase or build your new home. With its scenic vistas, beautiful waterfront, desired recreational activities and outstanding culture, the Municipality of Meaford appears poised for an even better year in 2017.





## Arts & Culture take centre stage

The Municipality of Meaford is home to the Meaford Hall Arts & Cultural Centre, the premier facility of its kind in the region. Meaford Hall had a fantastic 2016, with 133 bookings of the Opera House section of the building for such things as live performances, movies, conferences and private rentals. In total over 17,000 tickets were sold in 2016 for events that Meaford Hall organized and executed. The Opera House is currently undergoing a renovation which will see close to 100 new seats added to bring the new total capacity to nearly 350 seats. The economic spin offs from this facility to the businesses community was the topic of a study recently in partnership with the Georgian College Barrie campus. An internship student, Aditya Rungta was hired to collect and analyse data during the 10th anniversary of the Meaford International Film Festival, from Sept 1st – 4th, 2016. While this accounts for only a small sample of all the activities that occur at Meaford Hall over the year, it was a starting point to understand the impact Meaford Hall may have on local businesses. During the event over 100 surveys were collected to determine the direct, indirect and

induced impact the festival has on the community. It was concluded that the four day event created an economic impact by visitors (not including the local population) of approximately \$23,000 to the local business community.

Extrapolating the average economic impact per day generated by the Meaford International Film Festival and one could conclude that Meaford Halls impact on the local business community each year is within a range of \$250,000-\$500,000 per year, or more. One item that was noted from the study was the opportunity for new or expanded accommodations as it was mentioned frequently that many visitors found friends or relatives to stay with rather than local accommodations. The Economic Impact based on the information generated from the Meaford International Film Festival not only revealed the great success of this particular event, but the impact the Meaford Hall Arts & Cultural Centre has on the community and the opportunities that exists for new developments in both the accommodation and food sector to compliment Meaford Hall.

CONGRATULATIONS TO BLUE MOUNTAIN RESORT ON  
YEARS OF FUN, FAMILY AND ADVENTURE

75



**TOWN OF THE BLUE MOUNTAINS**  
THORNBURY | CLARKSBURG | BLUE MOUNTAIN VILLAGE  
[WWW.THEBLUEMOUNTAINS.CA](http://WWW.THEBLUEMOUNTAINS.CA)





# BLUEWATER ANGELS

## BLUEWATER ANGEL INVESTOR GROUP ACCEPTING APPLICATIONS

High-growth businesses in Grey-Bruce have a new source of potential financing and mentoring with the start of an angel investor network in the region.

Bluewater Angel Investor Group is now accepting applications for private sector funding. The Angels are prepared to invest in scalable existing businesses and startups, in companies going through a transition in leadership and ownership, and in businesses coming to this area that want local financing and knowledge.

Bluewater Angels collectively have about \$5 million of their own money they are willing to invest in local businesses. Angel investing, while new to this area, has provided considerable economic stimulus throughout Ontario, with some \$250 million invested in 400 Ontario companies since 2007. Angel investments often complement funds raised by entrepreneurs from family, financial institutions, and government agencies and programs. The local Angels all have extensive business leadership backgrounds, many as successful entrepreneurs.

Angel investors make individual investment decisions based on the quality of applicant businesses. Often, a group of individual angels will collaborate on an investment, which can range from tens of thousands to several hundred thousand dollars. The investment can take many forms, including equity, debt or debentures.

“Economic growth and a strong and healthy local economy are important to residents and business owners throughout Grey County. Our economic development team at Grey supports the Bluewater Angels initiative and will work closely to help identify and nurture growth-oriented businesses,” said Alan Barfoot, Warden, Grey County.

Bluewater Angels encourages growth businesses to apply for financing, and is also seeking more Angels and private sector sponsors to join the network. Information can be found at [www.bluewaterangels.ca](http://www.bluewaterangels.ca)

## WHO SHOULD APPLY:

- Start-up businesses that are scalable
- High-growth companies
- Businesses in succession transitions
- Businesses willing to relocate or establish a presence in Grey-Bruce

# MUNICIPAL PARTNERS UPDATE

## BLUE MOUNTAIN

### Celebrating 75 Years of Blue Mountain

It took Jojo Weider's vision to see the potential for a ski club in what is now known as Town of The Blue Mountains. Blue Mountain established itself as the premier ski destination in Ontario, and welcomed skiers, and would be skiers, with open arms. Blue Mountain's commitment to a high quality ski product, ski education and customer service ensured that it continued to grow and innovate, keeping it at the forefront of the industry. As Blue Mountain Resort grew, so did the community. Many folks can recall their first job at Blue. Many stayed in the ski business and became leaders in the industry – whether as ski instructors, resort operations managers or in the exploding tourism market. Many started new businesses that sprung up around Blue as the demand for ski equipment, a delicious meal or accommodation grew.

Today, many of our residents and businesses can tie their reason for living and working here to the good times they had on the hills at Blue Mountain. Businesses that arose from the growing tourism economy in the area have flourished as Blue Mountain Resort focused on creating a year round resort and adventure destination. Tourism led to development as visitors to the area figured out that they could live near the skiing of Blue Mountain and summer on the shores of Georgian Bay. Through many changes, Blue continued to expand and grow the core business that remains the heart of South Georgian Bay region.

Today, Town of The Blue Mountains is experiencing record breaking tourism visits and strong residential and business development. The region has become a truly year-round destination as more and more



people see the benefits of the healthy, active lifestyle exemplified by the area.

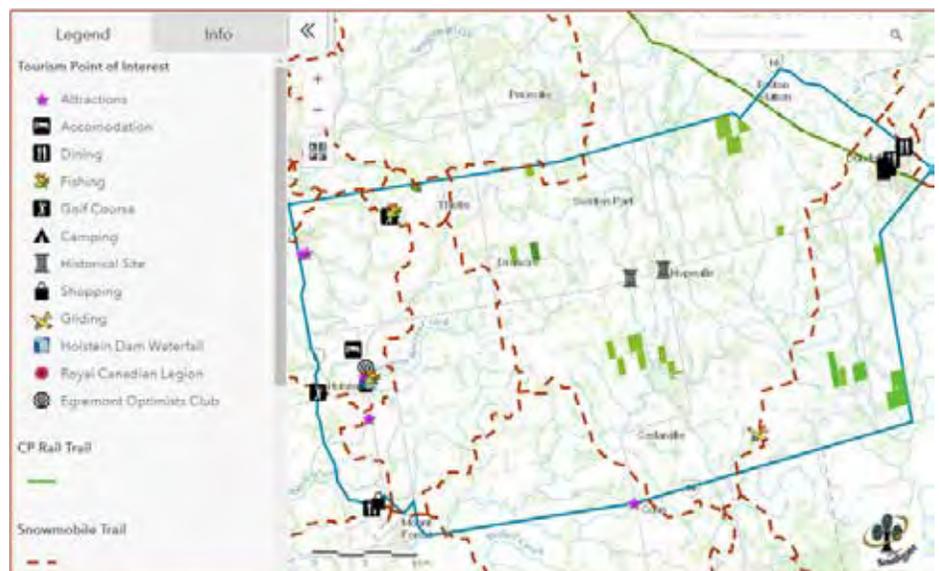
The Town thanks Jojo Weider and his family for their vision and Blue Mountain Resort for their commitment to providing an exceptional tourism destination. Here's to a future of more first jobs becoming careers, more first runs on the bunny hill turning into a lifetime love of snowsports, more first visits turning into second trips and maybe even a life built in the beautiful Town of The Blue Mountains.

