

# THUNDER BAY ECONOMIC DEVELOPMENTS

A Newsletter of the Thunder Bay Community Economic Development Commission (CEDC)

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## SUPPORTING AND ENHANCING BUSINESS

The CEDC is responsible for business development, retention and expansion, entrepreneurial support, opportunity promotion, and the collection and assessment of key business data. Incorporated in 2006, CEDC is an arms length Community Development Commission led by an independent board with core funding from the City of Thunder Bay.

The CEDC receives formal proposals for projects that will contribute to economic development. It responds quickly to new opportunities and initiatives to attract direct financial involvement from government and private sectors. The CEDC's staff will assist businesses in attaining information essential to their decision making.

Located within CEDC's administrative office, the Thunder Bay & District Entrepreneur Centre provides seminars, workshops and free and confidential business counselling services to new and existing small businesses.

## The Lake Superior Centre for Regenerative Medicine (RegenMed) is proud to partner with the City of Thunder Bay & the Thunder Bay Community Economic Development Commission (CEDC)

RegenMed is a not-for-profit charitable organization in Thunder Bay. RegenMed's current focus is the development of a bone and tissue bank. To date, they have received over one million dollars in funding from governmental and independent agencies that support the economic development of Northwestern Ontario. They have also taken the opportunity to create partnerships with organizations such as the Thunder Bay Regional Health Sciences Centre. As RegenMed continues to grow, they will have the opportunity to employ and retain qualified personnel in Thunder Bay.



*Steve Demmings and Dr. Bob Thayer*

Tissue banking is considered the most elemental form of regenerative medicine. Tissue donors have a unique opportunity to help improve the quality of life of individuals who require tissue grafts. RegenMed is developing the ability to customize these grafts to provide surgeons with a reliable Canadian source of transplantable tissue.

RegenMed's living donor program is fully operational. Femoral heads from hip replacement surgery are recovered and sent to the facility for processing and distribution. They are also in the process of hiring personnel for the deceased donor program. These new hires will begin orientation in early May with advanced training to follow.

The CEDC is delighted to have the opportunity to partner with RegenMed and to assist with the ongoing development of the Thunder Bay facilities. Our investment in the tissue and bank operation will help ensure the further growth of the life sciences sector in Thunder Bay. This emerging sector directly generates excellent employment opportunities, stimulates the local economy and directly ties into the goals and objectives of the Thunder Bay CEDC's Strategic Plan.

[www.ThunderBayCEDC.ca](http://www.ThunderBayCEDC.ca)

# Meet the CEDC Board

The Thunder Bay Community Economic Development Commission (CEDC) is governed by an independent Board of Directors. Members serve for a 4-year term. The Board of Directors receives formal proposals on projects that will contribute to economic development. They are empowered to respond quickly to new opportunities, enabling the undertaking of new initiatives, and attracting direct financial involvement from other levels of government and/or the private sector.



**Ed Schmidtke (Chair)**, a business professional, is the Manager of Business Development with the Thunder Bay International Airports Authority, which has generated new business in ways unique to the airport industry. In this capacity, he is an experienced practitioner of the skills required for economic renewal.



**Paul Inksetter (Vice Chair)**, an Engineer by training, has had a varied and distinguished career including Symphony General Manager (Winnipeg Symphony Orchestra and the Thunder Bay Symphony Orchestra), educator (teacher and then VP of the Ontario Secondary School Teachers' Federation) and Thunder Bay City Councillor for five years (including Chair of the City's Planning Committee). He brings extensive government relations experience to the Commission.



**Roberta Simpson (Treasurer)**, past Chair of the Thunder Bay Chamber of Commerce and active in Thunder Bay's business community. Roberta has over 30 years experience as a banking professional in a range of roles, including her current position with BMO Bank of Montreal as Senior Commercial Account Manager. Roberta manages a variety of clients including private sector companies, community organizations, municipalities and First Nations Aboriginal agencies.



**Jim Howie (Director)** is the Business Manager for the International Brotherhood of Electrical Workers and had an extensive career with Thunder Bay Telephone. He has a strong understanding of labour, governance and brings to the Commission a realistic yet optimistic outlook on Thunder Bay's economy.



**Andrew Sinclair (Director)**, a Chartered Accountant, is the Projects Controller for EKT 90 Inc. Industrial Contractors. He has also been involved in voluntary leadership positions - both social and work related.



**Jonathon Mamakwa (Director)** was appointed to the Board of Directors on Jan. 26, 2009 by City Council in the capacity of Community Director. Jonathon Mamakwa has been serving on the Wasaya Airways Board for the past five years, as well as 11 years on the Executive Board of Wasaya Corporation. In 2001, Jonathan joined the Wasaya Airways Senior Management team in day to day operations, being appointed as Vice President.

