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

Regional Chair K. Seiling assumed the chair to conduct elections for the Committee Chair.

ELECTION OF CHAIR AND VICE-CHAIR

MOVED by S. Strickland
SECONDED by L. Armstrong

THAT Councillor Tom Galloway be nominated and accepted as Chair of the Economic Development and Promotion Committee.

CARRIED

T. Galloway assumed the chair.

DECLARATIONS OF PECUNIARY INTEREST UNDER THE MUNICIPAL CONFLICT OF INTEREST ACT

None declared.

DELEGATIONS

a) Aubrey Walters, Junior Achievement of the Waterloo Region Inc. (JA) appeared before Committee and provided a presentation on JA noting their background, program, investors and volunteers and support from the Region. A copy of the presentation is appended to the original minutes. A question of clarification in regards to the financial statements was posed.

b) Chris Farrell, Waterloo Region Small Business Centre appeared before Committee and provided a presentation on the organization, noting they have three locations. She highlighted the organizational chart, funding, business activities report for 2010-2011, small business activities and highlights. A copy of the presentation is appended to the original minutes. There was a question with respect to the relationship with the Guelph Business Enterprise Centre and C. Farrell responded it is through a network with the Ministry of Economic Development and Trade. An inquiry was made about their outreach into the Townships and C. Farrell replied part of the funding from the Region will be put towards this program.
c) Vivian Berkeley, Blind Bowls Association of Canada appeared before Committee and requested funding for the Blind Bowls Association of Canada National Championships to be held in Kitchener July 25th – 31st. The funding request will go towards providing transportation assistance within the area as well as to pick up participants from Pearson Airport in Toronto. Transportation will be provided by Sharp Bus Lines and it was noted Grand River Transit (GRT) had provided an estimate but Sharp was less money and GRT cannot go out of the Region.

d) Teresa Doucet, International Association of Administrative Professionals (Grand River Chapter) (IAAP) appeared before Committee and provided a presentation regarding the IAAP mission statement, chapters in Canada, local organization, certification, Office Expo and theme for the conference in 2012 to be held June 7th – 9th. A copy of the presentation is appended to the original minutes.

e) Alayne Hynes, Business & Education Partnership of Waterloo Region appeared before Committee and provided a presentation outlining their programs and solid growth they experienced in 2010-2011 and gave highlights of the previous year. A copy of the presentation is appended to the original minutes.

f) Valerie Machado, Waterloo Region Manufacturing Innovation Network (MIN) appeared before Committee and provided a presentation on the past, present and future of MIN, noting the importance of the manufacturing sector to the regional economy. She provided a definition of the MIN and its purpose, chronology, growth and recognition and cluster focus and development. V. Machado’s request was for an ongoing funding commitment. A copy of the presentation is appended to the original minutes.

g) Mark Kreller, Kitchener-Waterloo Oktoberfest Inc. appeared before Committee and provided a presentation outlining the desire to be a true partner with the Region as they will be the lead sponsor of the Oktoberfest Thanksgiving Day Parade. He highlighted an area of significant challenge with the continually increasing cost of utilizing GRT for the Take a Bus on Us program. He noted ridership has doubled in the last ten years and the festival continues to grow. A copy of the presentation is appended to the original minutes.

h) Jim Proudfoot, Cambridge Highland Games appeared before Committee and provided an update and overview on the organization and the grant request. He thanked Committee for their past support and stated this is a worthwhile investment.

REPORTS - Finance

a) F-11-050, 2011 Economic Development and Promotion Grant Requests

Angela Hinchberger, Director of Financial Services, Treasury & Tax Policy highlighted the report and the funding available. She noted $10,000 of the amount is earmarked for the float for the Oktoberfest Thanksgiving Day Parade and it was discussed this is the year a refurbishment of the float is required. She further noted there is $50,000 available in the operating budget contingency.

Committee discussed deferring the IAAP request until 2012 and clarified with the applicant when the money would be required. T. Doucet advised early January would be preferable.

Further discussion took place regarding those agencies that are maturing, building equity and close to turning a profit and whether the policy should be reviewed. It was agreed staff will
prepare a more robust written policy with respect to groups that foster employment opportunities and promote economic development and bring it back to a meeting in the Fall.

It was suggested the grant to the MIN would be one time only. It was agreed to earmark $10,000 for the Oktoberfest Thanksgiving Day Parade float. Committee also agreed to fund the IAAP request out of the 2012 allotment, to be paid upon approval of the 2012 Regional budget.

