



City of Orillia

# Sunshine Scroll

Business Development Quarterly Newsletter

## The Business Development Beat

### What better time to kick off our new business development newsletter than International Economic Development Week 2022?

Each year Economic Development Week provides a platform to celebrate the many organizations, volunteers and business leaders who work to strengthen our economy. Collaboration in [economic development](#) is crucial to addressing the multi-faceted issues that impact the economy, including areas such as housing, transportation, workforce development, talent attraction, business retention and the development of employment lands.



In Orillia, the City's Business Development, Culture and Tourism Department work closely with the City's Senior Leadership Team and all City departments to support economic development initiatives through the delivery of services related to business retention and expansion, tourism and events, provision of financial incentives for development, business attraction campaigns and promotion and attendance at provincial and national events. While this department is dedicated to this purpose, an economic development lens is applied to all municipal initiatives.

Across the City our community is supported by hard-working organizations and passionate professionals like those at the [Orillia Area Community Development Corporation](#), the [Downtown Orillia Management Board](#), the [Orillia District Chamber of Commerce](#), [Orillia & Lake Country Tourism](#), the [County of Simcoe Economic Development Office](#) and our municipal economic development peers across the Orillia area. Our business leaders and community stakeholders who are members of the [Orillia & District Construction Association](#), [Orillia Business Women's Association](#), [Orillia Manufacturers' Association](#), the [Orillia Farmers' Market](#), the Orillia Lady Bosses and more also play a part in providing networking opportunities, platforms for advocacy and policy development, and collision space to facilitate new partnerships. The Orillia and Lake Country Area is also fortunate to be home to Lakehead University and Georgian College, which continue to lead economic innovation through research and development, regional events and lifelong learning opportunities.

Together this collaborative push to elevate our economy has helped Orillia stand out to investors, business leaders and prospective residents. Over the past few years significant private and public investments in projects like the [Hydro One Advanced Technology Hub](#) and [Waterfront Redevelopment Project](#) have resulted in significant investor interest. The second phase of the [Home Business Park Development](#) is moving quickly, with more than half of the lots sold while the City continues to undertake consultations with new industry. We're exploring new opportunities, like the feasibility of an Orillia Area Innovation Hub, and undertaking research to better understand how the City can leverage opportunities related to cybersecurity and advanced manufacturing. We're also supporting existing businesses through the provision of the [Downtown Tomorrow Community Improvement Plan Grant Program](#) and through a number of regional workforce development and talent attraction initiatives. Finally, we continue to host investors from throughout the Province, across Canada and abroad who are considering bringing their business to Orillia.

As we look ahead to our spring and summer initiatives, the City of Orillia Business Development Division looks forward to continuing our support across four key pillars:

1. Business Retention
2. Business Attraction and Expansion
3. Economic Stimulus and Recovery
4. Waterfront Redevelopment

The new City of Orillia Sunshine Scroll quarterly newsletter will help us share local projects, initiatives and successes with the community. In the meantime, we encourage local business leaders and professionals to follow the work of our office on [Facebook](#) and [Twitter](#) or visit the Business Development Office at 50 Andrew Street South in Orillia. Our team is here to support businesses as businesses in turn work to support the community.

For more information about the City of Orillia Business Development Office visit [BusinessInOrillia.ca](http://BusinessInOrillia.ca).

Laura Thompson, B.A., EcD.(F), Senior Manager of Business Development

[Visit Our Website](#)



The Business Development Division facilitated 62 new investor inquiries.

(January - March)



45 chat engagements were completed between employers and job seekers at the April Work in Simcoe County Virtual Job Fair.

(April)



53 one-on-one business visits completed with the Main Street Ambassador.

(January 17 – April 15)

## What's Happening

### Downtown Tomorrow Grants Now Available

The City of Orillia recently launched the 2022 Downtown Tomorrow Community Improvement Plan (DTCIP) grant program.

The DTCIP, now in its sixth year, encourages growth in the core of the city by providing grants designed to stimulate development. Council approved \$200,000 for the 2022 grant program to offset costs related to Tier 1 and Tier 2 grant programs, which include façade improvements, signage, feasibility studies,



building improvements and the creation of residential units.

Council has also approved \$700,000 for a new suite of Tier 3 incentive programs geared towards projects that will add jobs and housing to downtown Orillia, which includes a Development Charge Grant Program, a Tax Increment Grant Program and a Brownfields Tax Assistance Grant Program.

