REGIONAL MUNICIPALITY OF WATERLOO
ECONOMIC DEVELOPMENT AND
PROMOTION COMMITTEE
MINUTES

Wednesday, May 16, 2012
4:35 p.m.
Council Chamber
2nd Floor, Regional Administration Building
150 Frederick Street, Kitchener, Ontario

Present were: Chair T. Galloway, L. Armstrong, D. Craig, K. Seiling and J. Wideman

Members absent: S. Strickland

DECLARATIONS OF PECUNIARY INTEREST UNDER THE MUNICIPAL CONFLICT OF INTEREST ACT

None declared.

DELEGATIONS

a) Aubrey Walters, Junior Achievement of the Waterloo Region Inc. appeared before Committee and provided a powerpoint presentation. A copy of the presentation is appended to the original minutes. She provided an overview of Junior Achievement, their annual impact on the economy, programs in elementary and high schools, and specifically the Townships in the Region and strategic direction for programming.

b) Machelle Denison, Director and Rosemary Trakalo, Communication Liaison (volunteer), Strong Start appeared before Committee and provided a powerpoint presentation. A copy of the presentation is appended to the original minutes. M. Denison outlined their vision for all children to read and the awareness of the Strong Start program. She highlighted the work they do and the positive results they have achieved in children from ages 6 months to 10 years of age. She noted the focus is on the Letters, Sounds and Words program and noted the assessment results. Their goal is to ensure that every child has a chance for success in school and life.

Members of the Committee noted the validity of the program and the positive outcomes but inquired how it fits with the purpose of the Economic Development and Promotion Committee. M. Denison advised the program works at the grass roots level with long term effects to produce financial outcomes on communities. There was further discussion with respect to funding from other municipalities, specifically Brantford and Guelph. M. Denison advised Brantford has contributed money and a request has not yet gone to Guelph. R. Trakalo advised she volunteered to approach banks and municipalities for funding on behalf of the program and believes it is a good fit for the Economic Development and Promotion Committee as successful citizens are necessary in order to have a strong economy.

c) Alayne Hynes, Business & Education Partnership of Waterloo Region appeared before Committee and provided a powerpoint presentation. A copy of the presentation is appended to the original minutes. She noted how they connect to students, teachers and employers and outlined their programs, highlights from 2011-2012, how they worked
with the Region of Waterloo, looking forward to 2012-2013 and thanked their many partners.

d) Mark Kreller, Kitchener-Waterloo Oktoberfest Inc. appeared before Committee with respect to the grant request. He advised they are not seeking an increase this year and noted the economic impact of the festival which is the third most recognized festival brand in Canada. He referenced the Thanksgiving Day parade and the Region’s contribution with the float. He advised they want to maintain their strong relationship with the Region and described the bus program with Grand River Transit (GRT). They will continue to work with GRT staff in this area and collaborate to deliver a cost effective program.

e) Chris Farrell, Waterloo Region Small Business Centre appeared before Committee and provided a powerpoint presentation. A copy of the presentation is appended to the original minutes. She gave an overview of their mission, locations, funding sources, small business services, business activities in 2011, Regional outreach and outcomes, new initiatives and strategic focus for 2012.

f) Duncaun McLeod and Jim Proudfoot, Cambridge Highland Games appeared before Committee with respect to the grant request. D. McLeod advised this is the 37th annual festival and they are attracting more pipe bands each year. He profiled the economic benefit of the festival and noted it is a volunteer operation. He advised they have increased their request over last year and plan to use the additional funds for promotion using signage, newspaper and television advertising in order to increase their audience base. He noted the support they have received from outside agencies in addition to municipal governments.

REPORTS - Finance

a) F-12-033, 2012 Economic Development and Promotion Grant Requests

Members deliberated the grant requests. T. Galloway provided an overview of the report and policy attached to it. Angela Hinchberger, Director, Financial Services, Treasury/Tax Policy, noted the policy is specific to events having an economic benefit and doesn’t speak to organizations that foster further economic development policy in that regards.

Committee members deliberated the amount in the 2012 budget and it was noted that $5,000 has already been committed from the budget for the International Association of Administrative Professionals and typically $10,000 is set aside for the Oktoberfest float. There was discussion about the reserve fund for the float and how much may be required for this year. For any excess funds, Committee could fund the balance from the operating budget contingency fund.

The request from Strong Start was discussed and it was agreed it is a very worthwhile program but the application for grant does not fit within the Economic Development and Promotion guidelines but suggested other grant opportunities be potentially pursued within the Region.

