

# THUNDER BAY ECONOMIC DEVELOPMENTS

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

Next Issue  
Jan. 2010

Volume 1  
Issue 3

## 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.

## FUTURE BUSINESS LEADERS REWARDED



Back Row from left: Karen Honan –Development Officer CEDC, Dallas Pedri, Spencer Garbet, Michael Muja, Ronald Humphreys – Intern CEDC, Melissa Harasym, Jubal Saville and Paul Inkssetter –Vice Chair CEDC  
Front Row from left: Philip Dunn, Matthew DeGagne, Marissa Agostino, Christina Haveman and Brent Kelso  
Missing from photo: Joey Del Paggio, Morgan Broennele

**August 27, 2009** - The Thunder Bay & District Entrepreneur Centre announced the winners of the 2009 Secondary School Business Plan Competition. The event was held at the CEDC's offices.

The Ontario Secondary School Business Plan Competition is an opportunity for Ontario high school students to create a business plan and compete with their peers throughout the Province for awards of up to \$2500. Our local competition encompasses the City of Thunder Bay as well as, the areas of Atikokan to Manitouwadge and HWY 11 to Longlac.

Spencer Garbet, winner of the 2009 Secondary School Business Plan Competition, earned \$750 and will be advancing to the Regional and Provincial Competition, which will be held in Thunder Bay on November 7<sup>th</sup> - details to follow in the coming weeks. Spencer's "Kamview Lawn Care" is a service-based vacation yard care services business that services customers that are away for summer holidays.

Second place winner, Matthew DeGagne, earned \$500. Matthew's "Matt's Yard Care" is a service-based business that provides a range of yard maintenance services to customers.

Third place winner, Marissa Agostino, earned \$250. Marissa's "Ago's Snack Shack" is a food vendor tent that sells food items such as meatballs on a stick at fairs and festivals.

*Continues on page 2*

Continued from page 1

Summer Company participants were also introduced at the event. Summer Company is a grant program funded by the Ministry of Economic Development and Trade through the Thunder Bay & District Entrepreneur Centre. The program is designed to help enterprising young people, between the ages of 15 and 29, start and run their own summer business while continuing their education.

“Summer Company is a fantastic opportunity for young enterprising students who have a feasible idea for a summer business and would like to bring it to fruition,” said Karen Honan, Small Business Development Officer - The Thunder Bay & District Entrepreneur Centre.

2009 Summer Company participants:

- Brent Kelso - Info Grows
- Christina Haveman - Haveman Firewood Services
- Dallas Pedri - The Lawn Barber
- Joey Del Paggio - Science Reliance
- Jubal Saville - Versatile Labour
- Marissa Agostino - Ago's Snack Shack
- Matthew DeGagne - Matt's Yard Care
- Melissa Harasym - Nipigon Baits
- Michael Muia - M.D. Lawncare
- Morgan Broennle - MOR-FIT
- Philip Dunn - Dunn's Roofing & Contracting Co.
- Spencer Garbet - Kamview Lawn Care

Summer Company participants can earn up to \$1,500 to assist with their business start-up costs and up to an additional \$1,500 in the fall for completing the program. Each business owner is required to comply with Provincial regulations for Small Business. Mentoring by the Thunder Bay & District Entrepreneur Centre is ongoing throughout the program.

The Thunder Bay & District Entrepreneur Centre is funded through a partnership between the Province of Ontario and the City of Thunder Bay. The Centre exist to offer free and confidential small business counselling services to both new and existing small businesses.

Services vary from providing information on various business topics to one-on-one consultation with a Small Business Counsellor.

