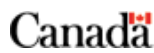




**Economic Development Summit – Roundtable Summaries**  
**Event Date: June 12, 2009**

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The United Counties of Leeds & Grenville Economic Development Office in partnership with MP Gord Brown and MPP Bob Runciman hosted the United Counties of Leeds & Grenville Economic Development Summit on Friday, June 12, 2009 at the North Grenville Municipal Centre in Kemptville. This was the kick-off event to a series of nine sector roundtables commencing in October and ending in June 2010. This event along with the sector roundtables will help chart the course for economic development and seizing the opportunity across Leeds & Grenville to move forward.

The afternoon session provided an opportunity for participants to focus on the three corridors of economic opportunity within the Counties.

**Highway 416 – North and South – Group 1**

- Corn production
- Ethanol plant
- Soybeans
- Local processing of locally grown foods
- Agri-tourism/education
- Locally grown organic - market gardens
- More potential in Ottawa market for local agriculture
- Few available stops along main route
- Joint marketing among municipalities
- Expand art/garden tours – need maps
- Need a map of related attractions to draw tourists (from Ottawa)
- Pull people off the highway
- Signage on four lanes too limited
- No rest area on 416
- Biodiesel and waste energy
- Green corridor
- Model forest FFC and University of Guelph, Kemptville Campus
- Trails – bike and horse
- Agri-tourism and eco tourism
- Link communities via bike trails
- Enhance/publicize waterfront
- Slow highway travelers need to be drawn into small towns/communities
- Bike staging areas
- Repurpose and use abandoned rail line

- Grow components of high tech and government employment just outside Ottawa
- Target the small businesses/guys (start ups under 20)
- Grow creative class
- Broadband project
- Emphasize health care
- Emphasize local sourcing by locality

### **401 Highway – St. Lawrence River - Group 2**

- Intercept 401 through traffic to cross Thousand Island bridge (Montreal to Toronto) – signage is key
- Improve Broadband – affordable
- Use unique geography/biology to attract overnight stays
- Regional tourism co-operation – cross promotion
- Tourism product development – workshops and specialists
- Feature “Family Friendly Resources” for quality of life recruiting
  - Sports
  - Arts
  - Culture
  - Recreation
  - Social
  - Health
- Target lifestyle retirees from urban areas (create tax incentives for services and employment opportunities)
- Target real estate value conversions (i.e. trade expenditure – urban home valued higher than rural home)
- Communicate to post secondary youth re: opportunities
- Prioritize good jobs for youth – employment
- Support “second career” entrepreneurs (i.e. cottagers opening businesses)
- Strengthen bi-national regional bonds/identity
- Create a bi-national arts and cultural community (sports, lifestyle, etc.)
- Raise money needed to market to larger markets – operate collectively
- Recognize that arts and culture isn’t “just tourism”
- Organize on-line strategies and resources
- Understand value of uniqueness within value of the whole
- All communities consider DMF Funding model (need \$2 million)
- Celebrate our downtowns and heritage buildings
- Multi-media approach to marketing
- Coordinate events that can be organized across the region
- Cruises across region on various lines with community stops

- Use 2010 Senior Games as test for new experiences and “products”
- Promote and develop interactive experiences
- Link with other corridors – assist business owners in working with other communities
- More advance planning
- Bare boat charters
- More recreational rentals and systems
- Improve customer service
- Municipal share templates
- Look for distribution centres and logistic opportunities

### **Highway 15 – Rideau – Group 3**

- Provide opportunity (youth) – IT businesses (funding, training, zoning)
- Access to Broadband – affordable
- On-line promotion of products (E-products – unique and local)
- Flexible government – reasonable regulations
- Food – local flavours
  - 100 mile universe
  - Encourage local production of food
- Eco-tourism – Four Season
  - Trails
  - Biking
  - Paddling
- Developing packages for foreign visitors
- Safe, green, clean and friendly
- Cultural experiences – art, music, theatre
- Regional marketing
- Renewable energy opportunities
- Destination marketing – hub concept
- Education of UNESCO sites – Rideau Canal
- Promote art and artisan tours, activities and workshops
- Encourage preservation and restoration of heritage properties and buildings
- Promotion of heritage building and local history
- Festivals and event promotion
- Co-ordinate events along Rideau Heritage corridor
- Encourage local buy-in to assist in promotions
- Eco-park – combine green, energy construction, new technology demonstrations
- Promotion of accessible natural experience – within a few minutes drive, walk or bike
- Support small business environment, retention and attraction

