



**City of Kingston  
Information Report to Council  
Report Number 19-190**

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**To:** Mayor and Council  
**From:** Lanie Hurdle, Acting Chief Administrative Officer  
**Resource Staff:** Not Applicable  
**Date of Meeting:** July 9, 2019  
**Subject:** Quarterly Report: Kingston Economic Development Corporation  
– Q1 2019

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**Executive Summary:**

In accordance with the Service Level Agreement entered into between the City of Kingston and Kingston Economic Development Corporation ([Report to Council 16-325](#)), the attached report (Exhibit A) provides detailed reporting on Q1 2019 for the economic development organization. Section 2.0 “Transparency, Reporting and Accountability” of the Service Level Agreement indicates “...EDO will be accountable to the Council of the City of Kingston in the performance of the activities and services provided in accordance with the provisions of this Agreement and/or as determined in the approved annual operating budget.” Section 2.2 goes on to indicate:

*“2.2 EDO shall communicate with the City as follows:*

- a) Annually, by way of the draft budget, annual work plan and the Board’s Strategic Plan as updated to reflect the priorities of City Council;*
- b) Annually, by way of the Annual Financial Report as required by Clause 4.6 of this Agreement;*
- c) Quarterly, by way of Activity Reports to demonstrate the progress of EDO in achieving its Strategic Plan and the impact of EDO’s actions and programs on the key performance measures of economic development as set out in Appendix B of this Agreement. The Quarterly Reports shall form the basis of an Annual Year in Review Report to Council. All Activity Reports shall be publicly accessible”...*

July 9, 2019

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The attached report is provided in fulfillment of the quarterly reporting requirement noted above. As noted in the Q4 2018 [Report to Council 19-107](#), going forward in 2019, City staff will be meeting with the EDO to discuss the format and information included in the quarterly reports.


**Recommendation:**

This report is for information only.

July 9, 2019

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**Authorizing Signatures:**



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**Lanie Hurdle, Acting Chief  
Administrative Officer**

**Consultation with the following Members of the Corporate Management Team:**

Peter Huigenbos, Acting Commissioner, Community Services	Not required
Jim Keech, President & CEO, Utilities Kingston	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required
Sheila Kidd, Commissioner, Transportation & Public Works	Not required
Deanne Roberge, Acting Commissioner, Corporate Enterprise Services	Not required

July 9, 2019

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**Options/Discussion:**

Exhibit A to this report provides an activity report from the Kingston Economic Development Corporation on results for Q4 2018.

**Existing Policy/By-Law:**

[Report to Council 16-325](#), dated October 4, 2016

**Notice Provisions:**

Not applicable

**Accessibility Considerations:**

Not applicable

**Financial Considerations:**

Section 4 of the Service Level Agreement relates to financial operations and provides clear parameters on funding to EDO for Core Economic Development Activities.

**Contacts:**

Lanie Hurdle, Acting Chief Administrative Officer 613-546-4291 extension 1231

**Other City of Kingston Staff Consulted:**

Not applicable

**Exhibits Attached:**

Exhibit A Q1 2019 Kingston Economic Development Corporation Report



June 11, 2019

Lanie Hurdle, Acting Chief Administration Officer  
City of Kingston  
216 Ontario Street  
Kingston, ON K7L 2Z3

Dear Ms. Lanie Hurdle:

Re: Q1 2019 Performance Measures

Please accept this summary report on activities undertaken by the Economic Development Office (EDO) during the period from January through March, 2019.

Outlined in the Service Level Agreement with The City of Kingston is the direction to focus the EDO's core economic development activities on:

1. Investment Attraction and Investment Aftercare
2. Business Retention and Expansion
3. Support for Small Business and Entrepreneurs
4. Support for workforce development, jobs and skills-building
5. Support for knowledge industries, young workers, technology transfer from post-secondary institutions and incubation/innovation enablement

We are pleased to deliver our Q1 activity measures within each of the five portfolios. Included with the report are the monthly CEO reports accepted by the Board of Directors and the year-to-date budget to the end of Q1.

We look forward to continuing to work with Council and Staff. If you have any questions or seek clarification on activities or outputs, please do not hesitate to contact me.

Sincerely,

Donna Gillespie  
Chief Executive Officer

cc. Mr. Dave Carnegie, Chair, Kingston Economic Development Board of Directors





# Kingston Economic Development Corporation 2019 Q1 Report



KINGSTON ECONOMIC  
Development Corporation

613-544-2725 | [KingstonEcDev.com](http://KingstonEcDev.com)

[f](#) [t](#) [i](#) @KingstonEcDev @KingstonEcDev

## VISION

An innovative city where private and public enterprises thrive, individuals and entrepreneurs grow, and a diversity of people want to visit, live, work and do business.

## MISSION

Provide dynamic and collaborative leadership by leveraging Kingston's unique assets to create jobs and investment in order to sustain, grow and transform Kingston's economy to meet the needs of the 21<sup>st</sup> century. We aim to be one of Canada's leading economies.

## VALUES & PRINCIPLES

The Kingston Economic Development Corporation is committed to:

- Openness, transparency and accountability for the use of all public funds;
- Highest standards of professional conduct;
- Respect for client confidentiality;
- Organizational excellence through efficient and effective operating procedures;
- Strong commitment to the best practices of corporate governance.

## ECONOMIC DEVELOPMENT CORE SERVICE AREAS

### ATTRACTION & AFTERCARE

Maintaining and strengthening existing and new relationships to position Kingston as a premier city for investment.

### BUSINESS EXPANSION & RETENTION

Supporting local business to grow and stay within the community and identify export-based companies with high growth potential.