MOVED by S. Strickland
SECONDED by J. Wideman

THAT the Regional Municipality of Waterloo approve the following 2011 Economic Development and Promotion grants totaling $166,500 with $139,400 to be funded from the 2011 budget for Economic Development and Promotion and the balance of $27,100 from the 2011 operating budget contingency:

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior Achievement of the Waterloo Region</td>
<td>$21,500</td>
</tr>
<tr>
<td>Waterloo Region Small Business Centre</td>
<td>$50,000</td>
</tr>
<tr>
<td>Business Education Partnership of Waterloo Region</td>
<td>$8,000</td>
</tr>
<tr>
<td>Cambridge Highland Games</td>
<td>$5,800</td>
</tr>
<tr>
<td>K-W Oktoberfest</td>
<td>$65,000</td>
</tr>
<tr>
<td>Blind Bowls Association of Canada</td>
<td>$1,200</td>
</tr>
<tr>
<td>Waterloo Region Manufacturing Innovation Network</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

AND FURTHER THAT a grant in the amount of $5,000 be approved for the International Association of Administrative Professionals (Grand River Chapter) to be paid from the 2012 budget for Economic Development and Promotion budget once the 2012 Regional budget is approved.

CARRIED

b) Verbal Update Re: 2012 International Plowing Match Request

A. Hinchberger stated in 2010 Committee had agreed to one-time financial assistance for the 2012 International Plowing Match in the amount of $100,000, to be repaid from the proceeds of the event next year. She advised David Piper, CEO of the event will be requesting an additional $150,000 as a donation or sponsorship of in-kind resources. They are currently meeting with Regional staff to cost out services. This additional amount would be a grant and not be repaid.

ADJOURN

MOVED by L. Armstrong
SECONDED by J. Wideman

THAT the meeting adjourn at 3:50 p.m.

CARRIED

COMMITTEE CHAIR, T. Galloway

COMMITTEE CLERK, L. Wetzel
Junior Achievement of Waterloo Region

Classroom programs encouraging young people to stay in school, stay out of debt and to discover their potential as business and community leaders.
About Junior Achievement

• We are a charitable organization dedicated to providing business education to young people – inspiring future leaders and entrepreneurs

• Each year, we provide an invaluable learning experience for over 13,000 students in Waterloo Region

• Over 700 volunteers are trained to deliver our programs in hundreds of local classrooms.

• These volunteers inspire the students by sharing their personal and practical experiences.
About our Achievers*

**JA transforms lives**
- 70% of Achievers indicate JA had a significant impact on their desire to be an entrepreneur or to open their own business.
- 65% indicate that JA impacted their decision to stay in school.
- 65% say that participating in JA was the reason they chose to study business.

**JA provides core skills**
- Over 80% of Achievers credit JA for their analytical capabilities and their business sense.
- Over 75% say JA had a significant impact on their financial literacy and decision-making skills.
- Over 80% say JA helped them to develop their leadership and problem-solving skills.

**Achievers vs Peers**

Achievers:
- More likely to open their own business.
- Average income is 50% higher than non-alumni
- 3X more likely to hold Senior and Middle management positions
- 25% less likely to be unemployed
- 3X less likely to spend more than they earn

*Boston Consulting Group, January 2011*
Our Investors, Mentors and Volunteers

Junior Achievement’s funding comes from:
• Municipal Grants
• Private & Corporate donations
• Foundation & Service Club Grants
• Fundraising events

Volunteer and Mentor support
• Our programs are delivered by individual mentors as well as corporate teams. Mentors tell us they get far more out of teaching a Junior Achievement program than they give.
• Several volunteer committees support our annual and daily activities.
JA Programs

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

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

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 11 and 12
- **Student Venture** – Students learn about business concepts and all of the phases of business including: organizing a corporation; electing officer; selling shares; producing, marketing and selling a product; maintaining records and finally, liquidating the business

Grades 9 – 12
- **Company Program** – a volunteer, after-school version of Student Venture.
Region of Waterloo Support

- The ROW grant will be applied to the purchase of program materials, program insurance, Junior Achievement of Canada fees, volunteer recruitment and training, volunteer recognition and staff support.
- In 2010-2011 school year we had 53 classes from the outlying areas (New Hamburg, Wellesley, Linwood, Baden, Ayr, Elmira & Floradale).
- Support from the Regional Municipality of Waterloo makes it possible for Junior Achievement to continue to support our programs throughout all areas of Waterloo Region.

