Regional Municipality Of Waterloo
Economic Development and Promotion Committee
Minutes

Wednesday, June 25, 2014
4:10 p.m.
Regional Council Chambers
150 Frederick Street, Kitchener

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

Also Present: J. Brewer

Declarations Of Pecuniary Interest Under The Municipal Conflict Of Interest Act
None declared.

Delegations

a) Rob Deyman, Executive Director, Kitchener Blues Community Inc. (KBCI), Jennifer Knight, Grants Chair, KBCI Board Member, and Michael Harker, President, Enigma Research, Kitchener Blues Festival appeared before Committee and provided a presentation. A copy of the presentation is appended to the original minutes. R. Deyman showed a video of the festival and highlighted the community programming, history since 2001, and the international and regional artists they showcase. J. Knight stated the event is mostly free with two ticketed concerts. She reviewed their funding sources. M. Harker commented on the regional economic activity and research data they have prepared. R. Deyman stated this is a Regional investment and they were requesting funding in the amount of $16,300 which amounts to 20% of the stage/production costs. They hope this could be ongoing funding to help support the sustainability of the festival.

Questions were asked relative to other funding. R. Deyman responded they requested $59,000 from the City of Kitchener but have only ever gotten $39,000.
They also requested $8,000 from the Region of Waterloo Arts Fund and were advised last week they will receive a grant of $2,500. With respect to the geographic breakdown of the audience, R. Deyman advised 75% come from within a 40 km radius and 25% from outside that area. They estimate there are 70,000 unique visits to the festival. It was noted the organization has a healthy balance sheet and R. Deyman advised they set aside approximately 10% of their revenue each year as a contingency.

b) Karen Klink, Business & Education Partnership of Waterloo Region appeared before Committee and provided a presentation. A copy of the presentation is appended to the original minutes. She provided an overview of the organization, gave highlights from the past school year, details of the program, looking forward to 2014-2015 and testimonials from participants.

c) Chris Farrell, Manager, and Tim Clancy, Board of Advisors, Waterloo Region Small Business Centre appeared before Committee and provided a presentation. A copy of the presentation is appended to the original minutes. C. Farrell reviewed their mission statement, overview of organization and locations, funding sources, small business services, business activities, business sectors, success stories, regional outreach and outcome and new small business initiatives.

d) Al Forler, Fundraising Chair, Grand Valley Woodcarvers appeared before Committee and provided details on their organization in a presentation. A copy of the presentation is appended to the original minutes. He explained their annual show, noting this is the 27th year it has been held. Other fundraising efforts were also reviewed.

A. Forler was asked if this is a one-time request and he responded that they hoped it would be one-time.

e) Kathy Takacs, For Hungarians in Canada Association appeared before Committee and provided a brief overview of their event. In response to a question she advised it is a one-time grant for now but they may possibly make another request next year.

Reports – Finance

a) F-14-088, 2014 Economic Development and Promotion Grant Requests

Committee members discussed the requests, noting that some of the organizations have healthy balance sheets. They considered if there is a time when the requests are scaled back in order to provide capacity to accommodate other requests. The funding community festivals could become a concern and a policy may be required. The fund is fully expended for this year based on the regular requests and there is no contingency fund. It was suggested these five requests could be referred to the Budget Committee.
for 2015. A member proposed the mandate of the Committee needs to be reviewed to ensure the focus is economic development. It was proposed to provide funding to the three new requests using money from the float refurbishment reserve as it is not expected to use any funds from there this year.

Moved by K. Seiling
Seconded by J. Wideman

THAT the Regional Municipality of Waterloo approve the following 2014 Economic Development and Promotion grants totaling $154,600 to be funded from the 2014 budget for Economic Development and Promotion:

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

And that one-time grants in 2014 totaling $10,000 to be funded from the float refurbishment reserve be approved as follows:

Grand Valley Woodcarvers $2,000
For Hungarians in Canada Association $3,000
Kitchener Blues Festival $5,000
(for project partially approved by the Region of Waterloo Arts Fund)

Carried

Reports – CAO

Regional Economic Development Strategy and proposed Waterloo Region Economic Development Corporation

Mike Murray, Chief Administrative Officer provided a verbal update for those not at the All Council meeting on June 19, 2014. He stated work is progressing well and they are close to having a draft of the strategy completed. Reports will be provided to each area
municipality for endorsement in principle and will come to Regional Committees in August. The implementation plan is being worked on as well. There was discussion about the corporation and the key roles. The reporting mechanism and governance will be identified along with metrics to evaluate the success. The role of Canada’s Technology Triangle was also discussed.