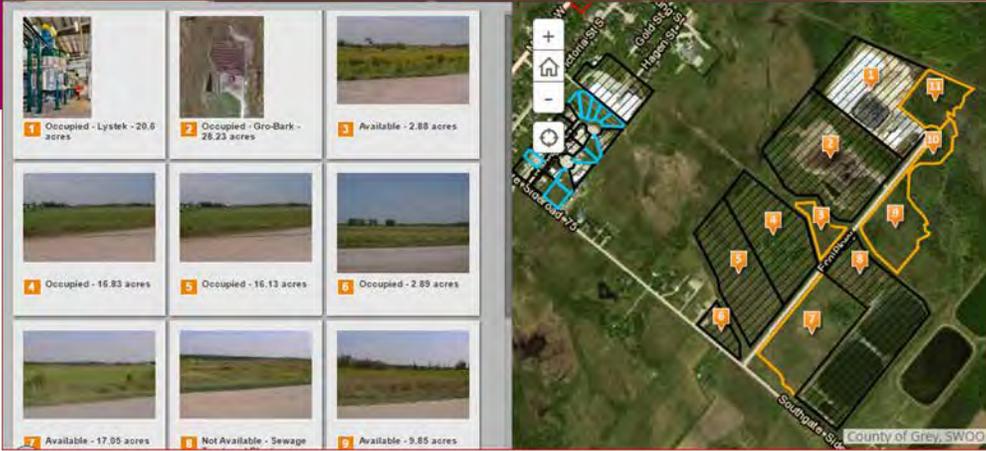
## SOUTHGATE

### New Interactive GIS Maps in Southgate

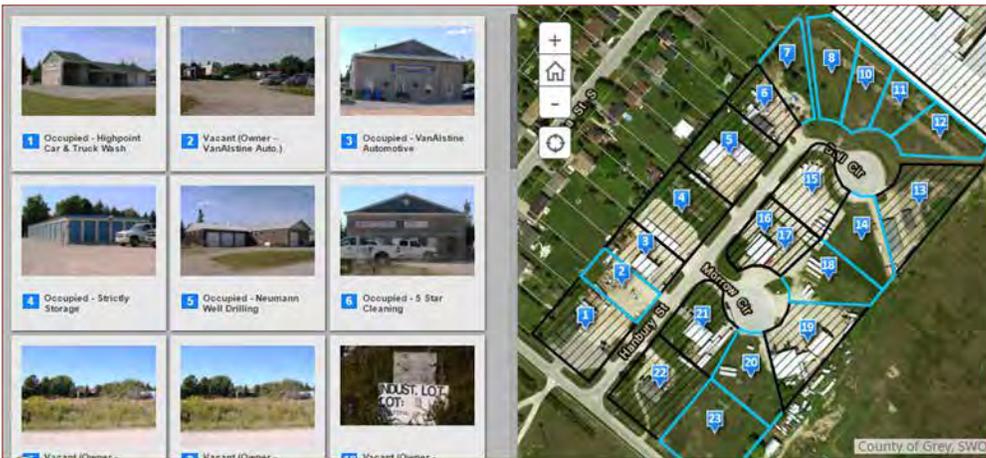
The Township of Southgate has launched 5 interactive GIS Mapping applications to promote Southgate to investors. These GIS maps show sites in Southgate including sites occupied by businesses and those lots or buildings that are available for sale. The maps include the Eco Park, Hanbury Industrial Park, Dundalk Downtown Businesses, Vacant Commercial Buildings and Tourism Maps. The maps were developed by Southgate Economic Development and Tourism and the County of Grey's GIS staff.

Southgate Tourism Map





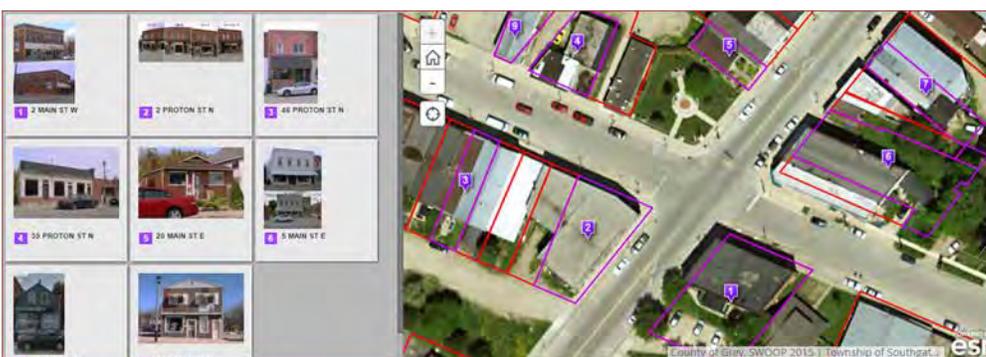
Eco Park Map, Dundalk  
 These GIS maps show the Eco Park in Dundalk, including the sites occupied by industry and those lots that are available for sale.



Hanbury Industrial Park Map, Dundalk



Downtown Dundalk Businesses



Vacant Building Space in Dundalk

# MUNICIPAL PARTNERS UPDATE

## GREY HIGHLANDS

### Canada 150

Exciting things are happening in Grey Highlands in this year of Canada's 150th birthday. The municipal Canada 150 committee and local community groups are planning many local celebrations in addition to our annual events. Two of our fall fairs – in Feversham and Rocklyn – both host their 150th fairs this year!

### Seven Walking Tours in development

Thanks to funding from the province of Ontario's ON 150 Community Celebrations program, plans to develop seven local Walking Tours in our community of communities are now underway with local volunteer input. These will be launched in partnership with community groups as part of various special events throughout the year. A Passport program is also in development to direct visitors and tourists to scenic locations and special events throughout Grey Highlands.

The committee is working with the newly-announced Grey Highlands Poet Laureate, Sharon Sinclair, on various workshops and a legacy project where local residents are being asked to submit heritage stories about people who inspire them for a book to be published to celebrate local history. The poet laureate was announced at the first Mayor's Levee, held on January 1st.

A commemorative community calendar is being compiled to list all events and will be launched March 21st at the Canada 150 Roundtable at the Grey Highlands Public Library in Flesherton. The committee hopes to announce specific Walking Tour launch dates and additional funding there as well.

### Tourism Advisory Committee In Action

The municipality's Tourism Advisory Committee (TAC), formed last year with council acceptance of a new Tourism Destination Development Plan, is working with local industry to build up the community's local tourism attractions so as to draw more people to the area through an action plan developed from the plan. Workshops have already been held in storytelling and experience development. The plan will move forward as it notes the municipality needs to develop its assets – as in people, establishments, businesses, festivals and events and natural resources - into experiences to build a viable tourist destination and become tourism market ready. So, the TAC's enthusiastic team is spreading its contagious spirit with upcoming workshops, including a three-part series on digital marketing by Kirsty Stevenson on Tuesday, March 21 discussing Online



Presence and how to do it effectively; Tuesday, April 18 on Getting Found Online with strategies and tactics to stand out online; Tuesday, May 16 covers Using It - on how to build an effective online campaign and develop a deeper understanding of content marketing and analytics.

On Tuesday, June 6 TAC will host an evening with Chris Hughes who believes "A tourism product is an experience that attracts visitors to a community... creates a memory, a feeling and is what people talk about after the trip time and time again... discover the next experience that will create positive memories for your guests." Then on October 16 they will host an Experience Development 101 workshop with Kim Clarke, Tourism Experience Development Specialist, with BruceGreySimcoe.

Stay in touch with this initiative through emailing [tourismadvisorycommittee@greyhighlands.ca](mailto:tourismadvisorycommittee@greyhighlands.ca)



## Seniors Forums explore Age Friendly Community

As part of ensuring Grey Highlands is moving to become a more Age Friendly Community, the municipality has undertaken the development of a Seniors Advisory Committee. With the help of the Council on Aging Grey Bruce Owen Sound (COAGBOS), eight public Seniors Focus Groups were held throughout February to hear what our seniors need and what creative solutions and collaborations may assist people to comfortably age in place within a supportive community.

Public forum notes are being compiled with a steering committee to drive the formation of the advisory committee meeting at the end of February. The COAGBOS, as the project consultant, will prepare a report to be presented to Council in March. The resulting Seniors Advisory Committee will then inform municipal decision making and participate in the regional Council on Aging for collaborative advocacy.