MOVED by J. Wideman
SECONDED by L. Armstrong

1. THAT the Regional Municipality of Waterloo approve the following 2012 Economic Development and Promotion grants totaling $154,600 with $149,000 to be funded from the 2012 budget for Economic Development and Promotion and the balance of $5,600 from the 2012 operating budget contingency:
Junior Achievement of the Waterloo Region  $21,600
Waterloo Region Small Business Centre  $50,000
Business Education Partnership of Waterloo Region  $8,000
Cambridge Highland Games  $10,000
K-W Oktoberfest  $65,000

CARRIED

MOVED by K. Seiling
SECONDED by L. Armstrong

THAT the Regional Municipality of Waterloo approve the 2012 annual Economic Development and Promotion funding for the Regional Float, up to $10,000, from the Capital Levy Reserve Fund.

CARRIED

OTHER BUSINESS

J. Wideman suggested that the Committee should meet in the Fall to have an in depth review of the policy on assistance. A. Hinchberger agreed, noting it is best to meet in the Fall and have any changes in place for the 2013 program. She advised staff has gathered policies from other municipalities.

ADJOURN

MOVED by L. Armstrong
SECONDED by D. Craig

THAT the meeting adjourn at 5:30 p.m.

CARRIED

COMMITTEE CHAIR, T. Galloway
COMMITTEE CLERK, L. Wetzel
Making an IMPACT
Junior Achievement of Waterloo Region
About Junior Achievement

• Junior Achievement offers education programs in the areas of work readiness, entrepreneurship and financial literacy, delivered to youth in elementary, middle and high schools by business volunteers (mentors).

• We deliver classroom programs to students in grades 3 through 12. Plus, an extracurricular program called the JA Company Program for budding entrepreneurs.

• In Waterloo Region, Junior Achievement reaches over 13,000 students annually, delivered by more than 700 dedicated business mentors.
Junior Achievement makes a positive annual impact on our economy – *Boston Consulting Group*

- Over 75% of Achievers cite JA programs as having a significant impact in developing their **financial literacy skills, decision making skills, analytic capabilities, and business sense**.

- Over 65% of Achievers indicate that participation in JA programs had a significant impact on **staying in school and enrolling in post-secondary education**.

- 70% of Achievers indicate that participation in a JA program had a significant impact on their **desire to be an entrepreneur**.

- Achievers **earn 50% more**, on average, than those who do not benefit from a JA program.
Junior Achievement programs in the Elementary Schools

Grades 3 to 6: Business Basics

*Our Community* – a look at jobs in the community and the tools used.

*Our Country* – a broader look at the Country and discussions about technology & innovation.

*Our Business World* – a look at how businesses function.

*A Business of Our Own* – students create their own product or service and donate the proceeds.
Our middle school programs

Grades 7 to 8

*Dollars with Sense* – learning about budgeting, money management and investments.

*Economics for Success* – a full, interactive day to consider, discuss and reflect on their long-term goals.
Talent Creation in our High Schools

Grades 9 to 12

*Titan* – an interactive web-based business simulation.

Grades 10 – 12

*Success Skills* – Work-place readiness based on Sean Covey’s work, “The Seven Habits of Highly Effective Teens”.

Grades 9 - 12

*Company Program* – Students learn about business concepts and all of the phases of operating a business from incorporation to liquidation and everything in between.

A 22-week after school program which is also offered in a shorter version for classrooms.
Region of Waterloo Funding supports programming in the Townships

- Ayr Public School
- Baden Public School
- Breslau Public School
- Conestogo Public School
- Floradale Public School
- Linwood Public School
- St. Clement Catholic School
- St. Boniface (Maryhill)
- St. Teresa of Avila (Elmira)
- Park Manor (Elmira)
- Waterloo Oxford District S.S. (Baden)
- Wellesley Public School
Our Strategic Direction for Programming in 2012-13

ECONOMICS FOR SUCCESS – A day of discovery for every child!

• We currently reach approximately 70% of grade 7/8 students in Waterloo Region.
• We believe that EVERY student needs to have experienced this program before entering high school.

JA COMPANY PROGRAM
– An early-stage incubator for our future business leaders!

• Currently, an average of 125 students participate in the program each year.
• We believe that there should be a minimum of 10 students at each of the 22 high schools that would be interested in and would benefit from the program.
• We are targeting 220 students going forward.
• Launching our Company Program Tech Camp in August!
Thank you.