Adjourn

Moved by L. Armstrong
Seconded by J. Wideman

That the meeting adjourn at 5:40 p.m.

Carried

Committee Chair, T. Galloway

Committee Clerk, L. Wetzel
TD KITCHENER BLUES FESTIVAL

• 14th year - August 7-10, 2014
• Kitchener Blues Community Inc. – Not-for-profit since 2003
• 400 + community volunteers: over 6,000 hours
• One of Canada’s largest Blues Festivals – internationally recognized
• Largest music event in the Region – 4 days and over 90 acts.
TD KITCHENER BLUES FESTIVAL

Community programming

• Youth programs:
  • Blues in the Schools
  • Youth Legacy Showcase
  • Grand River Blues Camp

• Concerts – Spring Launch, Blue Christmas, special shows

• Collaboration with GRFF, Communitech, KOI Festival, Kaltrun, THEMUSEUM, Waterloo Region Museum, Centre in the Square, Waterloo Region Tourism
TD KITCHENER BLUES FESTIVAL

History

• 2001 – 1 day, 1 stage, 3,000 visits
• 2003 – 2 days, KBCI Inc. volunteer board
• 2004 – 3 days, 3 stages, 40,000 visits
  added “12 Bar Blues”
• 2007 – 4 days, 3 stages, 65,000+ visits
• 2010 – 4 days, 7 stages, 100,000+ visits
• 2013 – 4 days, 7 stages, 160,000+ visits
TD KITCHENER BLUES FESTIVAL
*International & regional artists*

- Grammy, Juno and Rock and Roll Hall of Fame artists featured with Ontario & regional talent:
  - Gregg Allman, Eric Burdon and the Animals, Jimmie Vaughan, Dr. John, Colin James, Taj Mahal, Buddy Guy, Ray Manzarek of the Doors, Mavis Staples
  
  - Alysha Brilla, Steve Strongman, Jack de Keyser, Conor Gains, Jon Knight and Soulstack, Matt Weidinger, Shawn Kellerman, Cheryl Lescom, Matt Storch and the Usual Suspects, Johanna Pavia, The Vaudevillian
TD KITCHENER BLUES FESTIVAL

Mostly Free Admission

• Festival features over 90 acts
• Kick-off and Closing concerts are ticketed – all weekend shows free admission
• 3 large performance stages, 3 workshop stages, 1 Children’s stage and after show “12 bar blues” in Kitchener and Waterloo clubs
• 2014 Budget of $1.3m (cash and in-kind)
TD KITCHENER BLUES FESTIVAL

Funding Sources

- Sponsorship – cash and in-kind
- Sales – (tickets, merchandise, beverage) – highly weather dependant
- Grants – highly variable and growth dependant
- Other fundraising: Special events, silent auction, donations – daily donations to support free programming
TD KITCHENER BLUES FESTIVAL
Regional Economic Activity

• Enigma Research Corporation (surveys in 2012 and 2013)
• $3.8M in new spending by non-locals and operations
• $2.5M economic impact (GDP)
• 53 full-year job equivalents supported
• $3.7M spent by locals
• 63% of non-locals will return to Downtown Kitchener
Regional investment proposal $16,300

- 20% of stage/production costs
- Key to sustainability
- 2% of total Festival cash budget of $915k
- 100% suppliers are from the region
TD KITCHENER BLUES FESTIVAL

Waterloo Region
Economic Development & Promotion Committee
June 25, 2014
Business & Education Partnership

Connect with YOUR workforce of the future!