## Town Hall meetings to engage community

As part of the municipal strategic plans to more closely engage our community, Grey Highlands will also be reaching out through Town Hall meetings. These casual open forums at various locations across the municipality will allow everyone the opportunity to ask questions, learn about policies, processes and engage directly with council. Dates and locations are being determined.

These quarterly meetings are indicative of municipal council's plans to develop a Community Engagement Strategy as part of their Communications Policy. They hope to inspire more robust two-way opportunities for discussions on important topics. Council meetings have changed up as well, with a new schedule of Committee of the Whole meetings every third Monday at 1 p.m. and Council meetings will be set every third Wednesday in the week following Committee of the Whole, beginning at 7 p.m.

## New CAO and Community Profile well received

Grey Highlands welcomed a new CAO at the beginning of the year. Rob Adams holds a Master of Public Administration from Western and brings considerable municipal experience to the table, having held the positions as mayor for Orangeville and warden for Dufferin County. He has also worked for many years in the private sector as a business leader and entrepreneur. An active coach in AAA Minor Hockey, Adams has served on Headwaters Health Care Centre Board, Theatre Orangeville Board, Orangeville Police Commission and Orangeville Hydro Board. Mayor Paul McQueen says he is "looking forward to working in collaboration with council, staff as well as constituents and municipal neighbours to meet the challenges ahead as we continue to provide efficient and valued services."

Adams will take on an economic development role to guide the community's forward planning. The new Community Profile, developed with Grey County Economic Development, will be a great tool to reach out to developers and businesses interested in investing in our community. The municipality is seeking to align priorities with the good work at the county to best utilize local strengths and talents to make Grey Highlands the best place to live, work and play through all our Canadian seasons.

## Joint Building Services a success

Plenty of municipal core services were upgraded in 2016, with multiple capital, roads and administrative works completed. These are highlighted in the municipality's Year In Review report. Grey Highlands is now providing building services for three neighbouring municipalities – Chatsworth, Southgate and West Grey, and are always seeking efficiencies by working with our neighbours. Provincial representatives have sat in on joint building services meetings, interested in this collaborative model.

As the community continues to work together, 2017 is projected to be a year of transformation, growth and change for Grey Highlands in all the best ways possible.

# FOUR COUNTY LABOUR MARKET PLANNING BOARD

## Grey #1 for EmployerOne Survey

Congratulations Grey County! Businesses in Grey County surpassed the participation challenge in the third annual EmployerOne Survey and responded in record numbers!

Grey County businesses represent 38% of total responses to the 2017 survey. This also represents 9% of all businesses in the county. Employers contributed in high numbers in each of our top five employment sectors: Wholesale and Retail Trade, Manufacturing, Healthcare and social assistance, Construction, and Agriculture.

The annual survey invites employers to voice their current occupational, training and skills needs. It provides the Four County Labour Market Planning Board (Planning Board) with key insights into current workforce issues. This allows the Planning Board to create sector-specific lenses that help communities understand the opportunities and challenges faced by employers in Grey County.

The employer feedback is the foundation for many workplace initiatives undertaken in partnership with other organization that have similar mandates. It also allows for a timely response to workforce priorities in the region.

To encourage more participation this year, the confidential EmployerOne survey

was redesigned; shortened to ensure faster completion and tailored to allow for anonymity. With these changes, this year has seen the highest overall response.

Understanding and addressing workplace issues is important to the prosperity of communities throughout Grey County. Past issues identified led to the design and delivery of soft skills workshops for workers across all occupations. Information collected was included as evidence to inform the creation of the youth activity and technology centre, Launch Pad, in Hanover.

Survey feedback is continuously shared with community partners, educational institutions, employment service providers and government organizations so local activities and initiatives can meet the challenges of a changing global and local economy. In addition, the creation of a mobile training lab was developed to help local employers meet their workplace training requirements cost effectively. The information is also taken into Grey County classrooms where high school students can hear first-hand about the needs and expectations of local employers.

A large graphic with a double-line border and colorful triangular bunting flags along the top and sides. The text inside reads "Tis The Season For Celebration!" in a mix of black and purple fonts.

With your help, EmployerOne 2017 had nearly 50% more responses than in 2016, with strong representation from each of the four counties and from our top sectors!

*Thank You!*

Complete survey results will be available in March 2017

A simple illustration of a red balloon with a blue string.A cluster of colorful party hats in purple, orange, and blue with stars and confetti.The logo for the Four County Labour Market Planning Board, identical to the one in the top right section.The logo for the province of Ontario, featuring a stylized white outline of the province's shape.The EmployerOne Survey logo, identical to the one in the top right section.

# Regional Economic Development Programs

## **Economic Development Analysis (EDA)**

EDA is a web-based tool that provides data on regional economies and workforces making it easier to do analysis. EDA helps lay out a region's data so communities can make informed decisions about how to build and strengthen their economy.

## **Business Retention + Expansion (BR+E)**

BR+E is a comprehensive economic development program that builds a community's capacity to develop locally based strategies that help support local businesses to retain existing jobs, create new jobs and grow their opportunities.

## **Community Immigrant Retention in Rural Ontario (CIRRO)**

CIRRO is an initiative that helps rural communities identify which services they should focus on if they want to attract educated and talented young people and new immigrants for future economic growth.

## **Downtown Revitalization (DR)**

DR resources provide training and support to implement comprehensive approaches to projects that may include economic development, leadership and management, marketing and promotion, and physical improvement components.

## **First Impressions Community Exchange (FICE)**

FICE is a structured and cost-effective process that reveals the first impression a community conveys to potential visitors, investors and new residents.

## **Performance Measurement (PM)**

PM is the process of measuring, monitoring, assessing and reporting on the progress that a plan, such as an economic development plan, is making towards desired outcomes.

For more information on Regional Economic Development Programs contact your Agricultural and Rural Development Advisor at: [ontario.ca/bxb3](http://ontario.ca/bxb3) or call 1-877-424-1300.



# MUNICIPAL PARTNERS UPDATE

## OMAFRA

### Rural Economic Development (RED) Program Returns

On January 30th, 2017, the Ontario government introduced the renewed Rural Economic Development program that will help rural communities, indigenous communities and organizations, and not-for-profit organizations remove barriers to community economic development.

While RED no longer provides grants to business, it does provide cost-share funding up to \$100,000 to rural communities and partners to support projects that help them better position themselves economically, allowing them to diversify and grow their local economies. The RED program helps communities attract investment, create jobs and enhance economic growth.

The program is now open and applications are being accepted. Application forms and guidelines can be found at: [www.ontario.ca/REDprogram](http://www.ontario.ca/REDprogram).

There will be two intake periods in 2017:

- From January 30, 2017 (12:00 p.m.) to March 31st, 2017 (5:00 p.m. Eastern)
- From July 31st, 2017 (9:00 a.m.) to September 29th, 2017 (5:00 p.m. Eastern)



Once an applicant submits their application, a confirmation will be sent that includes an application number. Applicants are usually notified within four months of the posted intake closure date if their application has been approved. However, timing may vary.

For more information contact: Cheryl Brine – Agriculture and Rural Economic Development Advisor by phone at: (519) 371 – 4717 or by email at: [cheryl.brine@ontario.ca](mailto:cheryl.brine@ontario.ca)

## SAVE THE DATE!

“Buying and Selling a Business - and Everything in Between”

Thursday March 30th,  
7:30 am - 11:00 am  
The Fall’s Inn, Walter’s Falls

Hear from local business that has gone through the transition process of buying, selling expanding and retiring. Also learn from a panel of experts that assist with technical process, legal, real estate and finance. Watch for panel and registration to be announced shortly!





# CHATSWORTH begins Strategic Planning: Economic Development first priority

On February 22, The Township of Chatsworth held a community engagement session to kick off the development of its first-ever corporate strategic plan. Eight-four residents attended the “Conversation Café” at the Garafraxa Hill Funeral Home. The session was facilitated, by CAO Patty Sinnamon.