The Centre also offers:

- Various Small Business Seminars
- Guides and information packages specific to starting a business in Northwestern Ontario
- Information on government programs and services and other financial programs
- Assistance with preparing a business plan
- Referrals to various agencies or resources

Suite 201, 34 Cumberland Street N.  
P.O. Box 800  
Thunder Bay, ON  
Canada P7C 5K4  
phone: (807) 625-3972  
toll free: 1-800-668-9360  
fax: (807) 623-3962

email: [EntrepreneurCentre@thunderbay.ca](mailto:EntrepreneurCentre@thunderbay.ca)

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



# IN THE NEWS

## The Thunder Bay Economic Development Commission (CEDC) hosts Minister Steven Fletcher

**September 2, 2009** – The CEDC showcased Thunder Bay's assets to the Honourable Steven Fletcher during his visit to Thunder Bay on September 1-2. As part of its Strategic Action Plan, CEDC has been working to build business and enhance relationships between Thunder Bay's long time neighbours in Western Canada.



Ed Schmidtke, Manager Business Development, Thunder Bay International Airports Authority Inc. presenting to the Honourable Minister Steven Fletcher

"The Minister has expressed a very strong interest in becoming intimately familiar with the work of the CEDC and its community partners" said Steve Demmings, CEO of CEDC. During the Minister's visit he had the opportunity to tour the Thunder Bay Regional Health Sciences Centre and Genesis Genomics. He also attended presentations by the Thunder Bay Airport Authority and the Thunder Bay Port Authority at the CEDC's offices.

"Thunder Bay has always been a critical gateway of commerce and trade in Canada," said Fletcher. "With advocates, like Mr. Demmings and the Thunder Bay CEDC, it will continue to meet the challenges of today's economy."

Steven Fletcher is the Minister of State for Democratic Reform. In his role as Minister he is responsible for Senate reform legislation, House of Commons seat distribution, the creation of a Canadian agency to promote democracy abroad and many other initiatives surrounding voter turnout and Canadian democracy. Minister Fletcher is one of five Ministers who serve on the Treasury Board cabinet committee.

Prior to his election, Mr. Fletcher worked as an engineer in the Mining Industry until an automobile collision with a moose, left him a quadriplegic, paralyzed from the neck down. He returned to University where he obtained a Masters in Business Administration (MBA).



**Left to right:** Steve Demmings, CEO of CEDC; Minister Steven Fletcher, Minister of State for Democratic Reform; Andrew Sinclair, Director of CEDC; Harold Wilson, President of the Thunder Bay Chamber of Commerce

## THUNDER BAY CEDC'S BUSINESS RETENTION AND EXPANSION (BR&E) PROGRAM BOOSTS LOCAL ECONOMIC DEVELOPMENT EFFORTS

Increased competition in the economic development landscape translates into a need for municipalities to develop and employ innovative strategies to retain local businesses and attract new opportunities.

As a key component of the CEDC's Business Retention and Expansion (BR&E) program, 200 local businesses were contacted during the period September 2008 to March 2009. Businesses were randomly selected from a variety of sectors relevant to the business demographics of Thunder Bay as reported by Statistics Canada.

While attracting new businesses to the city is important, it is critical that we also assist our existing employers that have demonstrated their commitment to Thunder Bay. With the creation of this program, the CEDC is sending a strong message to Thunder Bay businesses that they are the number one priority in economic development.

Identifying local priorities is an integral part of our research. The survey used in the BR&E program was developed to help pinpoint specific areas of need. It is imperative that the CEDC understands what businesses recognize as unique strengths or weaknesses in their environment. As consistent issues are identified, the CEDC will attempt to address issues in a tactical manner.

Highlights of the CEDC's 2008 - 2009 BR&E survey results include the following responses:

89% consider Thunder Bay a good location for doing business.

44% are considering expanding operations during the next 3 years

60% are conducting business via the internet.

43% believe their product is one that could be exported but are currently not exporting.

68% have not approached local government or business development organizations to discuss expansion plans.

41% are experiencing recruitment challenges.

The analysis of the survey data ultimately led to the development of our six-step BR&E Action Plan. This plan focuses on addressing key issues that local businesses face on a day-to-day basis. The steps include: improve local business owners' access to and awareness of essential business development programs, enhance municipal relationships with local businesses, develop a stable and qualified workforce, enhance awareness of global markets and exporting, enhance the utilization of information technology and develop business recruitment strategies.