### **Highway 416 – North and South – Group 4**

- Service Centre/rest station on 416
- Database of existing business/co-development opportunities
- Eco-tourism
- Pave highway margins for cycling
- Promote health care network/facilities
- Waste-to-energy initiatives
- Attract “green” technologies by creating a “Green Mile” along the 416
- Leverage the Canadian brand i.e. niche food markets (quality and food safety)
- Extending tourist season at the travel centre
- Transit corridor into Ottawa
- Promote development-friendly (cut the red tape) of smaller, more nimble communities outside of Ottawa
- Logistics support for eco-tourism (move luggage for cyclists to destination)
- Access to research community in Ottawa
- Employment opportunity – database (Leeds and Grenville)
- Develop partnerships with communities beyond the United Counties of Leeds and Grenville
- Strategies to extend tourist stay – develop County brand/family of brands (i.e. Tastes of Prince Edward County)
- Embrace diversity
- Greenfield development
- Remove provincial tax restrictions
- Regional tourism collateral publication – web presence/virtual tour
- Re-name Leeds and Grenville
- Intermodal yard (truck to east of Kingston)
- Marketing – TV, radio, travel shows
- Define the vision
- 416 corridor creates gateway into the United Counties of Leeds and Grenville rail to water)
- Expansion of 401 capacity

### **Highway 15 – Rideau – Group 5**

- Routes by themes/itineraries - road markers, waterway for boaters (better identification of communities along the route with amenities)
- Discovery routes
- Activities for children - build attractions ex. Waterslides, zoos, etc.
- Heritage themes celebrations/festivals/dining/crafts/antiques
- Two UNESCO designations in the area (Rideau and Biosphere) FABR-International
  - Both natural and cultural

- Need to work together to maximize opportunities
- Need to make them interesting to children/families
- Products need to be advertised – web, print – package into itineraries
- Animation of existing products – bring them to life
- How do we get people here – live, work, visit – more than tourism
- Major asset is people
- Need to look at sustainable/integrated economy
- Transportation
- Tie business to living – quality of life
- Transportation development – Hwy 15 South to Great Lakes/St. Lawrence
- Need to keep up with change, technologies, use technology (wind farms, agriculture) as attractions – integration of industry with tourism/growth
- Agri-tourism underdeveloped
- Recreational facilities lacking/not promoted enough, ex. Hiking
- Packages – heritage/history tours – 1 week lifestyle packages
- Many products not marked on highway not promoting area
- SEED money for businesses
- Boats for Rideau Boat tours how to visit Rideau – by water?
- Need to look at all four season, for the economy
- Need core business/core tourism
- Require on-line technologies for international and national /local visitors to book experiences along the Rideau
- Businesses don't take advantage of free website/listing, need to educate businesses/communicate with them
- Need to get internet/high speed throughout the corridor – technology
- Need to work together – the collectivity of the brands within the whole region
- Local communities need to be educated regarding assets in their region

### **Highway 401/St. Lawrence River – Group 6**

- Decentralized federal and provincial agencies
- Packaging of trails (river, north)
  - River
  - North
  - Links to bike shops etc.
- Heritage Crops. Officers – for protection of resources
- Group Banding of tourist attractions and packaging
  - Wineries
  - Festivals
- Directory of Leeds and Grenville businesses (for entire region)
- Designation of St. Lawrence River – Canadian Heritage River

- Distribution Centre
  - Sidings for 3rd new rail
  - Take advantage of 1000 Island and Prescott bridges
- Baby boomer retiring
  - Retirement planning
  - Retirement communities and infrastructure
- Development of Eastern Ontario Wood Centre
- Bio-waste and bio-energy – alternative energy
- Offer more product for the entire length of the corridor
  - Accommodation development
- Attract industry
  - Canada, US and Ontario
  - Capitalizing on transportation and location
- Attract young entrepreneurs. Develop new incentives and promote existing ones
- Opportunity on eco-tourism and agri-tourism, capitalizing on bio reserve
- Cycling trails – developed and linked
- Promote the Gallop Canal
- Capitalize on 100 mile – small therefore need to remove restrictions
- Tourist destination – that you move out from – family orientated
- Increase agricultural industry
  - Incentives to increase arable land
  - Ethanol production
  - Fast growing willow and hemp production
- Rapid transit/GO to link small communities to Ottawa
- Develop regional currency
- Learn how to market to other cultures
- Sport fishing and sport hunting

### **Upcoming Sector Panel Series**

October 9, 2009	Manufacturing	Brockville
November 6, 2009	Transportation / Logistics	Elizabethtown-Kitley
December 4, 2009	Tourism Development	Lansdowne
January 15, 2010	Agriculture	Athens
February 5, 2010	Bio-Products / Green Technology	Prescott
March 5, 2010	Education / Training	Maitland
April 2, 2010	Small Business / BIAs /Chambers	Merrickville
May 7, 2010	Not-for-Profit Organizations	tbc
tbc	Responding to the Needs of Youth	tbc