



**Marriott Downtown at CF Toronto Eaton Centre
IN-PERSON PROGRAM**

Tuesday, February 8, 2022

- 4:00-6:00 p.m. Registration Opens (*Base of Escalator, Convention Level*)
- 2:00-6:00 p.m. Showcase set-up
- 5:00-7:00 p.m. **Opening Reception:** Little Canada, 10 Dundas Street East, Toronto, ON
 Finally, together again! Mix and mingle with colleagues and peers who you haven't seen in person for awhile! Join us for some laughs at Toronto's newest attraction, Little Canada. Little Canada is a journey of discovery through a vast, highly detailed and animated miniature attraction. From captivating vistas to famous landmarks, iconic cityscapes and little stories, explore and celebrate Ontario under one roof, in the heart of downtown Toronto.
Presented by Research Consultants International FDI, Inc.

Wednesday, February 9, 2022

- 7:00 a.m. Registration Opens / Breakfast Buffet (*Base of Escalator, Lower Concourse / Grand Ballroom Foyer*)
- 7:45 a.m. **Early Bird:** (*Grand Ballroom*)
- 8:15 a.m. EDCO 2021 Annual General Meeting (*Grand Ballroom*) (*EDCO Members Only*)
- 9:00 a.m. Conference Opening and Welcome (*Grand Ballroom*)
- 9:10 a.m. Traditional Blessing and Land Acknowledgement
- 9:30 a.m. **Opening Keynote Presentation:** Kevin Rempel - 2013 World Champion and 2014 Sochi Paralympic bronze medalist in sledge hockey (***Grand Ballroom***)
- 10:30 a.m. Health Break & Coffee in Showcase (*Trinity Ballroom*)

- 11:15 a.m. Bright Ideas Spotlight (*Grand Ballroom*)
- 12:15 p.m. Lunch (*Grand Ballroom*)
Presented by Nuclear Waste Management Organization
- 1:45 p.m. **Concurrent Workshops**

Yes, Real Estate is Still King! (*Grand Ballroom*)

In response to the pandemic and the resultant almost wholesale pivot to alternative work arrangements, real questions were raised as to what the implications were for hard assets in a virtual world. With shifts to Work-from-home, online shopping, curbside pick-up/delivery, etc, the risk was that our current system, which is predicated on the movement of people and the mantra of location, location, location, would become obsolete with devastating impacts on residential, commercial and industrial markets.

However, this has not been the case. Instead, real estate demand in residential and industrial markets has soared with commercial and office markets also primed to return to their former glory and more. In many markets, business openings have exceeded closures for some time and even large urban cores are cool again as evidenced by Toronto being selected as one of the top cities globally to Work-from-home.

Rural and smaller urban areas near and far have benefit significantly from some aspects of the pandemic with many experiencing record growth in their housing markets and increased commercial interest. For larger cities, the “flight to rural areas” hasn’t been as pronounced as expected and activity is recovering. However, more rural areas are now struggling with growth that may be higher than they expected and urban cores have yet to see the full recovery of their office markets.

This session is a follow-up from the 2021 “Is Real Estate Still King” session and will explore updated data and trends that will shape our communities in the coming year.

The Secrets to Building Great Staff-Council Relations

A strong partnership between Council and staff is a requirement to effective municipal management. Quite often the lack of harmonization is caused by lack of understanding and agreement on the roles for both groups. Council and staff members have a responsibility to recognize these issues and work together to resolve them. This session will discuss roles and responsibilities, the changing dynamics of council, sources of conflict and practical approaches such as team-building exercises to ensure that Council and staff are united to service its key stakeholders and move the municipality forward.

Presenters:

- Kyle Pratt, Chief Administrative Officer, Town of Tillsonburg
- Rob Adams, Chief Administrative Officer, Town of Whitchurch-Stouffville

MPAC Update and Small Business Property Tax Subclass

This session offers a municipal update on current MPAC projects that are helping to support our municipal relationships, including a building permit pilot project with AMO, and an initiative to rethink and modernize the delivery of the Assessment Roll for public access. An overview of the new optional small business tax class which was announced in the Fall 2020 Provincial Budget, and which allows interested municipalities to target tax relief by reducing property taxes to eligible small business properties, will also be covered. A recent white paper, developed by MPAC and a municipal working group, which overviews the different approaches that municipalities could consider as they investigate the fit of the Small Business Property Tax Subclass for their municipality will also be discussed.

Municipal perspectives will be featured with two case studies of how municipalities considered the inclusion of the small business tax class for their municipality.