A successful BR&E program should ultimately facilitate job growth and "save" businesses from downsizing or relocating.

If you would like to learn more, please contact Ian Sgambelluri at 807.625.3965 or email [isgambelluri@thunderbay.ca](mailto:isgambelluri@thunderbay.ca)

The complete Thunder Bay CEDC 2008 – 2009 Business Retention and Expansion (BR&E) Project report can be found on the CEDC's website at [www.ThunderBayCEDC.ca](http://www.ThunderBayCEDC.ca)

# Opportunity

**An exciting opportunity exists in Thunder Bay for Information Communication and Technology (ICT) companies looking to expand or relocate**

The Thunder Bay Economic Development Commission (CEDC) has the opportunity to lease the Whalen Heritage building, overlooking Thunder Bay's vibrant Lake Superior waterfront redevelopment. The CEDC has developed a strategy to work with ICT companies to accommodate their start-up or expansion in order to make the Thunder Bay region cost effective and appealing.

Thunder Bay is home to TBayTel, the largest independent phone and internet carrier in Canada. With educational partners including both a College and a University, the region offers an untapped labour resource for knowledge based companies. Thunder Bay possesses many other advantages, including access to provincial incentives available through the Northern Ontario Heritage Fund. Through this program employers also have the potential to significantly lower their wage cost through government incentives.

Whalen Building  
34 Cumberland Street North  
Thunder Bay, Ontario, Canada



**For more information, please contact:**

Kris Mork  
**Development Officer, CEDC**  
ph: (800) 625-2480  
toll free: 1.800.668.9360  
e-mail: [kmork@thunderbay.ca](mailto:kmork@thunderbay.ca)

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

Population (Thousands)	103.3
Labour force (Thousands)	67.2
Employment (Thousands)	61.3
Unemployment (Thousands)	5.9
Participation Rate (%)	65.1
Unemployment Rate (%)	8.8
Employment Rate (%)	59.3

Source: Statistics Canada

## Small Business Week (SBW)

**October 19-23, 2009**

Entrepreneurs and their innovative businesses are key to Canada's economic growth.

SBW activities provide established and prospective entrepreneurs with training and development opportunities, and create a forum for networking and sharing ideas. Events include conferences, trade fairs, seminars, workshops and business luncheons. BDC branches, with the assistance of numerous local public and private sector organizations, play an active role in planning and publicizing these events.

Please visit [www.bdc.ca](http://www.bdc.ca) for more information

# Business Expo

October 2009

Coming at the end of October:

Presenting business resources for people who are interesting in start-up and expansion

Watch for more information!

# Immigration Forum

November 10, 2009

Valhalla Inn  
1 Valhalla Inn Road  
Thunder Bay, ON

Register on-line at [www.thunderbay.org](http://www.thunderbay.org)

Call 345-0551 or 1-866-832-1144 for more information

## Looking for new market opportunities and advice on exporting?

FedNor's International Business Center, in partnership with the Thunder Bay Community Economic Development Commission (CEDC), is pleased to invite you to attend the "Global Opportunities and Canada's Export Services" information session

**Date:** Wednesday October 7<sup>th</sup>, 2009

**Time:** 9:00 a.m. to 12:00 p.m.

**Location:** Scandia 3 - Valhalla Inn

The session will provide entrepreneurs, small businesses and interested individuals with information about export opportunities in such areas as alternative energy, bio-medical, defence and aerospace, as well as information about services Canada provides in support of exports.

Presentations:

- Export financing and other products/services provided by Export Development Canada
- "Virtual Trade Commissioner" (VTC) - a tool the Department of Foreign Affairs and International Trade has developed to help entrepreneurs succeed globally.
- Market diversification opportunities

Visit [www.ThunderBayCEDC.ca](http://www.ThunderBayCEDC.ca) for more information.

Free Admission  
Light refreshments provided

