

SDE G EDC

Société du développement
économique de Greenstone

Greenstone Economic
Development Corporation

DEVELOPING THE FUTURE



Corporate Strategic Plan 2012

www.gedc.ca



**GREENSTONE ECONOMIC
DEVELOPMENT CORPORATION**
Corporate Strategic Plan 2012

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GEDC Board Of Directors | 2011

Back Row: Mœ Lavigne, Ross Houghton

Front Row: Nelson Turcotte, Mary-Jane Dunn, Linda Beaulieu, Deanna Thibault, Frank Hildebrandt

1.0

INTRODUCTION

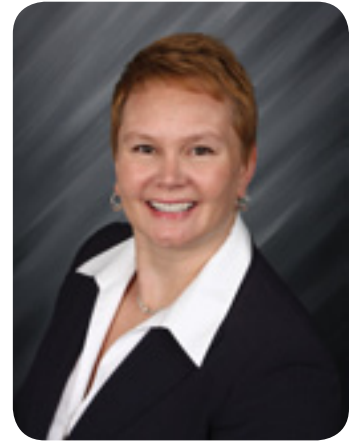
The Corporate Strategic Plan (CSP) is the principle means for setting out Greenstone Economic Development Corporation's goals and strategies as the corporation strives to achieve its mission to foster and encourage the start-up and operation of successful enterprise in all economic sectors within the Greenstone Service Area.

The CSP is reviewed and updated annually to provide focus for priorities in an ever-changing business environment. The CSP reaffirms the Board of Directors commitment to its funding agent Industry Canada/FedNor, its partners and stakeholders while setting a clear direction for the corporation. GEDC as part of the CFDC (Community Futures Development Corporation) network continues to carry out many services including community economic planning and development, Investment in local business and business development and advisory services.

GEDC has a proven history since its inception September 20, 1988 of serving the Greenstone region's economic and business development needs. As we move forward to implement the 2012 CSP, GEDC's many stakeholders and industry partners will be called upon for their invaluable skill and input to assist in the successful delivery of the 2012 CSP.



Deanna Thibault
Board President



Deanna Thibault
Board President

VISION

Developing the Future.

MISSION

Foster and encourage the start-up and operation of successful enterprise in all economic sectors within the Greenstone Service Area.

GOALS

- Develop and implement project-oriented regional strategic plans, prioritized according to community needs, which stimulate region-wide enterprise development and new employment.
- Develop public and private sector partnerships which provide a coordinated approach to socio-economic development.
- Promote understanding of the importance of all sectors in the Region's economy and their value and opportunities to other stakeholders.
- Provide knowledge, support and encouragement to existing and potential entrepreneurs.



Greenstone Mining Familiarization Tour in partnership with the Municipality of Red Lake as part of the Northern Communities Investment Readiness Program funded by the MNDMF.

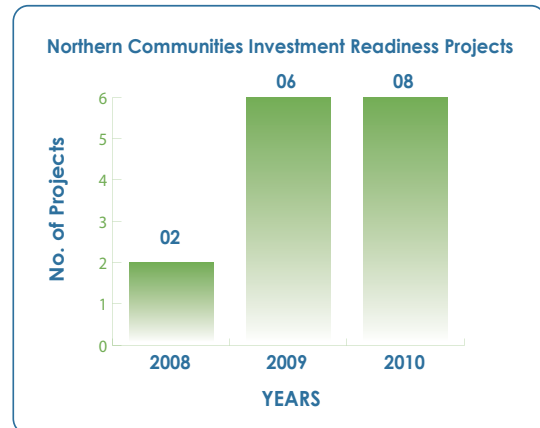
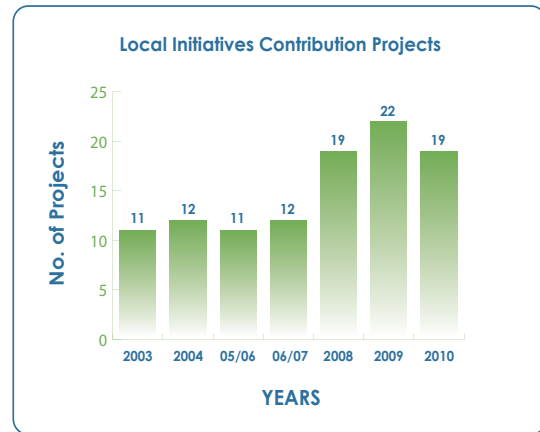
2.0 REGIONAL PROJECTS

Develop and implement project-oriented regional strategic plans, prioritized according to community needs, which stimulate region-wide enterprise development and new employment.



2.0 STRATEGIES

- Continue to deliver in a timely manner the FedNor approved Local Initiatives Contribution Contract in order to meet the needs of the Greenstone region
- Explore opportunities to partner with the Official Languages Minority Community, First Nation communities and the Métis Nation of Ontario
- Undertake a Greenstone Business Environmental Scan
- Develop a Business Attraction and Expansion Strategy continuing upon the GEDC investment readiness platform
- Maintain local, regional and interregional liaising with community and region-wide stakeholders



MEASURES	TARGETS
Regional projects delivered	15-20 projects
Greenstone Business Environmental Scan Final Report	September 2012
Business Attraction and Expansion Strategy and Action Plan Report	September 2012
Coordinated communication and implementation plan with the OLMC, First Nations and Métis	November 2012



