



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

Tuesday, April 5, 2022

- 4:00-6:00 p.m. Registration Opens (*Base of Escalator, Convention Level*)
- 2:00-6:00 p.m. Showcase set-up
- 4:00-5:00 p.m. **Diversity, Equity and Inclusion Committee Mix-and-Mingle:** Join the DEI Committee for a “mix-and-mingle” before you *Move ON* the Opening Reception at Little Canada.
- 5:00-7:00 p.m. **Opening Reception:** Little Canada, 10 Dundas Street East, Toronto, ON
Finally, together again! Meet up 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.



Wednesday, April 6, 2022

- 7:00 a.m. Registration Opens / Continental Breakfast (*Base of Escalator, Lower Concourse / Grand Ballroom Foyer*)
- 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: Carolyn King, Mississaugas of the Credit First Nation

9:30 a.m. **Opening Keynote Presentation:** Kevin Rempel - 2013 World Champion and 2014 Sochi Paralympic bronze medalist in sledge hockey (*Grand Ballroom*)
Kevin has surmounted incredible life challenges to reach the Olympic podium and now to bring his powerful message of hope and resilience. Challenge yourself to adopt *The Hero Mindset* to drive results and embrace change!
Presented by



10:30 a.m. Health Break & Coffee in Showcase (*Trinity Ballroom*)
Presented by



11:15 a.m. **Leveraging Data-Driven Community Economic Development to Rebuild Ontario's Main Streets**
(*Grand Ballroom*)
The pandemic has highlighted the existing challenges main streets have been facing, but it has also helped residents rediscover the importance of their local main streets and the small businesses that call them home. To assist in the rediscovery and rebuilding of Ontario's main streets, and with the support of the Government of Canada through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario) My Main Street was created and launched. This program focuses on promoting data-driven inclusive community economic development and reimagining the use of public spaces to draw residents back to their main streets. Learn more about My Main Street and how communities can leverage deep data analysis and community engagement to rebuild their main streets with strategic investments in placemaking and business attraction and expansion.

About My Main Street

My Main Street is focused on data-driven community economic development and placemaking investments to support healthy and sustainable main street communities across southern Ontario. This project is the result of a \$23.25-million Government of Canada investment delivered by the Federal Economic Development Agency for Southern Ontario to provide targeted support for economic recovery in the region. The Canadian Urban Institute (CUI) and the Economic Developers Council of Ontario (EDCO) have partnered to deliver My Main Street through two program streams. Learn more at www.mymainstreet.ca.

Opening Remarks, Greetings: Ruby Sahota, Member of Parliament, Brampton North, on behalf of The Honourable Helena Jaczek, Minister responsible for the Federal Economic Development Agency for Southern Ontario

Presenters:

- Mary Rowe, Chief Executive Officer, Canadian Urban Institute
- Omer Ismael, Program Manager, My Main Street Ambassadors
- Joani Gerber, Chief Executive Officer, Invest in Stratford

12:15 p.m.

Lunch (*Grand Ballroom*)

Presented by



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.

Moderator: Rajbir Sian, Senior Economic Development Officer, Town of Oakville

Presenters:

- Brent Fisher, Manager of Community Development & Marketing, City of Owen Sound
- Ted Davis, Managing Director, Avison Young

The Secrets to Building Great Staff-Council Relations (*York A-B*)

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.

Moderator: Lina DeChellis, Manager, Economic Development, Corporation of the City of Welland

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 (King)

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.

Moderator: Sean Dyke, Chief Executive Officer, St. Thomas Economic Development Corporation

Presenters:

- Michelle Lindquist, Regional Manager, Municipal and Stakeholder Relations, MPAC
- Jason Hagan, Regional Manager, Municipal and Stakeholder Relations, MPAC

Presented by



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.

Moderator: Belinda Wick-Graham, Business & Economic Manager, Town of Minto

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 (York A-B)

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)

Moderator: Laura Thompson, Senior Manager of Business Development, City of Orillia

Presenter: Dr. Alissa Sklar, GIS Planning

Presented by

**Moving on to renewable thermal energy: the business case for geo-exchange (King)**

Responding to climate change will require a meaningful shift in our economy, leaving a significant opportunity for economic development and job creation in low-carbon industries. Municipalities that are well-positioned to support growth in these industries stand to grow at an unprecedented rate. Furthermore, as the cost of carbon continues to increase, municipalities that can offer efficient and low-carbon energy systems are likely to attract development over those with more carbon-intensive options. As we collectively move on and re-imagine Ontario's economy, it'll be critical that we secure sustainable, equitable & local energy to do so.

Join Geosource Energy in this session, where you'll learn more about:

- geo-exchange technology – what it is, how it works and why it's such a great investment;
- how another municipality has leveraged this technology to meet their goals; and
- what steps your municipality can take to start building geo-exchange into your economic development strategies.