### START-UPS, YOUTH & ENTREPRENEURSHIP

Assisting with the development of future business leaders by providing programs and services to entrepreneurs to help foster the next generation's economy.

### EMERGING SECTORS

Identifying sector strengths, trends and future investment opportunities while supporting the incubation, acceleration and transfer of technology to promote future investment opportunities.

### WORKFORCE DEVELOPMENT

Attracting people to live and work in Kingston to meet the needs of today's employers and prepare for the needs of the workforce of the future.





# Attraction and Aftercare

In February, 2019 Kingston Economic Development signed a Memorandum of Understanding with China Eastern Airlines, an affiliate of WestJet. China Eastern is interested in partnering with Kingston EcDev to promote Kingston, Canada as a travel/investment site through their inflight magazine and to offer Kingston businesses/organizations a preferred flight rate for travel to China.

Kingston EcDev is focused on growing relationships with Provincial and Federal agencies dedicated to Foreign Direct Investment (FDI). In March, Kingston EcDev hosted Invest in Canada with the objective to showcase Kingston as a primary location for investment leads and development opportunities. Also, Kingston EcDev presented to the Foreign Direct Investment and the Trade and Investment Teams with Invest Ontario. The presentation was focused on Kingston as a preferred location for investment attraction.

Kingston EcDev participated in the Ontario East Economic Disrupted 2.0, which was held in Kingston by the Ontario East Economic Development Commission. The event focused on how technology trends are shaping Canada's economic landscape and how to take advantage of those trends and turn them into investment opportunities.

Kingston was represented at the 2019 Site Selectors Guild Conference in Utah and the Tourism Opportunity Market Place in Toronto through partnership with Ontario East Economic Development Commission.

Kingston EcDev visited Toronto in March to meet with the provincial Ministry of Economic Development, Job Creation and Trade's Ontario Investment Office (OIO). A presentation to their investment team on Kingston's economic base and priority growth areas took place followed by a discussion on the OIO's services and direction.

Invest Canada Community Initiatives confirmed \$44,000 of funding to Kingston EcDev for 2019 foreign direct investment initiatives. Funded projects include: Kingston Syracuse Pathway Digitalization; Kingston-China Strategy; and, Kingston Defence Sector Lead Generation.



## Canada Royal Milk Update

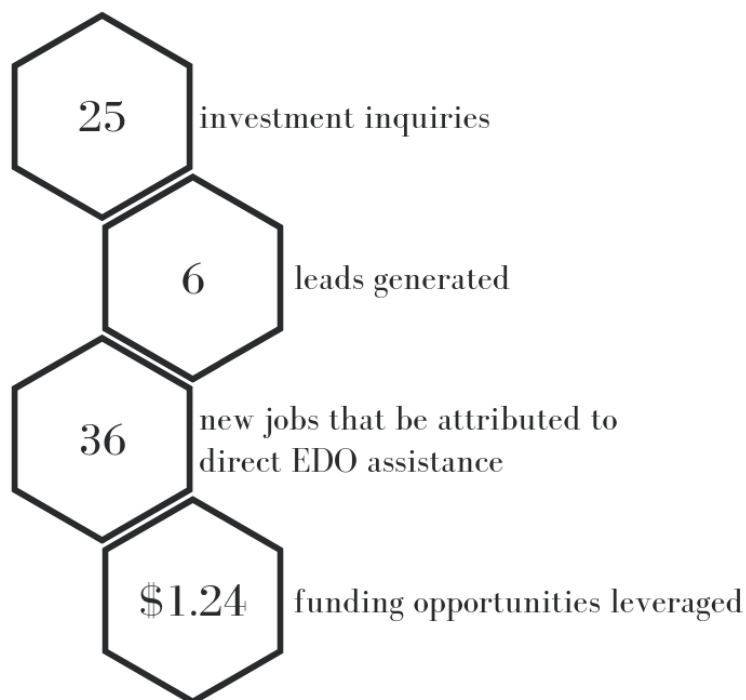
Kingston EcDev hosted a tour of the Feihe Canada Royal Milk facility on January 25. Construction of the site and installation of equipment is on schedule for commissioning of the lines in Spring, 2019. Recruitment efforts are underway with the first team of senior managers travelling to China at the end of the month for training.

Visit [www.CanadaRoyalMilk.com](http://www.CanadaRoyalMilk.com)

## Invest in Canada

Invest in Canada is an investment promotion agency aimed at facilitating foreign direct investment to spur job growth in Canada. The objects include increasing the number of investments in Canada, improve brand awareness, diversify the source countries and improve collaboration with partners.

Kingston Economic Development was pleased to welcome Invest in Canada to our community. Staff spent a day doing a partner survey and hosting a tour of the City. "It was such a pleasure to learn more about your region. I'm very grateful to have met with your team," Sarah Albrecht, Director, Partnership Strategy. Kingston Economic Development looks forward to working with Invest in Canada and promoting Kingston as a premier location for investment.





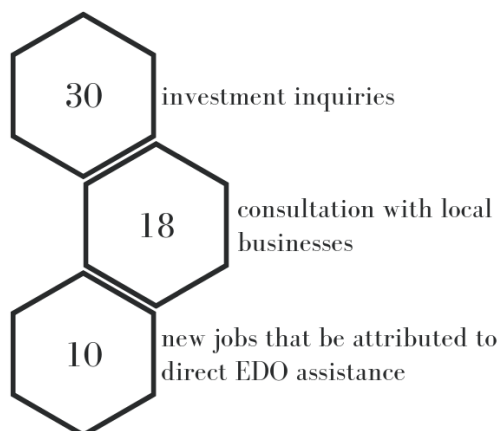
# Business Retention and Expansion (BR&E)

Kingston EcDev participated in the annual Restaurants Canada tradeshow in Toronto from February 24-26 with four local microbreweries – Spearhead Brewing Company, SanTur Brewing, Skeleton Park Brewery and Stone City Ale. The tradeshow served the dual purpose of showcasing Kingston craft brewers and supporting access to new markets as well as showcasing Kingston as a premier location for beverage production.