A Community Improvement Plan or CIP is a tool provided under the *Planning Act* that allows municipalities to provide grants and/or loans for the purpose of revitalizing a community or neighbourhood.

[Learn More](#)

## Business Spotlight

### Lone Wolf Café Creating a Unique Nightlife Experience in Downtown Orillia

*As part of the City of Orillia's My Main Street Local Business Accelerator Program, the My Main Street Success Story series highlights businesses in the City of Orillia Business Improvement Area that have achieved success through new and innovative business practices and partnerships.*

The most recent addition to Orillia's nightlife is not found at your typical bar, but rather a café turned late-night lounge. The Lone Wolf Café is a specialty coffee shop by day and transforms into the After Dark Cocktail Lounge by night. Owned and operated by Max Lamontagne, this specialty bar can be found at 10 Matchedash St. S. in the heart of downtown Orillia. Lamontagne moved from Ottawa to Orillia about eight years ago, citing Orillia's charm as his primary reason for relocating to the City.



[Read More](#)

## Upcoming Events



### [Into the Green & Blues Street Festival](#)

May 28

**Kick-off spring with this sidewalk sale featuring fun for the whole family!**

**Tip:** This is a great opportunity for downtown business owners to think about different specials they could put on this weekend. Special offers like unique menus, discounts, and more will draw new and existing consumers into your store or restaurant with curiosity.

### [Spring Boat, Cottage, and Green Technology Show](#)

June 10-12



**This annual event is one of the first signs of summer in Orillia.**

This event attracts residents and visitors from all over to the Port of Orillia and features a wide range of vendors showcasing what's new in outdoor summer adventure gear, along with delicious food trucks. This is a great weekend to attract new visitors to your business and keep them returning all summer long.



## Mariposa Folk Festival

July 8-10

**Mariposa Folk Festival's downtown stage features Showcase Winning Acts, crafts for the kids, and more.**

*Tip:* This is a great opportunity to change up your storefront displays to draw in returning customers and catch the eye of new visitors. For an easy start choose one product you'd like to feature and add in similar products that accent this. Also, add pops of colour to catch the attention of passing consumers.



## Summer Block Party

July 23

**The downtown Summer Block Party features a fusion of art, live music, delicious food, kid zones, and sidewalk sales.**

*Tip:* This is a great time to think about unique events you could offer these consumers. Could you partner with another downtown business to host a unique event together? Maybe host a workshop teaching consumers a topic related to your business? Or possibly host a giveaway!



## 22nd Annual Classic Car Show

August 13

**The largest car show in the region is returning!**

*Tip:* The downtown is sure to be filled with locals and visitors this weekend making it the perfect time for business owners to draw in new customers. Will you offer special discounts, host a unique event, or create a new window display? Whichever way you plan to draw in consumers, it is important to begin thinking about it now and organizing any additional supplies, permits, staff, etc. that you might need.

For more upcoming events, visit the [City's event calendar](#).

## Featured Partner

**This column is dedicated to highlighting the great work our community partners are doing to support businesses and the community.**

**Local Employment Ontario service**

## providers helping connect employers with job seekers

# EMPLOYMENT ONTARIO

Georgian's Career and Employment Community Services (CECS) and Orillia Agilec are working to bridge the gap between employers looking for workers and job seekers looking for long-term employment. They offer a variety of workforce development programs and services that support Orillia and area employers.

Georgian College's Career and Employment Community Services (CECS) has been a staple in the Orillia area assisting employers with their hiring needs for more than 15 years. The staff are passionate about their commitment to providing a personalized, no-cost, and quality service to local businesses that encourages growth and the ability to offer sustainable employment for job seekers. As each employer's situation is unique, we are always striving to find a solution to any recruitment or retention challenges an employer may be facing.

Georgian works with small, medium and large companies from all industries. We love offering a service that provides a return for the community and hearing about the positive impact our work has had on local businesses.

Read More



## Business Resources

- [Orillia Area Community Development Corporation](#)
- [Downtown Orillia Management Board](#)
- [Employment Ontario](#)
- [Orillia District Chamber of Commerce](#)
- [City of Orillia Downtown Tomorrow Community Improvement Program](#)
- [My Main Street Business Accelerator Program](#)