## COUNCIL COMMISSIONERS



**Mayor Lynn Peterson** has more than 25 years of leadership experience in public service. Mayor Peterson is a long-time small business owner and operator (currently a partner in a family business and previously a gift shop operator). Mayor Peterson is Chair of the Major Cities Northern Development Council and was a Member of the Forest Sector Competitiveness Council.



**Councillor Frank Pullia** has over 30 years experience in labour, management and small business ownership in positions of increasing responsibility, and as a Certified Management Accountant (CMA) brings a wealth of knowledge in the areas of accounting, financial and business consulting. Councillor Pullia has a demonstrated track record in community economic development and has taken a leadership role in many job creation projects.



**Councillor Rebecca Johnson (Secretary)** has an extensive background in community and Council involvement. She operates her own business (REBECCA REPORTS...for the RECORD) and was President of the Thunder Bay Chamber of Commerce for 10 years and CAO for the Northwestern Ontario Associated Chambers of Commerce. Councillor Johnson is a graduate of Alberta's Community Economic Training Program.

## EX-OFFICIO



**Tim Commisso** was appointed City Manager for the City of Thunder Bay, effective Sept. 29, 2008. Mr. Commisso, who holds a Masters Degree in Business Administration and a professional accounting designation, returned home to Thunder Bay from the City of Burlington where, over a 20-year period, he held a number of senior positions including General Manager of Community Services. Prior to that, he was General Manager of Development and Infrastructure, Director of Parks and Recreation and Manager of Financial Planning Services & Deputy Treasurer. In Burlington, he had lead responsibility for a number of major projects including the waterfront project from 2003 to 2007 as well as downtown revitalization strategies and corporate strategic plans.



**Steve Demmings** was named the founding CEO for the Thunder Bay Community Economic Development Commission (CEDC) in March 2007. Mr. Demmings is an economic development executive with over 27 years experience in the private sector and public sectors. Mr. Demmings is a graduate of the University of New Brunswick and holds a Masters degree in City Planning from the University of Manitoba where he also taught in the Faculty of Architecture until 2006.

# Development Reports

## The Music and Film in Motion 2009 Northern Ontario Music and Film Awards

Music and Film in Motion (MFM) is a non-profit organization whose mandate is to foster and promote the development of the music and film industries in Northern Ontario. As a development agency, MFM seeks to create economic development opportunities in Northern Ontario's cultural industries.

Recognizing Northern Ontario's vibrant scene of original film, television and music creations, as well as its viability as a location for outside film, television and music productions, MFM strives to promote Northern Ontario to provincial, national and international markets.

Kris Mork, Development Officer for CEDC, attended the 2009 Northern Ontario Music and Film Awards held in Sudbury from April 23-26, 2009. CEDC was on hand to support the large list of local nominees, and to further partnerships with municipalities and producers from all over Ontario. With the focus being film, the CEDC was an active delegate and a sponsor of the event in order to grow the industry in Northern Ontario. The event was excellent, and the Music and Film in Motion team did a fabulous job of putting it together. There is more interest than ever in bringing these large scale productions to the North.

For more information on MFM please visit their website at [www.thinknorth.ca](http://www.thinknorth.ca)



Kris Mork, Development Officer, CEDC shaking hands with Mark Palumbo, MFM director

Thunder Bay's Piotr Skowronski won the Best Director award for his film "Undertow", and Spencer Hari took home the award for Best Film Editor in his film "A Musical Baby". The City of Thunder Bay and the CEDC would like to congratulate all the nominees on a job well done.

## What is Business Retention and Expansion (BR&E)?

An economic development strategy with a focus on "taking care of, nurturing and supporting" businesses already existing in the community. The philosophy highlights the fact that existing businesses represent the core of a community's economic prosperity as 80 percent of new jobs are created by existing firms, rather than by attracting new firms to a community.

A structured business survey is utilized as a means of beginning a dialogue with local businesses with the intent of identifying issues, concerns and potential opportunities and taking action where appropriate.

The results of the CEDC survey are currently being analyzed to determine key issues and trends affecting local business. Once complete, the CEDC will use the data to develop action plans to address the most pressing issues identified

**The BR&E report will be available for download on our website [www.ThunderBayCEDC.ca](http://www.ThunderBayCEDC.ca) the latter part of May!**

*Thunder Bay March 2009 Labour force characteristics, population 15 years and older, by census metropolitan area*

|                          |       |
|--------------------------|-------|
| Population (Thousands)   | 103.8 |
| Labour force (Thousands) | 66.6  |
| Employment (Thousands)   | 62.6  |
| Unemployment (Thousands) | 4.0   |
| Participation Rate (%)   | 6.0   |
| Unemployment Rate (%)    | 64.2  |
| Employment Rate (%)      | 60.3  |

Source: Statistics Canada

# IN THE NEWS

The Thunder Bay Oil Sands Consortium (TBOSC) and the Thunder Bay Community Economic Development Commission (CEDC) recently participated in the “2009 National Buyer/Seller Forum” held in Edmonton, Alberta (February 10-12, 2009).