“There was lots of positive feedback and many great ideas shared,” said Mayor Bob Pringle. “Council will take what we learned and use it to set goals for the next number of years.”

At the session, residents voted on their top three priorities from a list of 10 goals the group game up with throughout the night. Economic Development was the number one priority. This included business retention and attraction and downtown revitalization projects.

Township staff will use feedback from the meeting and use it to draft the Corporate Strategic Plan. Once it is completed a town hall meeting will be scheduled.

“We want to be sure we heard our residents correctly and we need to be sure that we continue engaging them in collaborative ways,” said Sinnamon.



**Saugeen**

Economic Development Corporation  
*A Community Futures Development Corporation*

Our location:  
 515 Mill Street, P.O. 177  
 Neustadt, ON N0G 2M0  
 Phone: 519.799.5750

Map Directions:  
<http://bit.ly/1jHBkTK>

Contact: **Lee Register**  
 Training Coordinator and  
 Communications Officer  
 519-799-5750 x 6

## In House workshops

We provide the opportunity to work with a business trainer and interact with other business owners to gain new ideas, growth strategies and success tools.

**2017**

- April – Customer Service Refresher:** especially for those in the hospitality industry
- May – Succession Planning:** families in transition
- June – 50 Free and Low-Cost marketing tools**
- August – QuickBooks training:** learn this useful program and keep your financials in order
- September – QuickBooks training:** take it to the next level
- October – SEO Marketing:** learn what it means and how to use it
- November – Website Management Basics**

**2018**

- February – Helping You Hire:** resources to help you hire & train
- March – Employment Standards Act Review:** what you need to know if you have employees, whether full-time, part-time or seasonal

Pre-registration required; for exact dates and details, visit our website:

[www.sbdc.ca/training](http://www.sbdc.ca/training)

*(Schedule may be subject to change due to weather and registrations.)*



# REGIONAL JOB FAIR 2017

Wednesday, March 8  
2:00pm - 6:00pm

**SAVE  
THE  
DATE**

**HERITAGE PLACE  
SHOPPING CENTRE  
Owen Sound**

More details coming soon  
**grey.ca**  
**ymcaowensound.on.ca**



# Sundown in Grey County...

Where Winter Adventures Continue After Dark

1.

**Night Skiing at Blue Mountain ...** If you've ever driven through Collingwood after dark, you've seen the lights blazing from Blue Mountain's 30 lit night runs. Skiing or snowboarding after dark offers great conditions with often shorter lineups and a brilliant view of the lights in downtown Collingwood. Night skiing runs from 4:30 p.m. to 10 p.m. Head to the Village for après ski food and drinks too.

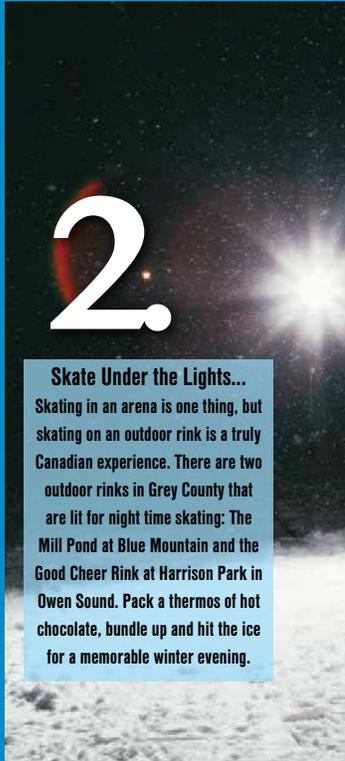


PHOTO | ANDREA HAMLIN

2.

**Skate Under the Lights...**

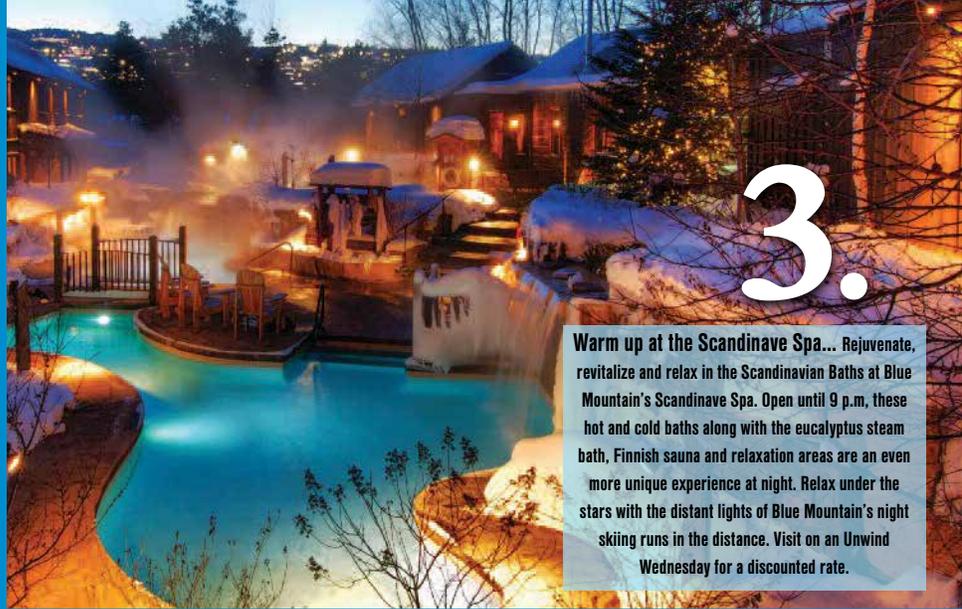
Skating in an arena is one thing, but skating on an outdoor rink is a truly Canadian experience. There are two outdoor rinks in Grey County that are lit for night time skating: The Mill Pond at Blue Mountain and the Good Cheer Rink at Harrison Park in Owen Sound. Pack a thermos of hot chocolate, bundle up and hit the ice for a memorable winter evening.



Exploring the forest after dark makes your senses come alive with sights and sounds like the crunch of footfalls and rustling critters. You'll discover constellations and shooting stars and, if you're very lucky, the northern lights. It's a completely different experience than daytime explorations. Grey County is home to an endless array of winter activities, from skiing and snowshoeing to skating and winter camping. Increasingly our businesses are extending their hours and allowing everyone to get out under the stars and experience winter fun in a delightful new way. Kick start your after-sundown Winter fun with this handy list of nighttime adventures in snowy Grey County.

Story | Allison Kennedy Davies

Photos | visitgrey.ca & Blue Mountain Resort



# 3.

**Warm up at the Scandinave Spa...** Rejuvenate, revitalize and relax in the Scandinavian Baths at Blue Mountain's Scandinave Spa. Open until 9 p.m., these hot and cold baths along with the eucalyptus steam bath, Finnish sauna and relaxation areas are an even more unique experience at night. Relax under the stars with the distant lights of Blue Mountain's night skiing runs in the distance. Visit on an Unwind Wednesday for a discounted rate.



# 4.

**At the Sawmill Ski Trails in Hepworth,** the Jackrabbit Loop is lit for night skiing. It meanders through rolling land, hardwood and evergreen stands. Special moonlit night skis also happen during the season. Check the website at [bruceskiclub.ca](http://bruceskiclub.ca)

## Ski or Snowshoe at Scenic Caves...

The crew at Scenic Caves offers guided night snowshoe hikes available by reservation on most Saturday nights and there are additional hikes over Family Day weekend and March Break. A professional guide will lead you on a 1-and-a-half to 2 hour hike through mature forest to lookouts along the Escarpment. Lit only by headlamp, snowshoeing the Scenic Caves trails after dark is a unique experience. Also, non-guided night cross-country skiing by headlamp is back on 10 kilometres of trails. Bring your own headlamp or rent one on-site and always ski with a buddy.