Kingston EcDev continued the involvement with the local business community with an official launch of the BR&E Survey, this time focused on Tourism and Downtown sectors. Participants were encouraged to access the survey either through online platform or via telephone. The survey consisted of specific data collection regarding use, ease, availability and support associated with Tourism and Downtown markets. The data collection ended on April 30. And results and processing will be completed in May/June.

Kingston EcDev has been meeting with City of Kingston staff and the Greater Kingston Chamber of Commerce regarding the municipal Vacancy Rate Rebate program. City staff are preparing a report to Council on the future of the rebate program.

In partnership with the Ministry of Labour, Kingston EcDev hosted a Bill 47 information session on February 25 to educate local businesses on the recent changes to the Employment Standards Act.



## Spearhead Brewing Company

In April 2018, Spearhead Brewing Company officially opened the doors to their state-of-the-art 16,000 sq-ft facility at 675 Development Drive in Kingston. Turning a vacant space in the west end of Kingston into a flourishing business.

In 2016, Spearhead Brewery chose Kingston as the new home for spearhead and to move from contract brewing to brewing in-house. In selecting Kingston as their headquarters, one deciding factor was the expertise of Pure Ingenuity, a Kingston company that designs and manufactures custom stainless steel and aluminum processing equipment, and the other was the warm reception that Spearhead’s shareholders received from community stakeholders.

Spearhead’s commitment to Kingston is evident in the care was taken during all phases of the project to work with local suppliers and labour, including the tap-room mural artist and building a green operation investing in energy efficiency from construction through production.

Spearhead strives to brew innovative and creative drinks, which helped them with their significant success in its first year in Kingston, and why other craft brewers have approached Spearhead to help with their brewing, labeling, and distribution. It is important to Spearhead to work alongside other brewers to build the market and make Kingston a craft brewery destination. Currently, Kingston is one of the fastest growing craft brewery markets in Ontario.

In addition to their sustainability initiatives, Spearhead has committed to supporting the work of Kingston not-for-profits. The brewery sponsored Hospice Kingston’s 2017 “Hospice Fest”, and all proceeds from brewery tours are donated to Hospice Kingston. Spearhead has also made significant donations to the Kingston Partners in Mission Food Bank.

**“We are very proud to be planting our roots in Kingston and adding to this already great craft beer landscape.”**

- Josh Hayter, President of Spearhead Brewing Company

# Start-ups and Youth Business

Invest Ottawa invited Kingston EcDev to participate in Social Enterprise Professional Development training in January. The goal of the workshop was to provide communities with the tools to better support socially-driven initiatives and traditional businesses looking to integrating innovative and sustainable frameworks into their operations. Kingston EcDev partnered with the Federal Economic Development Agency of Southern Ontario (FedDev), Invest Ottawa, and the Centre for Social Innovation to host the Opportunities for Social Enterprises Session in March. The session held a panel discussion with guests from Social Enterprise Consulting, the Centre for Social Innovation and two entrepreneurs in the industry. The panel discussion was followed by breakout sessions that explored areas such as challenges social innovators experience to getting to know the funding landscape. The event provided an opportunity for local entrepreneurs and businesses to ask questions and discover how to adopt social and environmental objectives into their core business to make the world a better place.

Kingston EcDev has sponsored the Female Entrepreneurs in Small Towns (FEIST) Nights that will help local female entrepreneurs in areas such as selling, obtaining funding and business productivity.

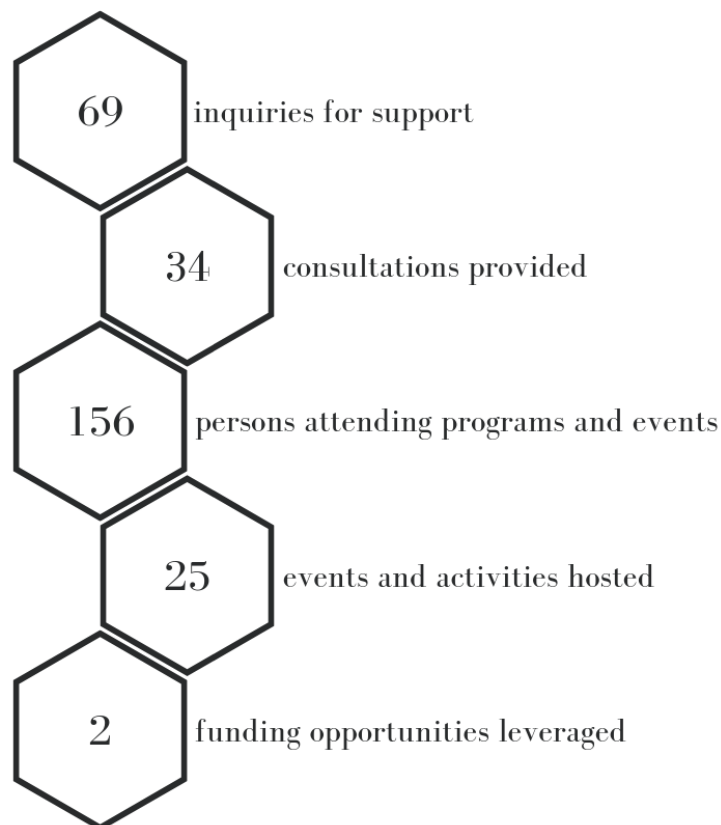
Kingston EcDev partnered with local company, BizSkills Academy to utilize their virtual business support software. BizSkills Academy is a virtual, experiential and dynamic platform that focuses on creating an entrepreneurial ecosystem where early-stage and larger entrepreneurs can more easily access knowledge, recourses and financing. Applications for training will be available through Kingston EcDev for start-ups and small businesses.