- **Long term talent development strategy** – opportunity to influence your future workforce.
- **Community investment** – empower youth with information you wish you had in high school.
- **Bridging the gap** – helping students be successful and reach their full potential through enrichment program offerings.
BUSINESS & EDUCATION PARTNERSHIP OF WATERLOO REGION

18,000 students reached annually

Interactive learning opportunities

600 active volunteers

Paving the road for student success

Career Exploration for Youth

5 Zoom Career Days
2 Zoom Challenge Day

47 schools utilizing BEP Programs

Apps4Learning
2 successful pilots complete

Developing the future talent of Waterloo Region
About Our Programs

- Speakers Bureau
- Business Visitation
- Apps4Learning
- ZOOM Career Days
- ZOOM Challenge Days
Highlights

Speakers Bureau:  
• 305 volunteer speakers reached 14,826 students

Business Visitation:  
• 96 business tours reached almost 2,300 students

ZOOM Career Days:  
• 5 Career Days reached almost 900 students

Challenge Days:  
• 2 Challenge Days reached almost 160 students

Apps4Learning (Pilot)  
• 2 pilot programs reached over 70 students

Total student reach: 18,000+
Working with the Region of Waterloo

Speakers Bureau – Region of Waterloo International Airport/Social Services/Environmental Engineering/Recruitment & Selection/Emergency Medical Services/Volunteer Services

Business Tours – Emergency Medical Services/Water Treatment

Our thanks to the Region of Waterloo for your support and participation!
Looking to 2014-2015

**Speakers Bureau** – expand our Career Carousel Program to Grade 10 Career classes.

**Launch Apps4Learning program** – pilot was extremely successful. Expand program to at least 5 secondary schools and 5 elementary schools.

**Launch Dragon’s Den** – implement a new program for Grade 10 business class. Plan to offer 4 Dragon’s Den competitions.
Testimonials

"Well organized" - Workshop presenter
"Would definitely recommend to others" - Teacher
"Think about career's with a different attitude" - Student
"Powerful messages" - Student
"Wish I had this opportunity when I was a student" - Workshop presenter
"Influence career choice" - Student
"Learned about career's that never knew existed" - Student
"Students really motivated/engaged" - Workshop presenter
"Eye opening career opportunities" - Student
"I want to be more positive & outgoing" - Student
"Personal interaction with industry experts" - Student
"Students are really motivated & engaged" - Workshop presenter
For more information on programs offered by the Business & Education Partnership please visit: http://www.bus-edpartnership.org/main.cfm. OR Email: karen.klink@communitech.ca
Mission:

Mission Statement:

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

- Operates from 3 locations – 5 staff
  - Kitchener
    - 3.5 • Manager, Business Advisor, Program Assistant, Business Information Clerk
  - Cambridge
    - 1 • Business Advisor
  - Waterloo
    - 1 • Business Advisor

- Small Business Information Displays
  - Elmira (Woolwich), Baden (Wilmot), Conestoga College Entrepreneurship Centre

- Governance – Board of Advisors
  - 10 volunteers • public & private sector
Funding Sources

- **Core Funding**
  - Region of Waterloo
  - City of Kitchener, City of Cambridge, City of Waterloo (cash and in-kind)
  - Ontario MEDTE/MIR (Ministry of Economic Development Trade and Education/ Ministry Innovation and Research)

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

- **Other Funds – Fees for Services**
  - Events
  - Seminar registrations
  - Special Projects
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
- Access to Professionals (Mentoring)
## Business Activities 2013

<table>
<thead>
<tr>
<th>Waterloo Region</th>
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<tbody>
<tr>
<td>14,940 general inquiries</td>
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<tr>
<td>442 business start-ups / 666 jobs</td>
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<tr>
<td>1169 business consultations</td>
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<tr>
<td>158 workshops</td>
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<tr>
<td>1,510 workshop participants</td>
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<td>35 events hosted, 1,952 attended</td>
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<tr>
<td>34 Youth – 23 Summer Company, 5 Enterprise Co-op and 6 CYBF</td>
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www.waterlooregionsmallbusiness.ca
Web Hits 77,012
Business Sectors

2013 Client Consultations by Industry Sector

- Agriculture: 2%
- Manufacturing: 2%
- Information & Cultural Industries: 4%
- Administrative and Support Services: 5%
- Transportation, Warehousing, Wholesale: 5%
- Arts Entertainment Recreation: 5%
- Health Care and Education: 6%
- Construction: 8%
- Food and Accommodation: 14%
- Profession, Scientific & Technical Services: 15%
- Retail: 16%
- Other Services: 17%
Success is... starting and growing a business in a collaborative community.