# 5.

## Take a Free Spirit Tour...

The folks at Free Spirit Tours will also take you on a guided snowshoe and add their own special touches. If you have a group of four or more, call Jennie and the team and they'll choose a nighttime snowshoe route, complete with a midway bonfire and apple cider.

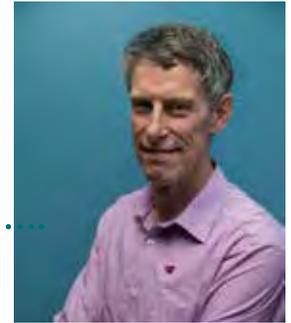


For more information on planning your winter adventures in Grey County, head to [www.visitgrey.ca](http://www.visitgrey.ca) or give us a call at 1-877-SEE-GREY



# TOURISM - Meet the Tourism Team

**BRYAN PLUMSTEAD** is Manager of Tourism with Grey County. Over the past 14 years, he has been involved in creating touring routes, regional trail planning, product development and marketing and tourism research and tracking. He was the inaugural chair of the Georgian Bay Destination Development Partners, served on the Regional Tourism Organization 7 board, worked with the regional Local Food Project and oversaw the establishment of Grey County's economic development department. Bryan is married with 4 children, and enjoys cycling, paddling and winter driving in Grey County.



**MARY JANE HILLS** is the Assistant to the Managers of Tourism and Economic Development where she takes on behind the scenes work such a meeting arrangements, minute taking, invoice approvals, and anything else that crosses her desk. With deep roots in Grey County (7th generation) she has an appreciation for farm life, small business, and community. Mary Jane loves discovering the hidden gems of Grey County including small towns, villages, back roads and scenic lookouts – many of the things that make this area the special place that it is.



**HEATHER ALJOE** was born & raised near Chesley, Ontario, and has over 18 years' experience in the tourism industry. With a diploma in Tourism & Travel from Fanshawe College, she has worked for large corporations such as Starwood Hotels and The University of Western Ontario in the hospitality sector, and spent one year working as a Canadian Cultural Representative at Walt Disney World in Florida.



When she decided to move home, she was lucky enough to score a dream summer job with Grey County Tourism promoting local events and attractions, as well as providing visitor services at the front desk of Grey Roots Museum & Archives. She was happy to be hired on full time that fall and has been with Grey County now for over 10 years and still finds new things to do & see in the area. She is in charge of all the marketing, social media, website and the general tourism information line at the office for Grey County. Her hobbies include running, hiking, and hitting the beach. She's married to a local Grey County boy and they are kept busy at home in Chatsworth with their 2.5 year old son.



**AMANDA PAUSNER** was born and raised in Owen Sound. She is the mother of two children, a nine year old adventurous girl and five year old hockey loving boy, and is raising them in Grey County. Amanda attended the University of Western in London and Georgian College in Barrie prior to her career with the County of Grey. She started with the County in 2002 and has been working in the Tourism Department for 15 years. Amanda has seen the tourism offerings flourish across the County and much growth and development within the tourism department over the years.

Her role within tourism includes partner relations, which has her connecting with and acting as a resource for the industry stakeholders within Grey County, she is also Media Relations for the department, promoting Grey County to travel writers, developing fam tours and trip itineraries for them to visit the region and she also tours with them so they can better appreciate and experience all that Grey County has to offer.



## GREY BRUCE BROCHURE SWAP, MAY 10, 2017 AT BLUE MOUNTAIN RESORT – SAVE THE DATE

Mark your calendars - this year's Grey Bruce brochure swap will be held at Blue Mountain Resort on May 10, 2017, 10-12pm. The event will highlight Blue Mountain's 75th anniversary, featuring some of the village businesses and attractions that are offered on resort. This is a wonderful way to learn about other regional tourism businesses and product offerings, connect with industry partners and to distribute your 2017 brochures in time for the summer season. Official invite to follow. If you have any questions email Amanda, [industry@visitgrey.ca](mailto:industry@visitgrey.ca) or call 519-376-3365 Ext 6102. Watch for the online registration link here [www.visitgrey.ca/industry](http://www.visitgrey.ca/industry)

# Grey County Tourism Summer Familiarization Tours, June 7th & 8th, 2017

The best way to familiarize yourself with Grey County's tourism offerings and to connect with other industry partners is to join Grey County Tourism's fam tours being held this year on Wednesday, June 7, and Thursday, June 8. Fam Tours are a fun and full two days of hands-on experiencing and sampling to educate yourselves on seasonal offerings throughout the region so you may promote them to your traveling guests. For more details, [www.visitgrey.ca@industry](mailto:www.visitgrey.ca@industry) or email [industry@visitgrey.ca](mailto:industry@visitgrey.ca)

## Grey County Tourism Hosts Industry Events

Priority engagement is priority one for 2017 based on our Tourism Action Plan. We have hosted two sessions to date plus a fall marketing campaign webinar and had excellent attendance and feedback based on the priority feedback gathered from our Let's Talk Tourism session that was held in September. Here is a list of the sessions we will be offering over the course of the next seven months. Registrations and invites will be sent out a month in advance of each session, along with times and location. To ensure you receive the details sign up for our industry newsletter [www.visitgrey.ca/newsletter](http://www.visitgrey.ca/newsletter) or visit [www.visitgrey.ca@industry](mailto:www.visitgrey.ca@industry).

**MARCH 14, 2017** – Make the Media Work for You, Liz Fleming, Marsh Street Centre, Clarksburg

**MARCH 29, 2017** – Grey County Tourism Winter Marketing Recap – Tourism Team

**APRIL 11, 2017** – Are We There Yet? (Measuring Success in Business – Part One), Jane Phillips

**APRIL 18, 2017** – Marketing Success (Measuring Success in Business – Part Two), Jane Phillips

**MAY 10, 2017** – Grey Bruce Brochure Swap, Blue Mountain Resort

**JUNE 7 & JUNE 8 2017** - Grey County Tourism Summer Familiarization Tour

**JULY 12, 2017** – Customer Feedback and Tracking, Bryan Plumstead

## Tourism Marketing

Winter adventures in Grey County continue after dark. We are putting a new spin on winter marketing this year with some focus on night time activities during the snowy season. We have a two-page feature in Escarpment Magazine highlighting our night time activities, and you can read more about it in a blog on our website here.

From skiing and snowshoeing to skating and winter camping, our operators are increasingly extending their hours and giving visitors opportunities to get out under the stars and experience winter fun in a unique new way. If you have a night time winter experience, please let us know so we can include you in the hype.

We are also testing the waters with some new marketing avenues like Canadian Cycling Magazine (the issue that will be featured at the Spring Toronto Bicycle Show) and online with Toronto Hiking.com. We have also partnered with Mountain Life Magazine, in print and online, to celebrate Blue Mountain's 75th Anniversary in 2017.

We have plans for some more targeted social media stories, paid posts, and more specific offerings to niche markets early in the new year, enticing people to brave the Grey County winter and enjoy all that we have to offer with. Our website also received a seasonal makeover shortly after the snow arrived, with fresh new winter photography and links to our local businesses & experiences.





# Tourism Takes Two Ontario Economic Development Marketing Awards at EDCO

Toronto, Ontario – Grey County was recognized for tourism excellence on February 9 at the 60th annual Economic Developers Council of Ontario (EDCO) conference in downtown Toronto. The County received two awards Thursday evening. The County's Destination Development Action Plan won the Planning & Building Initiatives Award for regions with a population 50,000 – 250,000. The County also accepted the Promotional Award for Advertising for its marketing efforts for the #ColourItYourWay 2016 Fall Campaign.

"We're very proud to be recognized for the work we are doing to attract more visitors to Grey County and increase sustainable tourism for our local industry," said Grey County Warden Alan Barfoot. "It will be exciting to see the plan to continue to unfold over the next few years."

Bannikin Travel & Tourism developed the Destination Development Action Plan with guidance from Grey County staff, members of the Tourism Advisory Committee and Regional Tourism Organization 7. This plan focuses on four key pillars: community engagement, destination management, market research and tracking, and resource allocation.