Kingston EcDev in partnership with Queen's Office of Industry Partnerships, Launch Lab, SOAN and St. Lawrence College submitted an application to the Women Entrepreneur Strategy Ecosystem Fund for \$1.578M to support the acceleration and growth of women-led companies.

The Dunin-Deshpande Queen's Innovation Centre (DDQIC) hosted a Fellows event on January 17 at the new Mitchell Hall on Queen's University Campus during their Ignition Week. Kingston EcDev CEO was invited to be a Fellow of the DDQIC to help drive a culture of innovation and entrepreneurship in our region.

Kingston EcDev has partnered with local Shopify Guru, Carissa Cosgrove to provide monthly one-on-one sessions with individuals looking to explore Shopify as an e-commerce platform. Sessions are held on the first Wednesdays of every month between 9:30am-3:00pm beginning in January.

Kingston EcDev continues to run weekly Open for Business open-houses every Thursday from 12-1pm. These sessions aim to inform individuals interested in learning more about the services offered at Kingston EcDev. Sessions are one hour in length with a 30-minute question period with one of our Business Development Officers. Services being discussed during the open-houses consist of: Government Programs, Financing and Grants, Workshops & Events, Business Advisory Support, Resources for Starting & Growing your Business, Community Resources and Connections and Networking Opportunities.



# Workforce Development

Kingston EcDev partnered with KEYS Job Centre to host monthly Welcome Night on last Monday of every month for new employees in Kingston starting in February. The objective of these events will be to greet new Kingstonians and support networking and integration of professionals into the community.

Interviews for the Queen's Career Apprenticeship: Kingston program are underway with local businesses and graduating students. Thirty-four career opportunities were advertised for the 2019 graduating cohort with twenty career offers extended. Kingston EcDev is participating in the program this year and have interviewed five potential candidates for the communications and events assistant position.

Kingston EcDev sponsored the Queen's TEDx event on February 3. A Kingston info booth was in place with staff on hand to discuss career and lifestyle opportunities in Kingston for students during the summer months and after graduation.

Kingston EcDev worked with Tourism Kingston and KAP on strategy to create linkages with Queen's University students and alumni. Kingston EcDev commissioned Queen's Smith School of Business to undertake a ten-year benchmark survey on retention of Queen's graduates in Kingston. Originally undertaken in 2008 by the Economic Development Office, the survey polled students and young alumni on their perceptions of the city and interest in post-graduate employment.



## Queen's Career Apprenticeship: Kingston

With the aide of a generous donor Alan Rottenberg, Queen's Faculty of Arts and Science has partnered with the Kingston Economic Development Corporation to generate jobs in Kingston for graduating students in the arts and humanities.

This program jump-starts students' careers and helps to strengthen Kingston's economic community. For students the program consists of a one-year, salary paid, career apprenticeship in Kingston, along with mentorship and networking opportunities. For businesses the program offers direct access to graduating students, as well as a QCA:K grant, which the value of 4 months' salary for the hired candidate (maximum \$4,000 per month).

The second round of recruitment took place in early 2019 aimed to secure at least twice as many positions for recent graduates as during the pilot phase. Twenty-eight companies participated, posting 34 job positions overall. The average posted salary was \$38,500. 260 student applications were received from 64 students, 38 of whom were invited to interviews. As of March 2019, the program has managed to match 21 job opportunities, with 17 participating companies.

These students have started their jobs and mentorship in May 2019, at which point the program will then be moving into its third round of recruitment and management. This is an exciting opportunity for businesses, Queen's University, and for the City of Kingston to partner to support a new generation of employees and residents who will launch their careers in our community.



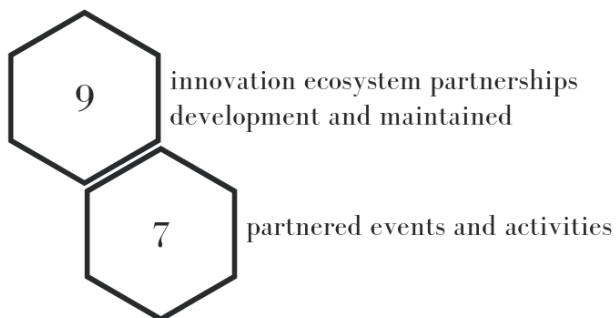


# Emerging Sectors

In March, Kingston EcDev in partnership with the Greater Kingston Chamber of Commerce and the India-Canada Association of Kingston hosted a Trade & Investment Opportunities Seminar. The Deputy High Commissioner of India, Jeremy Pilmore-Bedford was in attendance and gave a presentation on how India is one of the fastest growing economies in the world and is poised to become the second largest economy by 2030.

Kingston EcDev hosted a delegation from IBM in February. Lee Bowie of IBM Canada visited Kingston to meet with Kingston EcDev in a facilitated tour with Queen's Office of Partnerships and Innovation, Centre for Advanced Computing and Distributed Compute Lab. During the visit, a key outcome was identified for IBM to offer its i3 program for Kingston companies and startups. Startups will be able to leverage advanced cognitive and cloud computing technology infrastructure and worldwide business, design and technical resources to compete in the global marketplace. Additionally, Lee Bowie offered to visit Kingston and deliver monthly workshops in partnership with InnovationXL at Innovation Park.