Questions?
For more information, please contact:

Aubrey Walters  
President & CEO  
awalters@jawaterlooregion.org

Christine Dwyer  
Program Manager  
cdwyer@jawaterlooregion.org

Junior Achievement of Waterloo Region  
29 King Street East  
Kitchener, ON  
N2G 2K4  
(519) 576-6610

Visit www.jawaterlooregion.com
Vision: All children read

Strong Start to reading™
“Making a difference in the life of a child”
Vision: All children read
Low literacy cannot been seen

- crime
- poverty
- homelessness
- teen pregnancy
- unemployment
Investing in the Future

Rates of Return to Human Development Investment Across all Ages

Return (on competence and coping skills) Per $ Invested

Pre-school Programs

School

Job Training

Age

Carneiro, Heckman, Human Capital Policy, 2003
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Strength in Numbers

- 222 Waterloo Site Coordinators (331 total)
- 141 School Staff
- 81 Volunteers
- 10 Trainers in Waterloo (14 total)
- 3 Program Coordinators
- 1800 Volunteer Coaches
- 2300 children served
- 125 Waterloo
- 165 total

- 72 Volunteer training sessions annually
- 6 Site Coordinator training sessions annually
- New Volunteers annual average Waterloo Region 490
  - All locations 631
- Volunteer hours worked Waterloo Region 26,000 (total 32,000)
  (New volunteers plug into the 1800 annual)
I made a difference
Our Program Gets Results

• Every child in our programs receives a pre-assessment and a post-assessment

• In 2010/2011 overall 88% of the children made significant, excellent or outstanding gain

• All assessment results are reported on our website – all years
A Parent’s Perspective – Tom’s Story
Waterloo Region

106 Schools

1,418 Volunteers

25,197 Volunteer Hours

Over all 80 - 100 % of the children made significant, excellent or outstanding gains.
It is easier to build a child than repair an adult
Thank you!
Community Connections

- Region of Waterloo Children’s Planning Table
- Alliance for Children and Youth
- Early Literacy Alliance of Waterloo Region
Business & Education Partnership (BEP)

Career exploration for youth
BEP Programs

Speakers Bureau
Business Visitation
Science Superheroes
ZOOM Career Days
Highlights from 2011-2012...

300 speakers reached 11,500 students
100+ business tours reached 2,600 students
75 STEM speakers/tours reached 2,500 students
7 ZOOM Career Days reached 2,000 students
Assistance at community events reached 4,000 students

**Future Workforce Development**

20,000 students reached through all programs and community events!
Working with the Region of Waterloo...

Speakers Bureau – Emergency Medical Services / Social Services

Business Tours – Waste Mgmt, Water Treatment and Emergency Medical Services

ZOOM Career Days – Region of Waterloo International Airport

Our thanks to the Region of Waterloo for your support and participation!
Looking to 2012-2013...

Speakers Bureau – expand our Career Carousel program to additional elementary schools

Business Tours – create an online tool to save time and money

Science Superheroes – attract new STEM speakers and tours

ZOOM Career Days – find additional cost savings to streamline program
With thanks to our Partners

and many more...
Mission Statement:

“Encourage and contribute to the enterprising spirit of economic development of our community.”

Board of Advisors: 10 volunteers

Cambridge, Kitchener, Waterloo

Manager, Chris Farrell
Program Assistant, Angela Nant

Business Advisors:
- Cambridge, Jennifer Penney
- Kitchener, Rob Clement, Beth Esenbergs
- Waterloo, Roy Weber
Funding Sources

- Core Funding
  - City of Kitchener, City of Cambridge, City of Waterloo (cash and in-kind)
  - Region of Waterloo
  - Ontario Ministry of Economic Development and Innovation

- Sponsorships
  - Private sector corporate donations (cash and in-kind)

- Other Funds – Fees for Services
  - Event and Seminar registrations, Special Projects
Small Business Services

Whether you are starting or growing your business we can help!

- Business Registrations
- Business Consultations
- Business Planning
- Market Research Assistance
- Resource Library
- Seminars, Events, Networking
- Youth Entrepreneurship Programs
Business Activities 2011

- Business Started: 637
- Jobs Created: 688
- General Inquiries: 15,484
- Consultations: 1,213
- Seminars: 97
- Events: 33
- Outreach Activities: 289

www.waterlooregionsmallbusiness.ca
Web Hits 54,103 = 35% increase over prior year
Regional Outreach

- Public Health and Licensing
- Libraries
- School Boards
- Boards of Trade
- Co-operative Purchasing Group Waterloo Region
- Local Immigration Partnership Committee
Regional Outcomes

- “Starting a Food Business” Public Health
- Libraries free workshops: Starting a Business, Business planning & research, Business financing
- Summer Company for Youth 15 – 29
- Canadian Youth Business financing age 18 – 34
- Small Business Awards: Breslau & Elmira companies
- SBC info kiosk New Hamburg and Wilmot 2012
- Doing Business with Government – RFP process
- International Women’s Day Event – St Jacobs
New Initiatives

- “Newcomer Small Business Network”
- “Women in Technology Business Opportunities”
- “Start-Up Weekend” Youth Summer Company
- “Access to Professionals” Program
- “Good to Great” – existing business workshops
- Celebrate Success – Small Business Awards
STRATEGIC FOCUS 2012

1. Start-Ups
2. Small Business Skills Development
3. Collaboration & Partnerships
4. Flexible Programs & Services
5. Innovation