"We had excellent feedback from our industry partners and that really helped

bring the Action Plan together," said Gary Gingras, Chair of the Tourism Advisory Committee. "Now the County is walking the talk by providing regular workshops, familiarization tours and networking events. Enhanced collaboration and improved data are crucial."

The County also took home the Promotional Award for Advertising for the #ColourItYourWay 2016 Fall Campaign. The campaign generated more than 3.8 million impressions on Facebook driving 66,000 visitors to Grey County's tourism website [www.VisitGrey.ca](http://www.VisitGrey.ca) and increasing the County's Facebook following by 50%. Media Tours also lead to articles in prominent national news and travel outlets including the National Post. Overall, Grey County tourism businesses had a strong fall season and the fall campaign exceeded goals of increasing visitation and sales.

"We're very proud to be recognized for the work we are doing to attract more visitors to Grey County and increase sustainable tourism for our local industry," said Grey County Warden Alan Barfoot.

# Community Wealth Transfer & Rural Business Ownership Succession Forums

Responding to the Challenges of Aging Demographics in Rural Communities

March 21, 2017 | Hanover, ON

Register at [bit.ly/hanoverforum](http://bit.ly/hanoverforum)

Learn how others are tackling community wealth transfer and rural business ownership succession challenges in the US and in several national and provincial initiatives.

Join in discussions of how organizations such as community foundations, economic development agencies, financial institutions and municipalities can better collaborate to keep wealth from leaving and work together to facilitate business succession to a new generation of entrepreneurs/owners.

## Presenters include:



Ryan Gibson,  
University of Guelph,  
Libro Professor



Cindy Lindsay,  
Community Foundations of Canada



K.C. Belitz,  
Columbus Nebraska Area Chamber of Commerce



Greta Leach,  
Nebraska Community Foundation



Warren Sheydwasser,  
President,  
[Successionmatching.com](http://Successionmatching.com)

## MORE TO BE ANNOUNCED

Presented by:



Hosted by:



Promotional Sponsor:





# GEORGIAN COLLEGE

Considering a career in Policing, Corrections, Border Services, or Private Security?

Are you a high school graduate?

Are you a mature student—19 years and over?

Do you want to give back to your community?

Or do you just want to change careers?

Now is the time to make that change as many opportunities are opening in Policing, Corrections, and Private Security. Police services are actively recruiting over the next five years so you still have time to complete a two-year Diploma in Police Foundations at Georgian College in Owen Sound.

Georgian College's Owen Sound campus has twenty-one different programs. The two-year Police Foundations Program has deep roots in the Grey and Bruce community. Graduates have established careers in the Ontario Provincial Police, Owen Sound Police, Military Police, Peel Police, Toronto Police, South Simcoe Police, West Grey Police, Via Rail Police, Orangeville Police, Alberta Sherriff's Office, Hydro One, Corrections Canada, Bruce Power and more.

Instructors from police and security industries bring courses to life by sharing their experiences in Law Enforcement and Public Safety. Small class sizes ensure students receive individual attention as they develop their skills and fitness.



In the first semester, students can earn their Ontario Security Guard License and gain valuable work experience as part of a security team at home games for the Owen Sound Attack OHL hockey team. Many more security volunteer positions are made available within the community throughout the two years. Organizations tap into this resource which benefits students and supports the community. Meaford's Scarecrow Parade, Oktoberfest, and the Santa Claus Parade are examples of this public volunteerism. During the Festival of Northern Lights, for example, students partner with Owen Sound Police Auxiliary Constables to provide security at Festival sites throughout the holiday season.

Our next class graduates in June, 2017.

Please Note: For agencies who are actively recruiting, please contact the Program Coordinator, Mike MacLachlan (Tel: 519 376-0840 ext 2077), and set up a time to talk to the graduating class. We invite you to meet our newest Police Foundations graduates.

# CHARTING A COURSE HOME

*“For me, there was a draw to come home. I wanted to be closer to friends and family. When I was in high school, I couldn’t wait to leave but when I finished my degree I started looking for jobs closer to home. Georgian College had some great opportunities.”*



**HEIDI PRIES**  
*Operations Manager  
Centre for Marine Training and Research  
Georgian College, Owen Sound, Ontario*

Having grown up on a farm near Ayton, Heidi Pries headed to the city after high school. After 3 years in Human Resources at Niagara College, she enrolled at Lakehead University taking her Bachelor of Administration. Thanks to a co-op placement at Niagara and her work as a student affairs officer at Lakehead, Pries realized two things. She loved working at a college and she wanted to return to her Grey County roots. Georgian was the perfect fit.

She first worked in Georgian’s post-secondary marine program, later pursuing her Masters of Education. She brings a business and education background to her current position. “Georgian has a solid reputation for marine programming,” explains Pries, “and the recent addition of the Marine Emergency Duties Training Centre makes us a leader.”

A country girl at heart, Pries lives in Durham, close to her family and a short drive to the college. She hikes at the Durham Conservation Area, hits the local beaches and enjoys Durham’s quaint downtown.



Colour It Your Way

[madeingrey.ca](http://madeingrey.ca)



# LOCAL FOOD

## LOCAL FOOD STRATEGIC PLAN

Grey County is developing a strategic plan for local food to help guide the county's priority projects for the next 3-5 years. The county is working with Planscape, a leading consultant in food and agricultural land use related projects. Together, they have undertaken two stakeholder outreach sessions (attracting 70+ participants from across the food value chain); created an online survey; and conducted one-on-one interviews with key stakeholders across Grey County and the south Georgian Bay region.

Several key themes have appeared that address all aspects of the food chain from primary production through processing, distribution, marketing and consumption. These themes will help Grey County, local food business owners and community organizations create projects and resources to address the gaps in our food system. The consultation process will be completed at the end of March, and work will begin on new projects immediately following County Council approval.

## BUSINESS TO BUSINESS SPEAKER SERIES AND NETWORKING EVENT FOR FOOD ENTREPRENEURS

Grey County, in partnership with Simcoe County, is offering a series of events that support local value-add food businesses growing to the next level. For some businesses it means a jump from the farm gate or farmers' market to

local retail outlets or a jump from local retailers to regional grocery chains. For others, it means opening their farms to agri-tourism and creating value by offering on-farm experiences.

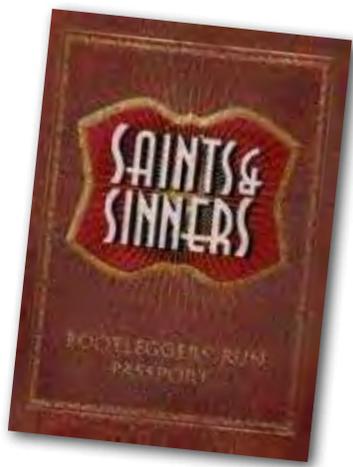
So far there have been three events in the speaker series. Peter Murphy of Murphy's Food Sales, an international broker of specialty foods, walked participants through the creation of sales pitches. Giancarlo Trimarchi of Vince's Market explained all the elements that are necessary in order for a grocer to consider stocking a product. Richard Baker of Food Distribution Guy gave an overview of the business-to-business market and the nature of food distribution.

There are two sessions left in the series:

**WEDNESDAY, MARCH 8** - Agri-Tourism: Are You Ready for Visitors? Kim Clarke of RT07 / BruceGreySimcoe will lead a workshop to help farmers learn everything they need to know before inviting tourism visitors onto the farm.

**THURSDAY, MARCH 16** – Business to Retail Networking Event Food producers will have the opportunity to engage one-one-one with food buyers from grocery stores, specialty food retailers and regional chains across the GTA, southwestern and central Ontario.

For more information about these two events, visit [www.grey.ca/economic-development](http://www.grey.ca/economic-development) and click through for online registration. Space is limited!