Kingston EcDev will invite Kingston companies, scientists and researchers to participate in an interactive workshop to learn about Innovation for Defence Excellence and Security (IDEaS). The IDEaS program is looking for solutions to help resolve defence and security challenges. Participants in the workshop will also have an opportunity to meet with the Director General of the IDEaS program to gain feedback. IDEaS commits \$1.6 billion of investment in innovations for defence and security over the next 20 years. The program is looking for solutions to support the development of defence and security capabilities.



## V2innovations

In January 2016, V2innovations visited Kingston and were shown around the city by a representative from Kingston EcDev. They said they could not help but fall in love with the city and the community, which made them move their business from Saskatchewan to Kingston, 'it was easy to fall in love with this city on the shores of Lake Ontario and over the following months, we received valuable information and guidance from Kingston EcDev regarding living and working in Kingston.'

V2innovations opened its doors in Kingston in December 2016. Over the past two and a half years, they have worked hard to establish the clinic as a leader in Orthotic and Prosthetic care in Kingston.

With a client centered approach and experienced clinicians, earlier this year they opened their second location in Kingston as part of the Kingston Medical Wellness Campus with KOPI, in the east end of Kingston to make their services more accessible in the city.

They said that they found the city as an incredible place to live in. It has a supportive, tightly knit community where word of mouth is truly the best marketing tool one could have; 'Kingston EcDev was a part of our journey since the very beginning - they have assisted us with information, support and networking along the way and have always been very supportive of our clinic.'



# Q1 2019 Communications

## Social Media

Kingston EcDev manages two main social media platforms on multiple online outlets ie. Twitter, Facebook, Instagram, LinkedIn.

The @KingstonEcDev account shares information primarily to the Kingston and business community to showcase events and activities.

@KingstonCanada promotes Kingston's lifestyle, businesses and career opportunities to an external audience as an attraction and investment tool.



2,414

8,460



3,700

12,700



1,134

8,823



1,923

N/A



Google My Business

460

N/A

## Website

Kingston EcDev maintains the KingstonCanada.com website. The website currently has two core sections: Business in Kingston and Live and Work in Kingston.

Organic Search

**Business**

3,838

**Live/Work**

4,775

Page Views

18,130

24,811

Pages Viewed per Visit

2.12

3.01

New Visitors

6,266

6,705

Average Time on Page

1:46

1:17

## Newsletter

Kingston EcDev distributes a monthly electronic newsletter providing updates on activities and business topics.

Issues Distributed 3

Subscribers 476

Unsubscribers 6

Open Rate 48.14%





Kingston Economic Development Corporation  
Financial Summary  
For the Three Months Ending March 31, 2019

25% Through Year

	<b>Actuals</b>	<b>Budget</b>	<b>% To Date</b>
<b>Revenues:</b>			
City Funding	\$365,375	\$1,461,500	25.00%
Provincial Funding	78,522	125,000	62.82%
Federal Funding		100,000	0.00%
Investment & Bank Interest	1,931	10,000	19.31%
Other	41,993	100,000	41.99%
<b>Total Revenue</b>	<b>487,821</b>	<b>1,796,500</b>	<b>27.15%</b>
<b>Expenditures:</b>			
Salaries & Wages	141,299	810,000	17.44%
Overhead			
Administration	41,854	210,000	19.93%
Boards & Committees	639	5,000	12.78%
Human Resources	4,772	32,500	14.68%
Marketing Communications	12,651	65,000	19.46%
Projects			
Attraction & Aftercare	31,188	175,000	17.82%
Business Retention & Expansion	18,895	150,000	12.60%
Start Ups & Youth Business	23,350	125,000	18.68%
Emerging Sectors	4,883	50,000	9.77%
Workforce Development	6,990	150,000	4.66%
Contingency		24,000	0.00%
<b>Total Expenditures</b>	<b>286,521</b>	<b>1,796,500</b>	<b>15.95%</b>
<b>Annual Surplus/(Deficit)</b>	<b>201,300</b>		<b>0.00%</b>



To: Kingston Economic Development Corporation Board of Directors

From: Donna Gillespie, Chief Executive Officer

Date: January 14, 2019

Subject: Monthly CEO Report

## **CORPORATE UPDATES**

- ✓ Kingston EcDev continues to explore new office space options with community partners. The current lease at Innovation Park ends in July, 2019. Options will be reviewed and a decision made in Q1, 2019.
- ✓ Kingston EcDev is pleased to announce that Shelley Hirstwood, Ec.D joined the team as Business Development Officer on January 14, 2019. As a certified economic developer, Shelley comes with over 12 years of management experience in municipal economic development management roles. She most recently held the position of Economic Development Manager for the Town of Gananoque and is the Chair of the Ontario East Economic Development Commission.
- ✓ The Economic Developers Council of Ontario's annual conference takes place in Toronto from January 29-31. A post-conference summary will be circulated to the Board.

## **ATTRACTION & AFTERCARE**

- ✓ Kingston EcDev has been invited by a number of Chinese investors to celebrate the 2019 Spring Festival/Chinese New Year. Special events have been organized in Toronto with OTT Pay, Gowlings and the Chinese General Consulate Office.