Moderator: Sean Dyke, Chief Executive Officer, St. Thomas Economic Development Corporation

Presenters:

- Darynne Hagen, EIT, Development Manager, Geosource Energy
- William Begley, Director of Business Development, Generation and Energy Services at Oakville Enterprises Corporation (OEC)

Presented by



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

4:30–6:00 p.m. **Gather ON Reception (*Grand Ballroom Foyer*)**
Presented by



Thursday, April 7, 2022

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

8:30 a.m. **Early Bird: The most important element of your economic development website (*Grand Ballroom*)**
During this fast moving and engaging session, economic developers will learn what it takes to stand out from the crowd and what they need to prioritize when promoting their location to site selectors, businesses and remote workers. The session will also cover:

1. Why economic developers should begin with WHY
2. How to create a compelling "Why US" section in your website
3. Best practice examples in Ontario and other locations.

Presenter: Lee Anderson, Vice-President, Customer Success, Localintel

Presented by



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.

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

10:30 a.m.

Health Break & Coffee in Showcase (*Trinity Ballroom*)

11:00 a.m.

Concurrent Workshops

FDI trends in Ontario and Canada (*Grand Ballroom*)

Sponsored by ResearchFDI, a leading investment attraction consultancy, this session will provide a comprehensive analysis of the foreign direct investment (FDI) trends in Canada and Ontario. These projections and trends will inform economic developers' investment attraction strategies for 2022 and beyond. In addition, our team will provide concrete recommendations and insights on how to build out and/or update an existing investment attraction strategy.

Moderator: Sean Dyke, Chief Executive Officer, St. Thomas Economic Development Corporation

Presenters:

- Bruce Takefman, President & Chief Executive Officer, ResearchFDI
- Stefan Calimanu, Vice-President, Trade and Export Services, ResearchFDI

Presented by



Rebuilding and Reimagining Tourism in Ontario (*York A-B*)

Over the past two years, we have seen the staggering and wide-ranging economic impact of the COVID-19 pandemic across all sectors and regions of Ontario's tourism industry. As Ontario prepares to move beyond the pandemic, how might we chart a new path forward to rebuild the province's tourism industry to reach new levels of economic success and long-term sustainability?

This session will explore what's ahead for Ontario tourism by looking at how operators, sectors, and

regional tourism organizations (RTOs) pivoted and adapted during the pandemic to create opportunities for upwards trajectory, growth, and future investment.

Hear from Kevin Eshkawkogan, CEO of Indigenous Tourism Ontario; Agatha Podgorski, Director of Marketing for the Culinary Tourism Alliance; and David MacLachlan, Executive Director of Destination Northern Ontario. This panel session will be moderated by Chris Bloore, President & CEO of the Tourism Industry Association of Ontario.

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

Presenters:

- Kevin Eshkawkogan, President & Chief Executive Officer, Indigenous Tourism Ontario
- David MacLachlan, Executive Director of Destination Northern Ontario
- Agatha Podgorski, Director of Marketing for the Culinary Tourism Alliance

Presented by



Don't Get Left Behind: What Economic Developers Need to Know About Electric Vehicles (King)

The transition to electric vehicles (EVs) represents the largest shift in mobility in over a century. This transition has widespread implications for economic developers, and will affect manufacturing, employment, infrastructure, tourism, resource development, and consumer spending. This expert panel will explore these and other themes in order to better understand how EVs affect economic developers and their organizations.

Moderators: Brendan Sweeney, Trillium Network and Rajbir Sian, Town of Oakville

Presenters:

- Joanna Kyriazis, Clean Energy Canada
- Matthew Fortier, Accelerate
- Angelo DiCaro, Unifor

The panel will be introduced by Town of Oakville Mayor Rob Burton, the Chair of the Ontario Auto Mayors.

Presented by



12:00 p.m.

Lunch (Grand Ballroom)

Presented by



1:15 p.m.

Concurrent Workshops

Housing: The new frontier in workforce development (Grand Ballroom)

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.

Moderator: Belinda Wick-Graham, Director Economic & Community Development, Town of Minto

Presenters:

- Kate Burns Gallagher, Executive Director, Western Ontario Wardens' 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 (*York A-B*)

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.

Moderator: Stephanie Hopkin, Tourism Coordinator, Tourism Northern Ontario

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 (*King*)

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.

Moderator: Lina DeChellis, Manager, Economic Development, Corporation of the City of Welland

Presenters:

- Glen Millard, Regional Vice President, Ontario, Export Development Canada
- John Zimmerman, Director, Ontario Region, Trade Commissioner Service, Global Affairs Canada
- Corie McDougall, Assistant Deputy Minister (A), Export Growth & International Representation Division, Ministry of Economic Development, Job Creation & Trade

Presented by



- 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.
- Moderator:** Kate Burns Gallagher, Executive Director, Western Ontario Wardens' Caucus
- Presenters:**
- 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
- Presented by***

Deloitte.

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