## SAINTS & SINNERS: TASTE OF THE TRAIL EVENT RECEIVES CULTURAL AWARD

On February 19, Grey Roots Museum received a cultural award from the City of Owen Sound in the Best New Event category. The Saints & Sinners: Taste of the Trail event was created to showcase the members of the Saints & Sinners Trail, which connects 17 beer, wine and cider producers across Grey, Bruce and Simcoe counties, and also to celebrates the area's rich cultural history.

The event featured beverage sampling from 13 of the area's alcohol producers, local food from 4 vendors, launch of the book *Saints & Sinners: The Story of Canada's Last Dry City* by Owen Sound historian and author Richard Thomas and much more. The event took place in the Moreston Heritage Village where costumed interpreters reenacted scenes from Prohibition. Visitors were encouraged to visit the *Saints & Sinners: A Spirited History* exhibit in the main gallery.

The 2017 Taste of the Trail will be held June 24, 2017 at Grey Roots Museum. The event is one anchor in the development of an agri-culinary trail designed to promote the area as a leader in craft beer, cider and small-batch wine production.





# BUSINESS TO RETAIL NETWORKING EVENT

**Thursday March 16, 2017 ~ 10 a.m. to 5 p.m.**

**Beaver Valley Community Centre ~ 58 Alfred Street West, Thornbury**

The purpose of this event is to connect local agri-food businesses with local retailers. Many retailers in the area have mentioned they would like to carry more local products, but lack the time or awareness to meet with agri-food businesses in the region. This networking event would allow retailers an opportunity to meet with local agri-food businesses, sample products and get an introduction to the products available.

The event is open to primary producers and agri-food processors from the surrounding region.

**Space is limited! For registration and more details about the events:**

[edo.simcoe.ca](http://edo.simcoe.ca) or [www.investingrey.ca](http://www.investingrey.ca) ~ 705-729-9300 ext. 1429 or email [edo@simcoe.ca](mailto:edo@simcoe.ca)



# HOPPED CIDER RABBIT STEW

Philly Markowitz, Owen Sound

- 3.5 lb (1.5 kg) rabbit
- ¼ cup all-purpose flour
- ½ tsp salt and pepper
- 4 slices double-smoked bacon, chopped
- 2 parsnips, peeled and chopped
- 8 shallots, halved
- 2 cups Duxbury Tilted Barn hopped cider
- 1 large Mutsu apple, peeled and chopped
- 3 sprigs fresh thyme
- 2 bay leaves
- Crème fraîche, optional
- Watercress Parsley Pesto:
  - ½ cup packed watercress
  - ½ cup packed parsley leaves
  - 1 tbsp olive oil
  - 1 tsp lemon zest
  - 1 tsp lemon juice
  - ¼ tsp salt
  - Pinch pepper

Philly fell in love with rabbit while travelling through France at 18. The addition of hopped cider speaks to her glorious sense of style and humour. You can find rabbit at lots of local farms, including Dejong Agcres in Georgian Bluffs. Videos for how to join a rabbit can be found online and, like anything, gets easier with practice. Good news is this stew is so easy and delicious, you'll want to practice a lot.

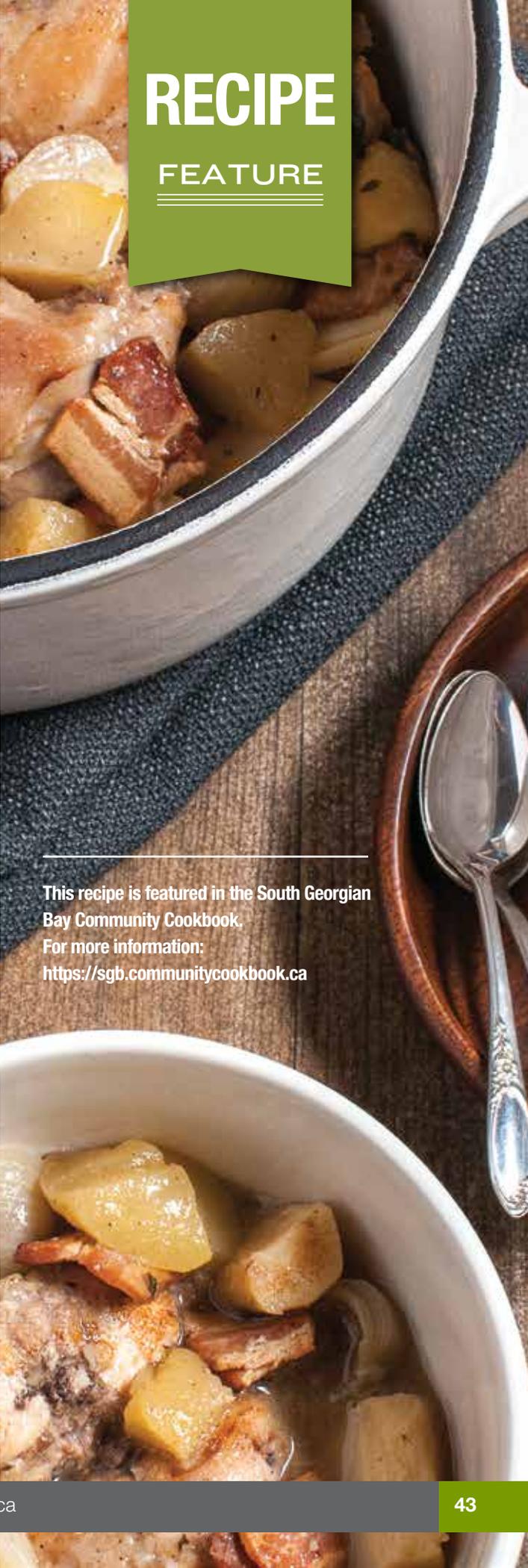
Trim any excess fat from rabbit. Remove organs from inside, if any. Cut into 6 or 7 pieces. Toss with flour to coat. Sprinkle with salt and pepper and set aside.

In a large skillet over medium heat, cook bacon until crispy, about 8 minutes. Transfer to paper towel-lined plate. Drain all but 2 tbsp of the fat. In same skillet over medium-high heat and using bacon fat, brown rabbit pieces all over. Transfer rabbit to slow cooker.

In same skillet over medium-high heat, cook parsnips and shallots, stirring occasionally, until light golden, about 5 minutes. Stir in ¼ cup of the cider and cook, stirring to release browned bits from the bottom. Scrape into slow cooker. Add apple, thyme, bay leaf and reserved bacon. Add remaining cider to slow cooker. Cover and cook on low until thigh pieces are tender, about 4 hours. Discard thyme stems and bay leaf.

Watercress Parsley Pesto: In food processor, pulse watercress, parsley, olive oil, lemon zest, lemon juice, salt and pepper until coarse paste. To serve, stir pesto into stew. Garnish each bowl with a dollop of crème fraîche, if using.

Makes 4 to 6 servings.



**RECIPE**  
**FEATURE**

This recipe is featured in the South Georgian Bay Community Cookbook.  
For more information:  
<https://sgb.communitycookbook.ca>



# GREY AG SERVICES

## Grey Ag is Here For You!

The Grey Ag Services Team is pleased to be a part of the Made in Grey Magazine. They look forward to reporting on their activities in the coming months. As this is their first article, they would like to share some background about Grey Ag, and their services.

## History

After changes in government services to the local agricultural industry in the year 2000, the need for a support system for agricultural organizations and the farming community became apparent. With the aid of local agricultural organizations, individual farmers, and Grey County Council, Grey Ag Services, a “grass-roots”, “farmer-driven” initiative, “not-for-profit” organization was created to service and fulfil the needs of the local farm community. In the early days, Grey County provided office space for this new initiative, and seventeen years later, they continue to provide financial and technical support to Grey Ag Services. The symbiotic relationship between these two organizations greatly benefits the Agricultural sector in Grey County.