The following schools will directly benefit from the Region of Waterloo Grant:

- Baden Public School
- Breslau Public School
- Cedar Creed Public School (Ayr)
- Conestogo Public School
- Doon Public School
- Edna Staebler Public School (Waterloo)
- Holy Family Catholic School (New Hamburg)
- JF Carmichael Public School
- Linwood Public School
- St. Clements Public School
- St. Francis Catholic School (Cambridge)
- St. Luke Catholic School
- St. Margaret Catholic School (Cambridge)
- Wellesley Public School
For more information, please contact:

Aubrey Walters
President & CEO
awalters@jawaterlooregion.org

Christine Dwyer
Program Manager
cdwyer@jawaterlooregion.org

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

- A non-profit organization
- To assist entrepreneurs with the start-up and development of small business in Waterloo Region
- 3 locations
  - Cambridge, Kitchener, Waterloo
- 6 staff –
  - 4 Business Advisors, 1 Admin, 1 Manager
MISSION:
To encourage and contribute to the enterprising spirit and economic development of our community through the development of small business.
How are we funded?

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

Sponsorships
- Corporate contributions (cash and in-kind)
- Corporate in-kind services advertising, marketing, web services, trainers, etc.

Fees for Services
- Seminars and Event registrations
Business Activities Report 2010-11

Region

- 1,277 business registrations
- 1,524 jobs created
- 14,430 info inquires
- 1,638 business consultations
- 87 workshops
- 1,530 workshop participants
- 5 events, 1,273 attended
Small Business Activities

- WRSBC offices responded to over 14,500 individual inquires in 2010-11;
- Inquiries by phone, email and walk-in’s increased by 19%, 2010-11
- Website traffic increased 25%
- Business Registrations increased 3.4%
- One-to-one business consultations increased 8.2%
- Delivered 87 workshops 2010-11
Small Business Activities

Waterloo Region

• Set up a business info kiosk in Elmira 2011
• Delivered small business workshops in Elmira and New Hamburg
• Support Region’s Tradeshow Salute to Small Business
• Participated in Woolwich Economic Development Strategy focus groups
• Youth Summer Company program included 3 student companies in the region
2010-11 Highlights

• NEW! – website launched, on-line tools and info 24/7
• NEW! – Newcomers Small Business Networking Group
• NEW! - Business Information “Kiosk” in Elmira
• Record number of Summer Company program; high school, college and university students (26 participated)
• NEW! - 1st “Doing Business With Government Event”
  • 150 attended
  • presentations by: Federal, Provincial and Cooperative Purchasing Group of Waterloo Region
QUESTIONS?
IAAP MISSION STATEMENT

Enhancing the success of career-minded administrative professionals by providing opportunities for growth through education, community building and leadership development.

CORE VALUES: Integrity, Respect, Adaptability, Communication, Commitment
Majority North America with affiliates world wide

21,513 members in North America

Six Districts including Canada
Canada District

West (9 Chapters - 400)
East (4 Chapters - 159)
Ontario (15 Chapters - 658)
Members at Large - 201
Total Canadian membership 1,418
Grand River Chapter - Organization

Chartered March 11, 2003 with 27 members – today 100 members
Monthly Meetings from September to May
December is Community Event for fundraising for a local charity
Each year APW event - Open to anyone to attend
All Executive and Committee Chairs Positions Volunteer – Leadership Opportunities
Offer Certification of administrative skills - International Program
Program Advisory Committee for the Office Administration Programs (Legal, General, Executive, Health) at Conestoga College
Conestoga College Student Chapter
Certification

Certified Professional Secretary (CPS)
Certified Administrative Professional (CAP)
Combination of both (CPS/CAP)

240 Canadian Members are certified (17%)
22% of the Grand River Chapter are certified –
9.2% of the 240 certified members across Canada
Grand River Chapter – IAAP Administrative Professionals Day Workshop, networking and Office Expo

Administrative Professionals Day Event Professional Development and Office Expo
168 attendees this year
Approximately 60% attendees were non members
Quality speakers
CDC 2012
Canada Divisions’ Conference
June 7–9, 2012
Kitchener–Waterloo
Leaders in Innovation

IAAP® CDC 2012

LEADERS IN INNOVATION

Kitchener-Waterloo, ON
Canada Divisions Conference

One Time Event – Approx. 250 delegates from across Canada and students from Qatar

Thursday

Trips and Tours to showcase the Waterloo Region
St. Jacobs, Drayton Festival, Canoeing on the Grand, Museum, Outlet Centres
Canada Divisions’ Conference

Thursday night – Opening Ceremonies & Keynote Speaker

Full day of Professional Development and Office Expo – Anticipated additional 100 attendees