## **BUSINESS GROWTH & RETENTION**

- ✓ Transformix Engineering Inc. has been acquired by Canadian-based Automation Tooling Systems Inc. ATS has purchased substantially all of the intellectual property assets of Transformix. Kingston EcDev is working to support retention of the workforce and business footprint in the city.
- ✓ A significant federal funding announcement has been confirmed to support a local agri-business company. Date and details to follow.
- ✓ On November 21, 2018, the Making Ontario Open for Business Act (Bill 47) became law, resulting in a number of changes to the Employment Standards Act (ESA) that came into effect on January 1, 2019. As part of our ongoing commitment to provide compliance support for small business, Kingston Economic Development Corporation has partnered with the Ministry of Labour to host an information session to provide local businesses with a general overview of the ESA featuring Bill 47 updates. The presentation will be delivered by employment standards officers and cover topics such as minimum wage, hours of work, public holidays, leaves of absence and more.



## **START-UPS & ENTREPRENEURS/INNOVATION & INCUBATION ENABLEMENT:**

- ✓ Kingston EcDev offer the following upcoming workshops delivered by professors at St. Lawrence College:
  - January 15, 4:00-6:00pm – Business Readiness
  - January 29, 4:00-6:00pm – Market Research
  - February 12, 4:00-6:00pm – Business Readiness
  - February 26, 12:00-2:00pm – Social Media Strategies
- ✓ Kingston EcDev has partnered with local Shopify Guru, Carissa Cosgrove to provide monthly one-on-one sessions with individuals looking to explore Shopify as an e-commerce platform. Sessions will be held on Wednesdays between 9:30am-3:pm. The next available day to book your one-on-one is February 13.
- ✓ Kingston EcDev will continue to run weekly Open for Business open-houses every Thursday from 12-1pm. These sessions aim to inform individuals interested in learning more about the services offered at Kingston EcDev. Sessions are one hour in length with a 30-minute question period with one of our Business Development Officers. Services being discussed during the open-houses consist of: Government Programs, Financing and Grants, Workshops & Events, Business Advisory Support, Resources for Starting & Growing your Business, Community Resources and Connections and Networking Opportunities.
- ✓ Invest Ottawa has invited Kingston EcDev to participate in Social Enterprise Professional Development training on January 23. The goal of the workshop is to provide communities the tools to better support socially-driven initiatives and traditional businesses looking to integrating innovative and sustainable frameworks into their operations. Kingston EcDev and Invest Ottawa are coordinating a special event to be held in Kingston in March to showcase local social enterprise success stories as part of the Canada Business Ontario Bridges to Better Business series.

## **WORKFORCE DEVELOPMENT**

- ✓ Kingston EcDev is working with the City of Kingston's Strategy Implementation Office and Tourism Kingston on the launch of its new [kingstoncanada.com](http://kingstoncanada.com) website. The externally focussed site will focus on the attraction of people to Kingston. The City of Kingston in partnership with the Queen's University Centre for Advanced Computing has developed state of the art tools for showcasing Kingston data and comparative information on living and working in the city. The new site is scheduled to be launched in Q1, 2019.



To:	Kingston Economic Development Corporation Board of Directors
From:	Donna Gillespie, Chief Executive Officer
Date:	February 11, 2019
Subject:	Monthly CEO Report

## CORPORATE UPDATES

- ✓ Cushman Wakefield/Rogers & Trainor are working with Kingston EcDev and community partner organizations to explore new office space options. The current lease at Innovation Park ends in July, 2019. Options will be reviewed and a decision made in Q1, 2019.
- ✓ Ontario East Economic Development Commission is hosting Economic Development Disrupted 2.0 workshop on February 28 and March 1 in Kingston. This year's Disrupted event focuses on how technology trends are shaping Canada's economic landscape and how it can be leveraged to take advantage of investment and expansion opportunities.
- ✓ Kingston EcDev presented its annual municipal funding request before City Council on January 29. City Council approved the 1.5 per cent municipal funding increase on January 30.
- ✓ Preparation for the Corporation's audit of 2018 financials is underway. KPMG has been appointed by the Board to undertake this past year's. KPMG will be onsite the week of March 18.

## ATTRACTION & AFTERCARE

- ✓ Kingston EcDev hosted a tour of the Feihe Canada Royal Milk facility on January 25. Construction of the site and installation of equipment is on schedule for commissioning of the lines in Spring, 2019. Recruitment efforts are underway with the first team of senior managers travelling to China at the end of the month for training.
- ✓ Kingston EcDev has been working closely with China Eastern Airlines, an affiliate of WestJet. China Eastern is interested in partnering with Kingston EcDev to promote Kingston, Canada as a travel/investment site through their inflight magazine and to offer Kingston businesses/organizations a preferred flight rate for travel to China. A formal MOU signing will take place on February 14 at Aqua Terra in the Delta Hotels.
- ✓ Invest Canada Community Initiatives confirmed \$44,000 of funding to Kingston EcDev for 2019 foreign direct investment initiatives. Funded projects include: Kingston Syracuse Pathway Digitalization; Kingston-China Strategy; and, Kingston Defence Sector Lead Generation.
- ✓ Kingston EcDev in partnership with Tourism Kingston is launching a new Chinese website to promote investment and travel opportunities for the Chinese market. The new site will go live by the beginning of Q2.
- ✓ Kingston EcDev submitted an application to American Cities of the Future 2019/20 which seeks to rank the economic, business and financial strengths of cities across the Americas. In 2017/2018, Kingston EcDev was ranked the top small city in the America's for Foreign Direct Investment strategy and top 10 small city for human capital and lifestyle.