Presenters:

- Chris Rickett, Director of Municipal and Stakeholder Relations for the Municipal Property Assessment Corporation (MPAC)
- Michelle Lindquist, Regional Manager, Municipal and Stakeholder Relations, MPAC

2:45 p.m. Health Break & Coffee in Showcase (*Trinity Ballroom*)

3:30 p.m. **Concurrent Workshops**

COVID - The Game Changer - Supporting Main Street Ontario in a Post-COVID World (*Grand Ballroom*)

March 2020, Ontario's main streets became ghost towns, the streets were bare of people, businesses and cars. Business Improvement Areas across the province stayed "on the street", working on taskforces, guiding businesses and creating vibrancy where barely a whisper was heard. Finally, there was and is true recognition on what "Shop Local" truly means - it means human interaction, the personal touch and capital "C" Community. Partnerships were formed overnight from groups that had been siloed before and the ghostly images began to take human form as we began the work of bringing people back to our main streets. This session will focus on how these partnerships brought people together and how we need to keep working together and focus on our main street communities.

Presenters:

- Kay Matthews, Executive Director, Ontario BIA Association
- Judy Morgan, 360 Collective – Retail Analysts and Main Street Strategists
- John Archer, 360 Collective – Retail Analysts and Main Street Strategists

How to use virtual tours to support businesses, attract investment and jumpstart tourism

Travel restrictions resulting from the pandemic mean economic developers, chambers, tourism and commercial brokers have to be a little more creative when it comes to showcasing the top features in their region. It's now critical to engage people online with compelling, engaging and informative virtual tours. New technologies make it easy to do this inexpensively and without needing any training or specific expertise. This session will look at different strategies for creating themed virtual tours to attract investment, support workforce attraction, profile target industry sectors, attract film and video production and highlight tourism in your region. You'll see how to easily include 360° virtual tours, flyovers, street view imagery, 3D rotation, drone video, immersive video, 3D architectural renderings and interactive walk-throughs (like Matterport) directly on your website. Come away with practical takeaways and many examples from economic development organizations across North America and learn:

- How to create online virtual tours of your community
- How to incorporate different kinds of virtual tours into your sites & buildings database
- How to add content such as text, media, map views, and data to your tours
- How to share your virtual tours in different ways to achieve marketing objectives (website, email newsletters, social media, presentations, proposals and more)

Presenter: Dr. Alissa Sklar, GIS Planning

Presented by GIS Planning Inc.

Trust the Process! A Design Thinking Approach to Collaboration for Enhanced Tourism & Economic Development Outcomes

How can a design thinking-based approach to collaboration be an effective tool for supporting better tourism and economic development outcomes? This approach has been modeled this year with two rural Ontario municipalities for cycling tourism projects. This session combines lessons learned from a case study with Haldimand County and an interactive exercise to demonstrate how a facilitated, collaborative process based in design thinking can bring together stakeholders who might not normally collaborate as part of a tourism development process. The end result is better integration of various end users' needs and experiences, which contributes to more thoughtful and effective tourism and economic development outcomes.

Presenters:

- Chris Chen, Executive Director of Asset Management Ontario, AMONTario
- Jennifer Court, Executive Director, Green Infrastructure Ontario
- Jaymie Nelson, Senior Economic Development Officer, Haldimand County

4:30 p.m. Program ends for the day

4:30–6:00 p.m. **Feast On Reception (*Grand Ballroom Foyer*)**

Thursday, February 10, 2022

8:00 a.m. Registration Opens / Breakfast Buffet (*Base of Escalator, Lower Concourse / Grand Ballroom Foyer*)

8:30 a.m. **Early Bird: (*Grand Ballroom*)**
Presented by Localintel

9:00 a.m. Conference Opening and Welcome (*Grand Ballroom*)

9:15 a.m. **Plenary Presentation: From DEI to Investment Attraction**

This session is hosted by EDCO's Diversity, Equity and Inclusion (DEI) Committee. In this panel discussion, you will hear from economic developers about the impact of diversity, equity and inclusion programs and policies on our investment attraction work and our communities' identities and growth. We will discuss practices and initiatives used to promote inclusion, diversity and racial equity through two case studies and identify the challenges to strengthening DEI in our communities. The panel brings perspectives from the private and public sector and shares effective inclusive growth strategies affecting the community, local government, and the business community. Attendees will learn of tools to attract and encourage DEI entrepreneurs.