Business Sessions – Banquet
2011 Office Expo

Gifted
Holiday Inn Guelph Hotel & Conference Centre
Holiday Inn Kitchener
Delta Hotels Ontario
Great Wolf Lodge
Coldwell Bankers
Region of Waterloo International Airport
Beatties Basic Office Products
TIUTA Accessories
Elmhurst Inn
Grand River Chapter Membership
Radisson Kitchener
Steeped Tea
Woman’s Travel League, The (Uniglobe)

Bingemans/Millenium Productions
Orchard Homes Gourmet
Cambridge Mill, The / Ancaster Mill
Empire Communications
Lia Sophia Jewellery
Red Tree Productions – Guelph
Warm Embrace
Direct Sales Force Inc.
Epicure Selections
Max Jacob International Ltd.
Office Team
Xocai Chocolate
Swift Space Inc.
Woodbine Entertainment Group
Grand River Chapter – IAAP thanks you for allowing us to present today.
Business & Education Partnership (BEP)

Career exploration for youth
BEP Programs

Speakers Bureau
Business Visitation
Science Superheroes
ZOOM Career Days – NEW!
Solid Growth in 2010-2011...

22,000 students reached!

- 325 speakers reached 13,000 students
- 90 business tours reached 2,300 students
- 5 ZOOM Career Days reached 1,250+ students
- 2 annual conferences reached 500+ students
- Assistance at community events reached 5,000 students

2008-2009 – 18,000+ students reached
2009–2010 – almost 20,000 students reached
Highlights from 2010-2011...

ZOOM Career Days – 250+ students at each career day – venue at capacity!

Business Tours – 90 tours, best year ever...

Speakers Bureau – 325 career exploration opportunities!

Future Workforce Development
22,000 students reached through all programs and community events
With thanks to our Partners

and many more...
MIN: Past, Present and Future
Importance of Manufacturing Sector to Regional Economy

- Since 2000, from a peak employment of 68,600, the Kitchener-Cambridge-Waterloo CMA has shed 15,000 manufacturing jobs.

- 2010 was the first year since 2004 with job gains in manufacturing; year-over-year, local employment in manufacturing is up 7,400.

- Despite the losses, the Kitchener-Cambridge-Waterloo CMA has the highest concentration of manufacturing employment among CMAs in Canada, slightly higher than Brantford and Windsor.

- One in five residents in the Waterloo Region earn their living directly from manufacturing….higher than any other sector.
What is MIN?

- The Manufacturing Innovation Network (MIN) is an online network for Waterloo Region Manufacturers.

- Its mission is to connect key stakeholder groups within the Waterloo Region manufacturing sector in an effort to create a more responsive and globally competitive manufacturing community through improved networking, collaboration & knowledge sharing.
Purpose of MIN

- To support supplier networking to help businesses self-promote and connect with other local suppliers
- To incorporate a method to share best practices and lean manufacturing concepts;
- To ensure that the needs of subsectors are represented and can connect with other similar companies to provide for focused networking and problem solving.
Chronology of MIN

- 2007: MIN was developed in direct response to a survey of local manufacturers, 68% of respondents interested
- 2009: Launched Manufacturing Innovation Network (MIN)
- 2010, December: Added social media strategy (LinkedIn, Facebook, Twitter)
- 2011, January: Branding update for contemporary look and feel
- 2011, February: Celebrated our second anniversary at the Tannery, attended by 150 individual members and community stakeholders including academia and government.
Monthly Traffic to the Site

- 4,100 unique visitors monthly
- 75% of visitors are from within Canada, with the balance from 121 different countries worldwide
- Visitors check out 3 ½ pages on average per visit
- 1000 unique visitors to Job Board monthly, spending an average of 2 ½ minutes on the Job Board
Growth and Recognition

- In February 2010, the MIN was nominated and won an award for best website in the ‘Marketing Using Technology’ category by the Economic Developers Council of Ontario (EDCO).

- In September 2010, the MIN was honored with a Marketing Canada Award from the Economic Developers Association of Canada (EDAC) in the Digital Media – Niche/Specialty Microsite category.
"We saw tremendous results within a month of displaying our ad, which showcased our area of expertise in producing oversized customer aluminum castings, including the largest casting in Canada. The MIN quickly became one of the top referring sites to our corporate site. The ability to drive potential customers to our website is a key marketing objective, and the Waterloo MIN helps us to achieve our business goals demonstrating time to value that we can easily quantify."