The National Buyer/Seller Forum is Canada’s premier conference focusing on manufacturing opportunities in the Alberta oil sands sector. The event this year was attended by over 850 participants, and included representatives of major oil sands companies, engineering, procurement and construction firms, industrial supply chain managers, environmental product/service suppliers and major suppliers of equipment, materials, and services.

The Thunder Bay marketing team was comprised of seven member firms representing the TBOSC, and were accompanied by Mayor Lynn Peterson, City of Thunder Bay, and Steve Demmings, CEO of the CEDC. As part of the marketing strategy, the team members met one-on-one with numerous international companies to promote the TBOSC and Thunder Bay as a business location.

John Jurcik, Chair of the TBOSC said “The National Buyer/Seller Forum is a ‘must attend’ event for Thunder Bay fabrication companies. We would like to thank the Thunder Bay Community Economic Development Commission (CEDC) for their invaluable marketing assistance in helping us to make a great impression in front of this international audience”.

Steve Demmings, CEO of the CEDC, said “It’s very important that Thunder Bay companies (including the TBOSC) reach out to new markets in this rapidly changing economy. Our future economy knows no borders”.

The TBOSC is comprised of 22 metal working/fabrication companies in Thunder Bay that have formed a consortium to secure opportunities to produce goods and services locally for export to Western Canada. The TBOSC has significant capability and capacity for the design, manufacture, repair, and installation of a broad range of products fabricated from metal. Member companies represent over 500,000 square feet of facilities, and a workforce of approximately 800 employees in Thunder Bay. The Consortium members have hundreds of years of experience and expertise in providing comprehensive, time-sensitive, and cost-effective solutions to meet the needs of heavy industry, including the Oil and Gas sector.



**March 11, 2009** – The City of Thunder Bay, Tourism and the Thunder Bay Community Economic Development Commission (CEDC) launched new user-friendly websites and the online feature, BizPaL, a partnership with Industry Canada and ServiceOntario.

The websites will make it easier for residents, visitors, businesses and investors to access information with new designs, revised content, easy to navigate pages and convenient features. The new sites offer many features not previously available such as online videos, flash photo galleries and accessibility options. BizPaL simplifies and customizes the business permit and licence process for entrepreneurs by providing one-stop access to all levels of government.

The City of Thunder Bay's website is designed to strengthen our Superior by Nature brand. In addition to giving residents easier access to City services, the website presents an exciting new face to potential investors and visitors. Divided into four sections – Living, Visiting, Doing Business and City Government – the site features online services, an A-Z Guide to City Services, an improved community event calendar, an experience guide, key facts and stats for businesses, City Council information, employment opportunities and much more.

Following are key web addresses: [www.ThunderBay.ca](http://www.ThunderBay.ca), [www.ThunderBayCEDC.ca](http://www.ThunderBayCEDC.ca), [www.VisitThunderBay.com](http://www.VisitThunderBay.com)

### VISIT OUR WEBSITE FOR THESE PUBLICATIONS!

#### Labour Pool Analysis for Whalen ICT Project

This labour analysis of graduates from Lakehead University and Confederation College has been undertaken to evaluate the potential of staffing the Whalen Building with Information Communication Technology (ICT) related tenants from 2010 to 2014, in keeping with a five year lease up strategy.

#### Literature Review of “Gateways”

This literature has been compiled to provide an overview of Gateways and Inland Container Ports which are being created in response to evolving trade patterns with developing countries around the planet. The literature supplies a synopsis of global trends and their economic impact on regions, in job creation and investment.

## DID YOU KNOW?

The 5th Annual Demographia International Housing Affordability Survey - 2009 expands coverage to 265 markets in Australia, Canada, Ireland, New Zealand, the United Kingdom and the United States.

The City of Thunder Bay offers affordable lifestyles and is ranked second place in Canada among 265 international cities by the Frontier Centre for Public Policy.

| International Ranking | Canada Ranking | Housing Market     | Median Multiple |
|-----------------------|----------------|--------------------|-----------------|
| 5                     | 1              | Cape Breton, NS    | 2.1             |
| 12                    | 2              | Thunder Bay, ON    | 2.2             |
| 17                    | 3              | Chatham, ON        | 2.3             |
| 17                    | 3              | Windsor, ON        | 2.3             |
| 24                    | 5              | Moncton, NB        | 2.4             |
| 39                    | 6              | Saguenay, QC       | 2.6             |
| 48                    | 7              | Trois-Rivieres, QC | 2.7             |
| 48                    | 7              | Saint John, NB     | 2.7             |
| 61                    | 9              | St.John's, NL      | 2.8             |
| 80                    | 10             | Winnipeg, MB       | 3.0             |

Source: 5<sup>th</sup> Annual Demographia International Housing Affordability Survey: 2009; Frontier Centre for Public Policy