## **BUSINESS GROWTH & RETENTION**

- ✓ Kingston EcDev will be participating in the annual Restaurants Canada tradeshow in Toronto from February 24-26 with four local microbreweries – Spearhead Brewing Company, SanTur Brewing, Skeleton Park Brewery and Stone City Ale. The tradeshow serves dual purpose of showcasing Kingston craft brewers and supporting access to new markets as well as showcasing Kingston as a premier location for beverage production.
- ✓ Kingston EcDev has been meeting with City of Kingston staff and the Greater Kingston Chamber of Commerce regarding the municipal Vacancy Rate Rebate program. City staff are preparing a report to Council on the future of the rebate program.
- ✓ A meeting with the Commercial Real Estate Advisory Group was held on February 7. These quarterly meetings provide an opportunity to share information and resources, discuss trends and upcoming issues such as the municipal Vacancy Rebate program and review of the waiving of Development Charges & Impost Fees which will be undertaken this year.

## **START-UPS & ENTREPRENEURS/INNOVATION & INCUBATION ENABLEMENT:**

- ✓ Kingston EcDev offers the following upcoming workshops/events:
  - February 12, 4:00-6:00pm – Business Readiness
  - February 13, 9:30-3:00pm – Shopify at Innovation Park
  - February 13, 8:45-2:30pm – Small Ruminant Lender’s Webinar
  - February 14, 12:00-1:00pm – Open for Business
  - February 21, 12:00-1:00pm – Open for Business
  - February 25, 12:00-1:00pm – Bill 47 Information Session
  - February 26, 12:00-2:00pm – Social Media Strategies
  - February 28, 12:00-1:00pm – Open for Business
  - March 6, 9:30-3:00pm – Shopify at Innovation Park
  - March 7, 12:00-1:00pm – Open for Business
  - March 12, 4:00-6:00pm – Business Readiness
  - March 14, 12:00-1:00pm – Open for Business
  - March 21, 12:00-1:00pm – Open for Business
  - March 26, 4:00-6:00pm – Business Planning
- ✓ Kingston EcDev attended the launch of the FEIST television series on February 7. Female Entrepreneurs in Small Towns (FEIST) is releasing a series of online episodes showcasing women entrepreneurs in Kingston starting in February. FEIST secured a partnership with Bell Fibe TV1 which is releasing its FEIST-y series in 2019.
- ✓ The Dunin-Deshpande Queen’s Innovation Centre (DDQIC) hosted a Fellows event on January 17 at the new Mitchell Hall on Queen’s University Campus during their Ignition Week. Kingston EcDev CEO was invited to be a Fellow of the DDQIC to help drive a culture of innovation and entrepreneurship in our region.
- ✓ Kingston EcDev in partnership with Queen’s Office of Industry Partnerships, Launch Lab, SOAN and St. Lawrence College submitted an application to the Women Entrepreneur Strategy Ecosystem Fund for \$1.578M to support the acceleration and growth of women-led companies. The group is also preparing a “Team Kingston” FedDev application for the Regional Innovation Ecosystem Stream.





## **WORKFORCE DEVELOPMENT**

- ✓ Interviews for the Queen's Career Apprenticeship: Kingston program are underway with local businesses and graduating students. Thirty-four career opportunities were advertised for the 2019 graduating cohort. Career offers are to be extended by the end of the month with successful hires beginning their careers in Kingston in May, 2019.
- ✓ Kingston EcDev sponsored the Queen's TEDx event on February 3. A Kingston Live/Work info booth was in place with staff on hand to discuss career and lifestyle opportunities in Kingston for students during the summer months and after graduation.
- ✓ In partnership with KEYS, Kingston EcDev will be hosting monthly Welcome Nights for new employees in Kingston. The objective of the events will be to greet new Kingstonians and support networking and integration of professionals into our community. The first event will take place on Monday, February 24 from 4:30-6pm at Milestones.



To: Kingston Economic Development Corporation Board of Directors

From: Donna Gillespie, Chief Executive Officer

Date: March 21, 2019

Subject: Monthly CEO Report

## CORPORATE UPDATES

- ✓ Cushman Wakefield/Rogers & Trainor continue to work with Kingston EcDev and community partner organizations to explore new office space options. The current lease at Innovation Park ends in July, 2019.
- ✓ Kingston EcDev attended the Ontario East Economic Development Commission Disrupted 2.0 event, which focused on how technology trends are shaping Canada's economic landscape and how it can be leveraged to take advantage of investment and expansion opportunities.
- ✓ Kingston EcDev submitted its final report for the 2018 Invest Canada Community Initiatives. The final report was submitted in February and Kingston EcDev is currently waiting for confirmation of the projects.
- ✓ Kingston EcDev attended the Greater Kingston Chamber of Commerce Discover Success Breakfast that celebrated the accomplishments of two local businesses and shared their stories about why they chose to call Kingston home.
- ✓ Preparation for the Corporation's audit of 2018 financials is underway. KPMG has been appointed by the Board to undertake the audit of 2018. A pre-audit meeting was held on March 4 to discuss the next steps for the Corporation's audit. KPMG will be onsite the week of March 18.
- ✓ The Corporation's Finance & Audit Committee met on February 28 to hold the first meeting of the year. This was an orientations session for the Committee to introduced them to City of Kingston Financial Services and the financial processes. The Committee also discussed the 2018 audit, Corporate Reserves and reviewed financial reports to the end of January, 2019.

## ATTRACTION & AFTERCARE

- ✓ In February, Kingston EcDev signed a Memorandum of Understanding with China Eastern Airlines, an affiliate of WestJet. China Eastern is interested in partnering with Kingston EcDev to promote Kingston, Canada as a travel/investment site through their inflight magazine and to offer Kingston businesses/organizations a preferred flight rate for travel to China. For more information, please contact Business Development Officer, Yina Wang ([wang@kingstoncanada.com](mailto:wang@kingstoncanada.com)).
- ✓ On April 2 & 3, Kingston EcDev will be attending the 2019 FDO International Economic Development Training seminar in Toronto. This conference will assist Kingston EcDev to learn how to better position Kingston to foreign markets.