Joe Butler, President, Custom Aluminum Foundry
Cluster Focus and Development

Wind

- Raised awareness and enabled education on wind energy supply chain opportunities

- Wind Energy Symposium Summer 2009

- Created MIN Company Sub-Directory for local Wind Energy Suppliers
Cluster Focus and Development

Solar

- Initiated formation of the Solar Industry Networking Group (SING)
- Facilitates quarterly networking events – currently 50+ members
- Created MIN subdirectory of local solar suppliers
Is MIN fulfilling it’s mission?

- Facilitates and promotes awareness, excellence and innovation
- Connects ALL manufacturing stakeholder groups
- Creates a more responsive and globally competitive manufacturing community
- Improves collaboration and knowledge-sharing
- Develops and supports the local supply chain
MIN:
REGION OF WATERLOO GRANT PRESENTATION – JUNE 21, 2011

Mister Chairman, Regional Chair, Councillors and Committee Members.

Thank you for the opportunity to make a presentation to this committee today. My name is Mark Kreller, and I am the Executive Director of Kitchener Waterloo Oktoberfest.

The documentation within our application for a grant we believe is comprehensive, however I would like to make some brief comments to support our request. K-W Oktoberfest does not come to this committee seeking dollars as a hand out to maintain sustainability, but rather, we come to our Regional Government in the sense of a true partnership whereby we are offering significant benefits in return for your investment.

K-W Oktoberfest is the 3rd most recognized Festival brand in Canada, just behind Calgary Stampede and Quebec Winter Carnival. The direct economic impact to the Region through our very existence as measured by Enigma Research, is over $21 Million dollars annually, and as well the Festival supports more than 50 not-for-profit and charitable organizations who raise funds and pour more than $1.3 million dollars back into the community each year.

As a partner in Oktoberfest, the visibility provided to the Regional Municipality of Waterloo as the lead sponsor of the Oktoberfest Thanksgiving Day Parade puts the Regional brand in front of 150,000 people on the parade route, and in front of over 1.6 million viewers on the CTV national network.

The provision of a custom designed float to amplify that visibility is also a K-W Oktoberfest contribution, along with storing and maintenance of the float year-round. We are very committed to maintaining our strong relationship with the Region.

There is one area, however, that continues to challenge our organization and that is the continually increasing cost of utilizing the GRT system for the Oktoberfest Take a Bus On Us program.

The Take a Bus program runs both weekends of the festival and has been a highly successful and extremely visible program. It is referenced by our regulatory bodies
as a great contributor to Oktoberfest being a safe and happy festival.

The Chief of Police from the Waterloo Region Police Service and the OPP, along with the enforcement branch of the AGCO hold the initiatives taken during Oktoberfest as benchmarks of responsibility.

Having said that, the cost of the program continues to outstrip our ability to fund it properly. The charter rate for GRT buses has more than doubled over the past few years. Our GRT bill in 2007 was $36,809, 2008 was $46,131, 2009 climbed to over $50,000 and 2010 was projected to be $72,000 due to the hourly rate increase for drivers, and the growth of the bus routes which would take more hours to service.

Consequently, in consultation with GRT, K-W Oktoberfest was forced to reduce the service to our Festhallen customers by eliminating runs to the halls in the earlier part of the evenings so that Oktoberfest could work within our transit budget.

Our sources of revenue for this program are somewhat restricted in that the main source of our funding for this program comes from Molson, and that amount is capped. The second source comes from the Festhallen on the bus routes, and they continue to react negatively to the escalating cost of the service. One hall has already determined that it is less expensive for them to hire private carriers to service their hall, and they have done so.

The Good News however with the Take a Bus On Us program is that ridership has doubled in the past 10 years from 10,000 riders in 2000 to over 20,000 riders in 2010. Clearly, our festival’s public relation’s messaging of “don’t drink & drive” and “take a bus on us” has resonated with consumers and the Oktoberfest Ride Program statistics which are very low, support those results each year.

K-W Oktoberfest’s goal is to moderately increase the level of service again over the next couple of years, dependent on the GRT rates. We have this on-going issue of developing funds to maintain an acceptable level of service to our patrons. K-W Oktoberfest Inc. cannot continue to subsidize the cost increase differential, especially when revenues from festhalle operations do not accrue to the festival, but are retained by the operators. Our festival is growing. Last year we added Festhalles in Elmira, in Cambridge, and this year Chicopee Ski Club will operate as a festhalle on both Saturdays.
Hence the request for additional funding from the Region to assist in maintaining the bus service level and a very important element of responsible customer service to the patrons of K-W Oktoberfest.

Thank you for your time and for listening. We hope you will see the value in the grant amount that we have requested.