Presenters:

- Nour Mazloum, Communications & Events Officer, Kingston Economic Development Corporation
- Tammy Hwang, Business Development Officer, Global Hamilton
- Glen Loo, Senior Advisor, Special Projects, Impact & Main

10:15 a.m. Health Break & Coffee in Showcase (*Trinity Ballroom*)

10:45 a.m. **Flash Talk: Nobody Needs Another Damn Mug! Rethinking Promotional Materials in Economic Development**

Giving a few case studies, Brayden will ask/implore that the economic developers stop wasting money on mugs, coffee tumblers and umbrellas, but instead shift to investing in gift cards to local retail, restaurants and breweries. Talk about the outcomes from that as opposed to gift cards.

Presenter: Brayden Siersma, Town of Whitby

11:00 a.m.

Workshop #1

Stay tuned for session details.

Presented by Research Consultants International FDI, Inc.

Tourism – Ontario’s Ready to Welcome the World!

Hear from tourism industry experts on how best practices, new opportunities, the latest research and travel trends, will assist communities to emerge from the pandemic challenges to welcome the world.

Moderator: Chris Bloore, President and Chief Executive Officer, Tourism Industry Association of Ontario

Workshop #3

Stay tuned for session details.

12:00 p.m. **Lunch (*Grand Ballroom*)**

1:15 p.m. **Concurrent Workshops**

Housing: The new frontier in workforce development

How can rural Ontario address workforce development? How is the supply and cost of housing in rural communities further complicating workforce development efforts? The Western Ontario Wardens’ Caucus (WOWC) has just completed a regional workforce strategy incorporating the relationship of workforce development and housing. Join this session and learn about the newly-adopted Western Ontario Workforce Strategy and the related housing programs and policies to support economic development across the 15 County area.

Presenters:

- Kate Burns-Gallagher, Executive Director of Economic Development, Western Ontario Warden’s Caucus
- Aileen Murray Ec.D.(F), Mellor Murray Consulting
- Lisa Prime, Founder, Prime Strategy & Planning, Chief Planner, City of Cambridge

Call to Action #92 and what it means for you

Localizing Truth and Reconciliation within the T&R Commission of Canada Call's to Action, there exists specific language around economic development projects. Are you upholding your responsibilities as an economic development professional? In this session, you will learn more about localizing the T&R's calls to action. You will gain a better understanding of how to build respectful relationships, and how to obtain the free, prior, and informed consent of Indigenous Communities before proceeding with economic development projects. This session will act as a safe space to ask questions, challenge pre-conceptions, and laugh together as we explore solutions to some of the most complex problems within Canada and the economic development space.

Presenters:

- Beatrice Johnson-Tarbell, President, Akwesasne Chamber of Commerce
- Simon McLinden, Project Manager, ACCPathways
- Lesley Thompson, Executive Director, ACCFutures

International Trade as a strategy for growth

Join a panel of international trade experts to learn key information on the opportunities that international trade presents to Ontario and the tools and organizations that economic developers can use to support companies in their municipality to grow their business internationally. At Export Development Canada (EDC), we believe that international trade will be a large driver of business growth as Canada emerges from the COVID-19 crisis, and we want economic developers to be in a position to encourage international growth for their regions. Familiarize yourself with the international growth tools available to businesses in your region, encourage local economic development through the promotion of international opportunities and present Ontario-based partners who can support this growth.

Presenters:

- Glen Millard, Regional Vice President, Ontario, Export Development Canada

Presented by Export Development Canada

2:15 p.m. **Health Break & Coffee (*Grand Ballroom Foyer*)**

2:45 p.m.

Closing Plenary: *Leadership in Times of Recovery – Mayor’s Panel (Grand Ballroom)*

Following up on the success of the 2021 Panel Leadership in Times of Disaster, our three Mayors return to discuss the past year as recovery presents new challenges for leaders and their teams. As leaders in our communities, we need to be aware of what is going on in our communities and on the front line in the recovery phase and adapt accordingly. What has worked in the past year, what fell flat and some lessons learned along the way.

Presenters:

- Jeff Lehman, Mayor of Barrie
- Diane Therrien, Mayor of Peterborough
- David Bailey, Mayor of Brant County

3:45 p.m.

Program ends

5:30 p.m.

President’s Reception (*Grand Ballroom Foyer*)

6:30-10:00 p.m.

President’s Dinner and Awards of Excellence (*Grand Ballroom*)

Emcee: Darrin Rose

NOTE: In-person attendees will also have access to Workshop recordings presented virtually.