



THE CORPORATION OF THE MUNICIPALITY OF KINCARDINE

Subject: Lead Generation Opportunity with Bruce County - MIPIM

Director: Chief Administrative Officer

Manager: Manager.

Report Number: [Report Number]

Meeting Date: Monday, February 6, 2023

Recommendation:

THAT Council approve staff's international travel with the Bruce County Economic Development contingent at the MIPIM event, as per policy GG. 1.4; and

THAT Council provide pre-budget approval for the participation of the Municipality's Economic Development Officer; and further

THAT staff be directed to fund staff's accommodation and travel through the Council conference 2023 budget.

Date to be considered by Council: Monday, February 6, 2023

Report Summary:

Economic Development staff from the Municipality of Kincardine have been invited to be part of the Bruce County business retention, expansion and attraction team participating at the global MIPIM event in France. The team includes staff and elected officials from Bruce County, and is as a result of an application offered through the Economic Developers Association of Canada, which identified this as a key opportunity to promote the County and focus on attracting Clean Energy businesses to the region. The Municipality's policy related to international travel requires Council approval.

Origin: In January 2023, staff and the Mayor were approached by Bruce County's officials and offered the opportunity to have staff participation in the MIPIM event - <https://www.mipim.com/>

Existing Policy: GG. 1.4

Background/Analysis:

Bruce County's Economic Development Team has been successful in a competitive award through the Economic Developers Association of Canada for the opportunity to attend the MIPIM event. The event is the world's leading real estate market event, which includes an exhibition, conference, and networking.

In 2022, over 2,400 global companies attended the event with 26,000 participants from around the world whose goals are finding new investment opportunities.

This year's event occurs from March 14 to March 17 in Cannes, France.

The goal of attending the MIPIM conference is to promote the development and investment opportunities that are available across Bruce County, ultimately developing a list of leads for economic development staff from across the region to nurture. To be successful, a number of processes have been initiated to support ongoing lead generation in the County. This includes the development of County-wide available lands database, marketing material related to the opportunities that exist in the area. This work has been done in conjunction with economic development staff at local municipalities. Local staff are actively involved in preparation for attending MIPIM and following the event as the program around business attraction grows within Bruce County.

While energy and related companies will be a primary target during this event for the Bruce County delegates, it is anticipated that additional leads will be developed related to accommodations development, food processing and tourism.

In addition to this work, connections have been developed with lead generation entities at both the provincial and federal level including:

- Ontario Ministry of Agriculture Food and Rural Affairs
- Ministry of Economic Development, Job Creation and Trade
- Ministry of Tourism, Culture and Sport
- Invest Ontario
- Invest in Canada

These relationships will continue to be developed and strengthened to be able to develop and act on leads for available properties throughout the area. It is anticipated that these relationships will support the overall investment attraction program. Between now and attendance at the event, County staff will continue to work with municipal staff to further understand and bring appropriate leads to the County.

If approved by Council, the representative from the Municipality of Kincardine will help to provide local promotion and context with the Bruce County Team.

Integrated Strategy 2020 – 2025

- Promote Kincardine as a leading jurisdiction in the nuclear sector.

- Share the technology and innovation generated within the local sector by promoting their profile, sharing applied research and offering municipal facilities for training and education.
- Establish Kincardine as a testing ground for new alternative energy projects highlighting businesses that have started in the nuclear sector.

Financial Implications:

There is no cost for participating in the MIPIM event itself, as Bruce County was successful in being awarded the following:

- A booth located in the Canadian section of the event
- 4 registrations for delegates to participate in lead generation activities (made up of municipal staff)
- Bruce County's Warden is invited as a special delegate
- Access to the database of investors prior to the event
- On-site media relations
- Inclusion in the scheduled part of the conference to provide a speech related to opportunities in Bruce County
- A free article in the MIPIM news section
- Inclusion in the Canadian focused networking opportunities

The value of the award is estimated at approximately \$15,000.

There is a cost to the Municipality of Kincardine for travel and accommodation, which is estimated to be \$3,000-\$4,000.

Through staff discussions with the Mayor, it was identified that this significant opportunity to promote the Municipality and the County is one that could be supported through the Mayor's portion of the Council Conference and Training Budget.

Attachments:

GG.1.4 General Government – Council/Committees/Staff: Conferences and Conventions Expenses

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Submitted by: Jillene Bellchamber-Glazier