## **BUSINESS GROWTH & RETENTION**

- ✓ Kingston EcDev participated in the annual Restaurants Canada tradeshow in Toronto from February 24-26 with four local microbreweries – Spearhead Brewing Company, SanTur Brewing, Skeleton Park Brewery and Stone City Ale. The tradeshow served the dual purpose of showcasing Kingston craft brewers and supporting access to new markets as well as showcasing Kingston as a premier location for beverage production.
- ✓ In partnership with the Ministry of Labour, Kingston EcDev hosted a Bill 47 information session on February 25 to educate local businesses on the recent changes to the Employment Standards Act.
- ✓ On April 17, Kingston EcDev will host a second Manufacturers Matter roundtable at the Donald Gordon Centre. In 2018, an initial roundtable was held to present the findings from our Business Retention and Expansion (BR&E) survey and gather information on how Kingston EcDev can better support our local manufacturers. At this event, Kingston EcDev will update manufacturers of export and funding opportunities available. Presentations have been organized where we will hear from Ben Doornekamp, of Doornekamp Construction Ltd. about the Picton Terminals project; Steve Holmgren, EMC on export opportunities; and Ann-Marie Kelleher, of FedDev to discuss federal funding opportunities.

## **START-UPS & ENTREPRENEURS/INNOVATION & INCUBATION ENABLEMENT:**

- ✓ Kingston EcDev has partnered with FedDev Ontario, Invest Ottawa and the Centre for Social Innovation to provide the Opportunities for Social Enterprises Session on March 25, 2019. The session will offer a panel discussion with panelists from the Centre for Social Innovation followed by breakout sessions exploring areas such as challenges social innovators experience to getting to know the funding landscape. This is an opportunity to ask questions and discover how you can adopt social and environmental objectives into your core business in order to make this world a better place. To register for this event please contact Kirk Smallridge.
- ✓ Kingston EcDev offers the following upcoming workshops/events:
  - March 12, 4:00-6:00pm – Business Readiness
  - March 14, 12:00-1:00pm – Open for Business
  - March 21, 12:00-1:00pm – Open for Business
  - March 25, 11:00-4:00pm – Opportunities for Social Enterprise Businesses
  - March 25, 1:00-3:00pm – Innovation for Defence Excellence and Security
  - March 26, 4:00-6:00pm – Business Planning
  - April 9, 4:00-6:00pm – Business Readiness
  - April 23, 4:00-6:00pm – Financial Ability & Expectations
  - May 21, 12:00-2:00pm – Social Media Advanced
- ✓ Kingston EcDev has sponsored the Female Entrepreneurs in Small Towns (FEIST) Nights that will help local female entrepreneurs in areas such as selling, obtaining funding and business productivity. The first of these events is set to start on March 29, 2019.
- ✓ Kingston EcDev signed a Memorandum of Agreement with BizSkills Academy to utilize their virtual business support software. BizSkills Academy is a virtual, experiential and dynamic platform that focuses on creating an entrepreneurial ecosystem where early-stage and larger entrepreneurs can more easily access knowledge, resources and financing.



## EMERGING SECTORS

- ✓ On March 4, Kingston EcDev in partnership with the Greater Kingston Chamber of Commerce and the India-Canada Association of Kingston hosted a Trade & Investment Opportunities Seminar. The Deputy High Commissioner of India was in attendance and gave a presentation on how India is one of the fastest growing economies in the world and is poised to become the second largest economy by 2030.
- ✓ Kingston EcDev hosted a delegation from IBM on February 28. Lee Bowie, of IBM Canada visited Kingston to meet with Kingston EcDev in a facilitated tour with Queen's Office of Partnerships and Innovation, Centre for Advanced Computing and Distributed Compute Lab. During the visit, a key outcome was identified for IBM to offer its i3 program for Kingston companies and startups. Startups will be able to leverage advanced cognitive and cloud computing technology infrastructure and worldwide business, design and technical resources to compete in the global marketplace. Additionally, Lee Bowie offered to visit Kingston and deliver monthly workshops in partnership with InnovationXL at Innovation Park.
- ✓ Kingston EcDev will host Kingston companies, scientists and researchers to participate in an interactive workshop to learn about Innovation for Defence Excellence and Security (IDEaS). The IDEaS program is looking for solutions to help resolve defence and security challenges. Participants in the workshop will also have an opportunity to meet with the Director General of the IDEaS program to gain feedback. IDEaS commits \$1.6 billion of investment in innovations for defence and security over the next 20 years. The program is looking for solutions to support the development of defence and security capabilities.

## WORKFORCE DEVELOPMENT

- ✓ Interviews for the Queen's Career Apprenticeship: Kingston program are underway with local businesses and graduating students. Thirty-four career opportunities were advertised for the 2019 graduating cohort with twenty career offers extended. Kingston EcDev is participating in the program this year and have interviewed five potential candidates for the Events & Communications position. A celebration event will be held on Thursday, May 9 from 4:00-6:00pm.
- ✓ Kingston EcDev hosted the first monthly Welcome Night on Monday, February 25, for new employees in Kingston. The objective of these events will be to greet new Kingstonians and support networking and integration of professionals into the community. These welcome nights will be held on the last Monday of every month, with the next one being held on March 25 from 4:00-6:00pm at Milestones.