Summer Company to $7 Million
Video Marketing and Analytics Company

- 2010 – Summer Company Student Start-up – WRSBC
- 2011 – Communitech – Venture Services Start-up
- 2011 – Y Combinator – USA – Acquired Investor $1.65 Million
- 2012 – Communitech – 14 employees
- 2012 – Moved to a Commercial Location – 18 employees
- 2013 – Acquired Investors $6 Million – hiring up to 35 employees
- 2013 – Moved to a larger location
Regional Outreach

- Public Health and Licensing – Food Business
- Libraries
- Waterloo Region School Boards
- Boards of Trade & Economic Development
- Chambers of Commerce
- Local Immigration Partnership Committee
- BIA’s across Waterloo Region
- Entrepreneurship for Aboriginal Youth
Regional Outcomes

- “Starting a Food Business” Public Health
- Libraries *free workshops* “Starting a Business”
- Summer Company for Youth 15 – 29
- Canadian Youth Business *financing* for age 18 – 39
- SBC info displays – Elmira & Baden
- International Women’s Day Event
- Salute to Small Business – St Jacobs June 2013
- Remarkable Retail – St Jacob’s & Waterloo
New Small Business Initiatives

- Social Media Summit
- Newcomer Small Business Network
- Series of 5 Start-up Workshops in Spanish, Mandarin
- “Start-Up Day” Summer Company for Youth 15 – 29
- Access to Professionals ask the Experts
- Social Media Clinic – Mentoring for Small Business
- Hiring Incentives for Employers – Lunch and Learn
- LRT Construction – Small Business Workshops 2013–14
STRAATEGIC FOCUS 2013

1. **Start-Ups**
   - Be the 1st stop for start-up business ideas
   - Entrepreneurial skills, access to professionals & experts

2. **Small Business Skills Development**
   - Build upon B2B partnerships & cross-cluster collaboration

3. **Collaboration & Partnerships**
   - Adapt services to emerging & growing business needs

4. **Flexible Programs & Services**
   - Ensure exceptional value and innovative services

5. **Innovation**
Waterloo Region Small Business Centre

Questions?

www.waterlooregionsmallbusiness.ca

@SmallBizWRSBC

Waterloo Region Small Business Centre
Wood Art In The Cities

Present

The Canadian National Wildfowl Carving Competition

With the Owl’s Nest Carving Competition

At
Manulife Sportsplex
Rim Park University Ave. Waterloo
March 13, 14 & 15, 2015
PEOPLE OF ALL AGES ENJOY THE ART
Drawing many people from across the region and country.
More than 400 carvings presented by more than 200 Carvers from across Canada and USA
Owl’s Nest Competition
Owl’s Nest Competition
SILENT AUCTION
Judges scrutinize the art carefully
Top level judges
WORLD CLASS CARVINGS
From Beginners to Master carvers.
From Caricatures to fine detailed song birds
Best of show
TEACHING CHILDREN
THE ART OF WOOD CARVING
HOST EXPLAINING
THE ART OF WOOD CARVING
Some Carvers have a sense of humour
WORKING DECOYS
Northern Parula Warbler
$3,000.00 Purchase Award
Miniature Songbird Purchase Award $1,200.00
Eastern Screech Owl
Purchase Award $3,500.00
2014 Canadian National Wildfowl Carving Championship

Purchase Award - Rubberline Products Limited
Champagne Ducks - Pied-Billed Grebes

Purchase Award - M&T Printing Group
Male Eastern Screech Owl - Gray Morph

Purchase Award - Meloche
Miniature Male Songbird

Purchase Award - ODC
Male Northern Parula Warbler

Best of Show
Canvasback Hen
THE END

Thank you so much for your time and attention!

Al Forler (Fundraising)
Jim Gehl (Secretary)