## Services Provided

Grey County Agricultural Services has become a central resource centre for the local farming community by providing agricultural information, referral services, and educational events. Over the past seventeen years the Centre has become a strong central focus for agriculture in the county, region and the province, and has far exceeded initial expectations. The Agricultural Services Centre has become an integral thread of the rural fabric of Grey County serving the needs of the area farmers, rural community, and organizations. This service has a strong visibility, trust, and familiarity in this county and beyond. The quality and quantity of the programs delivered by Grey Ag Services is recognized across the county, region, and on the provincial level. The office is extremely busy and successful! Grey Ag Services has become a “one stop shop” for answers, direction, referrals, guidance, as well as a strong voice of understanding and support. The Ag Centre recognizes

that one of their most important roles is to get the required information into the farmers’ hands as efficiently as possible and many times they have been complimented for going far beyond the call of duty as they strive to deliver on their mandate.

Grey Ag has two boardrooms available for meetings. Rural organizations utilize this meeting space during and after hours. This is a tremendous asset for these organizations who have very few options for free venues to host their meetings.

## Programs Co-ordinated

Grey Bruce Farmers’ Week (GBFW) is a 7-day Agriculture conference held each January in Elmwood. GBFW offers a day for each of the major commodities in Grey Bruce and beyond. There are Beef, Dairy, Goat, Sheep, Horse, Ecological and Crops days. Planning is already underway for the 52nd Annual event in 2018. Grey Ag also co-ordinates their annual OVC scholarship program. This year, GBFW is delighted to announce that they are bringing Dr. Temple Grandin back to the area on October 30, 2017. There will be an event during the day for livestock producers, and an evening event for horse enthusiasts. Both events will be held at the Elmwood Community Centre. Pre-Registration will be required. Georgian Region Soil and Crop Improvement Association is comprised of four counties: Bruce, Grey, Dufferin, and North and South Simcoe. Each year Grey Ag creates and publishes four newsletters for this region. They also manage the membership lists, plan regional educational events, and support research initiatives. Grey Ag co-ordinates a weather data collection program, summarizing rain fall and CHU data in their Annual Report. They also collect yield/plot data from a variety of sources to be printed in the Annual Report and shared on their website. Grey Ag also offers admin services to the county Soil and Crop organizations when needed.

Alternative Land Use Services (ALUS Canada) program is offered in our Grey Bruce communities. ALUS Grey Bruce is led by Keith Reid with Grey Agriculture Services Centre acting as their legal entity. ALUS Grey Bruce offers additional funding for farmers interested in environmental stewardship projects along with an annual payment. The projects are intended for marginal land base and provide our

community with ecosystem benefits such as: cleaner water, fresher air and wildlife/ pollinator habitat. For more information or to make a donation, please visit [ALUS.ca](http://ALUS.ca).

Ontario Forage Council (OFC) is a non-profit organization devoted specifically to forages, providing technical and research information resources for forage producers and the industry. Grey Ag co-ordinates the three educational conferences that they offer annually: Profitable Pastures, Forage Expo, and Forage Focus. They also co-ordinate the Milk Maker Competition which occurs each year. The winners are announced at the Canadian Dairy XPO which will take place this year on April 5 and 6. OFC co-ordinates the Ontario Mapleseed Pasture Award programs with the assistance of sponsoring agribusiness. They manage the Ontario Hay Listings website which provides producers information on forage availability. OFC provides programming and co-ordination for the Ontario Hay Marketing Forum, and they offer admin services for the Ontario Hay and Forage Co-op. A Think Green newsletter is published biannually to update producers on programs and current forage research.

Ontario Biomass Producers Co-operative Inc. is a group of Ontario Farmers exploring the sustainable production and marketing of biomass. Grey Ag assists them with the day to day operations and is the contact centre for OBPC. The Grey County Rural Guide lists rural organization's executive contact information in an effort to promote networking between the various organizations, municipalities, and media. Grey Ag gathers and compiles all of the updated executive information early each year. In 2016 and 2017 they have worked with a graphic designer provided by Grey County to give the Guide an updated new look.

Grey Bruce Ag Courses Brochure (commonly referred to as the blue brochure) is published each December. It is circulated to 9400 rural households across Grey Bruce. The brochure highlights the Grey Ag winter course roster, and the GBFW agendas. This publication has 5 pages of advertisement space. With its rural audience, this is a tremendous opportunity for agribusiness to promote their services while supporting local programming.

Grey Ag Winter Courses are offered annually between the end of January and the end of March. Grey Ag staff determine subjects that are timely, find speakers that can address these topics, and co-ordinate the implementation of the courses. Thirteen courses are offered this year. In January and February three courses were offered: Becoming a Carbon Farmer; Introduction to Organic Market Gardening; and Beekeeping 101. In March, the following courses will take place: Cost of Production Workshop; Starting a Farm in Ontario; Tips and Tricks for Fire Prevention; Farm Technology -Tools for the Mobile Office; Maximizing Organic Amendments; Crop Management in a Dry Year; Practical Tips on Raising Goats; Flower Gardening 101; Pressure Canning Demo (full); and Horse Health Night. If you want to sign up for these courses in March, please call or email them to pre-register.

## Staff

For the number of activities that roll out of the Grey Ag office, they are a pretty lean team. "Team" is a key word, as they all work hand in hand to deliver all of the projects on their plate. Ray Robertson, who created Grey Ag, is the President and Executive Director. He is the Manager of OFC; Chair of the Canadian Forage and Grasslands; Regional Information Coordinator of Georgian Soil and Crop Improvement Association; and Advisor for ALUS Grey Bruce. Lorie Smith is the Grey Ag Vice President and Office Manager; Grey Bruce Farmers' Week Co-ordinator; and official Secretary of OBPC. Keith Reid is the Project Co-ordinator for ALUS Grey Bruce. Joni Reid provides Admin support for this program. Patricia Ellingwood is the Executive Assistant for OFC, and other Grey Ag projects. She takes on a key role with OBPC. Sue Bos is an Administrative Assistant, carrying out vital tasks for the various projects that Grey Ag co-ordinates.

## Contact Them

If you would like any information about the above activities, or have any other questions, you can call 519-986-3756, or email [info@greyagservices.ca](mailto:info@greyagservices.ca). They will do their best to find you the answer! You can check out their website at [www.greyagservices.ca](http://www.greyagservices.ca), or watch for updates on Grey Ag's activities on Facebook and Twitter, @GBFarmersWeek.



# DID YOU CATCH US?



1.



6.



2.

- 1. OMAFRA Investment & Export Specialists
- 2. Alive @ 5
- 3. Local Food Stakeholder Session #1
- 4. Tourism Industry Session with Dr. Rumeet Billian
- 5. Tourism FAM Tour
- 6. EDCO Awards
- 7. Toronto Boat Show with Sydenham Sportsmen
- 8. Canadian International Auto Show with Cobble Beach
- 9. Awake @ 8



7.



3.



5.



7.



4.



9.

# FOR THE LOVE OF LOCAL



*“We’re big believers in making a life you don’t need a vacation from. Where we lived before, we worked more than full-time just to sustain the farm. Here, we can farm normal hours and still be involved in the community. We love that the community wants to build relationships with local farmers and support local food.”*



**ANITA, BRIAN, RAYLEEN AND NICOLE DEJONG**  
*DeJong Acres and Sweet Things From DeJong Acres  
Lake Charles, Ontario*

When Anita and Brian DeJong wanted to expand production on their Grand Valley farm they looked north for affordable land instead. “We needed land and barns to house our flock so we could produce right away,” explains Anita. “We got better land at a better price here with the convenience of Owen Sound for farm supplies and amenities.”

Their new home came with great recreational opportunities too. “We learned more about the landscape, the recreational activities and the schools. We love that the girls can easily go for a swim at Big Bay or take the canoe out on the lake.”

The farm is a true family affair. You’ll find sheep, rabbits, ducks, geese, turkeys, laying hens, honeybees and maple syrup. They operate an on-farm store—Sweet Things From DeJong Acres—year round. During the summer months, the family hits local farmer’s markets selling their wares and operating their farm-to-table food truck.





Grey  
County

Colour It Your Way

