



# Council Meeting:

## Economic Development Report

Prepared by  
Vladimir Shehovtsov  
Economic Development Officer

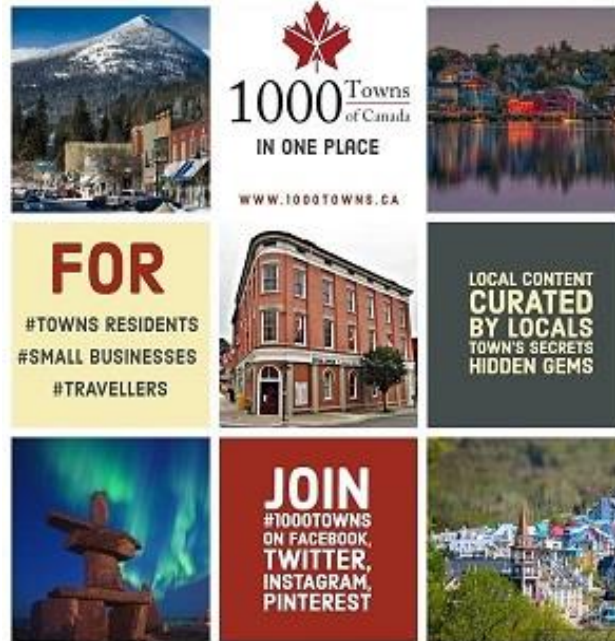
March 15, 2022

# Agenda

- ▶ COVID-19 and Local Business Supports in 2021
- ▶ Cruise Industry 2021 - 2022
- ▶ Film Industry 2021 - 2022
- ▶ 2021 - 2022 Investment Attraction Projects
- ▶ Key EconDev Goals for 2022

## COVID-19 and Local Business Supports in 2021

- ▶ January: Profiled the Town on “1000 Towns of Canada” internet platform. This new social media initiative promotes tourism to rural towns across Canada;
- ▶ January - August: Kept local businesses informed and updated on various government support programs via Business Supports Section on the Town’s COVID-19 Information Page and social media;



# COVID-19 and Local Business Supports in 2021

- ▶ March: Supported “Parry Sound Grand Re-Opening” campaign to encourage shopping at local retailers (20 vendors signed up);
- ▶ October - December: Hosted 3 FAM (familiarization) tours of 3 international investors;
- ▶ Ongoing: Use “Move Up!” virtual promo campaign (launched in the Fall 2020) to encourage businesses from the GTA and southern Ontario relocate to the Parry Sound area.



## Cruise Industry 2021 - 2022

- ▶ 2021 Cruising Season: Cancelled due to the pandemic international travel ban (est. loss to local economy: \$260,000);
- ▶ Post-COVID: The global cruise industry is quickly recovering, with new cruise lines entering the Great Lakes.
- ▶ 2022 Cruising Season (23 May - 18 October): 20 ship visits by 3 operators (Pearl Mist (US) - 10, Viking (US) - 7, Ponant (France) - 3); 40% growth over 2019.



## Film Industry 2021 - 2022

- ▶ Richard Boddington filmed Wickensburg, a family-friendly adventure movie, in Parry Sound from September 1 - October 8. A crew of about 40 people was employed. The project contributed approx. \$1 million to the Town's economy by hiring local actors, trades, caterers, equipment rentals, accommodation, and transportation. The film will be released on September 1st.
- ▶ Richard will shoot a sequel to Wickensburg in Parry Sound this fall.
- ▶ On the photo below (Left to Right): Jensen Gering (Los Angeles, CA) Denise Richards (Los Angeles, CA) Catherine White (Toronto, ON), and Pippa the dog.



## 2021 - 2022 Investment Attraction Projects

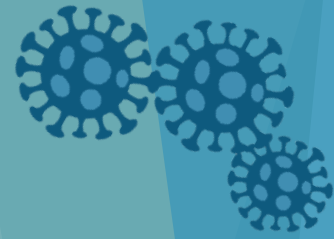
- ▶ ECO Development Group purchased 6 lots in the Parry Sound Industrial Park in 2021. Additional 4 lots will be bought this spring. ECO Development will build a CLT (Cross Laminated Timber) prefab housing plant. The plant will occupy 250,000 sq. ft and the project is valued at \$77M with 45 jobs (17 jobs in 2022, 28 jobs in 2023). Production is expected to start in late December 2022. Investment to date: \$2,415,000 (\$615,000 (land) + \$1.8M (production equipment)).



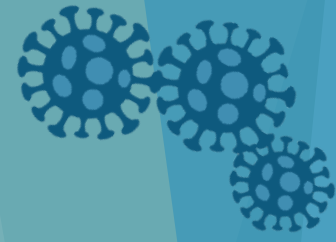
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## 2021 - 2022 Investment Attraction Projects

- ▶ ECO Development Group will build 2 CLT condos on 9 - 11 Church St. (20 units) and 7 McMurray St. (14 units) by the end of 2022. Construction is expected to start by June. Investment to date: \$910,000 (real estate and architectural designs).







## 2021 - 2022 Investment Attraction Projects

- ▶ Singular Solutions Inc. from North York bought 3 lots at the Parry Sound Industrial Park in 2021. They plan to build a 23,000 sq. ft plant to produce biodegradable food packaging. Production is expected to start in early 2023, with 22 jobs to be created. Investment to date: \$600,000 (land and production equipment).



## 2021 - 2022 Investment Attraction Projects

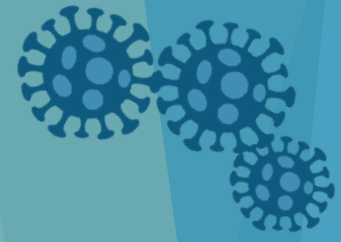
- ▶ A manufacturer of EV charging stations from Ukraine visited Parry Sound in October 2021. They plan to build a 10,000 sq. ft plant to produce EV charging stations at the Parry Sound Industrial Park or Airport Business Park. Estimated investment: \$2.5M, with 16 jobs. **Project is currently on hold due to hostilities in Ukraine.**



## Key EconDev Goals for 2022

- ▶ Help West Parry Sound Regional EDO conduct a BR&E survey (it will help better understand current needs of local SMEs and provide targeted support initiatives and investment);
- ▶ Work with OCI (Ontario Centre of Innovation) to attract 2 - 3 high tech start-ups from India relocate to the Town and Parry Sound Airport Business Park;
- ▶ Assist cruise ship operators and Georgian Bay Biosphere to offer more Biosphere-themed excursions to visitors;
- ▶ Support the grand opening of Best Western Plus Hotel (exp. May 1<sup>st</sup>); work with its management to attract more top-class events and conferences to Town.

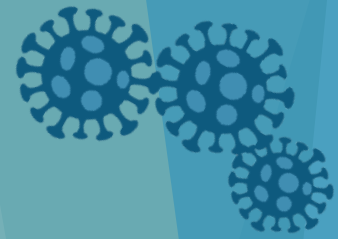




## Key EconDev Goals for 2022

- ▶ Continue to assist Canadore College with attracting international students to the Parry Sound campus (the first cohort (28 students from Southeast Asia) arrived in September 2021); expand geographic coverage to include refugee students from Ukraine for 2022.





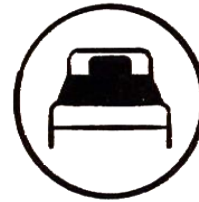
# Thank You!



Practice Physical Distancing



Clean Your Hands



Stay at Home if You're Feeling Ill



Increase Cleaning at Home and at Work



Stay Informed



Cover Your Cough



Minimize Non-Essential Travel



Make Spaces Safer