Map compliments of Canada Chrome Corporation

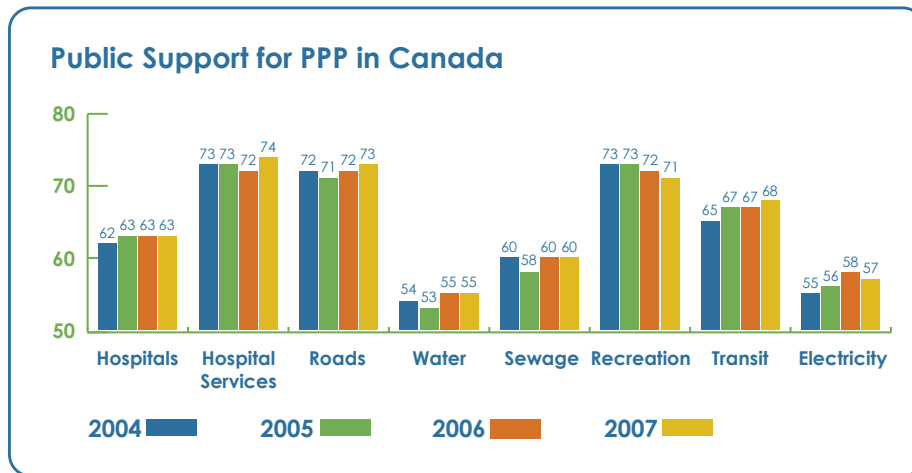
3.0

PUBLIC PRIVATE PARTNERSHIPS

Develop public and private sector partnerships which provide a coordinated approach to socio-economic development.

3.0 STRATEGIES

- Continue to assist in the development of the public proponent interface with Canada Chrome Corporation relative to the PPP Canada application
- Investigate other relevant public private partnerships potential projects
- Maintain GEDC's regional partnerships to aid in future strategies and innovation groups



MEASURES	TARGETS
PPP Canada application public proponent	Defined entity 4th quarter 2011
Relevant public private partnerships potential projects	Defined private public partnerships potential projects and proponents
GEDC participate in partner strategies and innovation groups	5 strategies and/or innovation groups



Photo compliments of Premier Gold Mines Limited

4.0

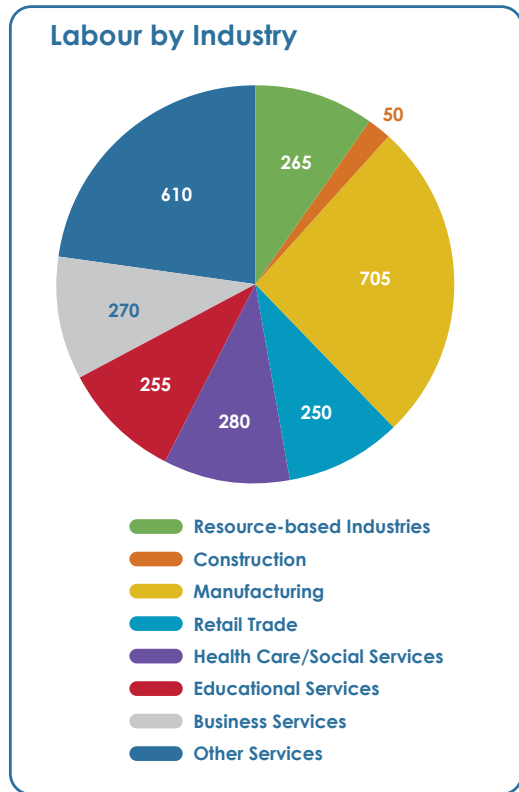
GROWTH SECTORS

Promote understanding of the importance of all sectors in the Region's economy and their value and opportunities to other stakeholders.



4.0 STRATEGIES

- Facilitate stakeholder discussions to determine ways to stimulate innovation by supporting and attracting increased research and development within growth sectors
- Continue to educate public and private sector stakeholders on the benefits of future growth sector opportunities
- Collaborate with Industry growth sectors* with the aim of better understanding realistic growth sector schedule. GEDC has identified Mining, Transportation and Energy as key target sectors for 2012



MEASURE	TARGETS
Manufacturing and supply process of raw material	May 2012
Participate in research and development discussions	3 initiatives
Realistic schedule of target sector growth as established with Industry	October 2012

* Growth Sectors include but are not limited to the following: Tourism, Green Energy, Forestry, Transportation, Mining and Exploration, IT, Business Process Outsourcing and Small-Scale Manufacturing

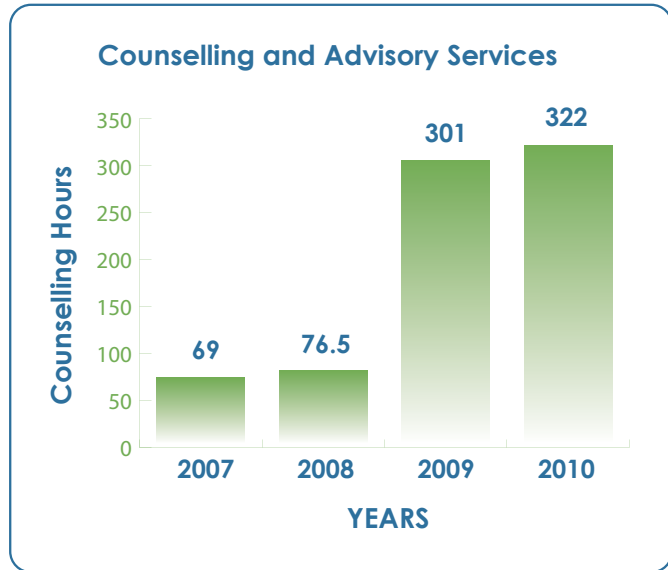


5.0 BUSINESS DEVELOPMENT

Provide knowledge, support and encouragement to existing and potential entrepreneurs.

5.0 STRATEGIES

- Maintain business advisory/ counselling services with loan and non-loan client base
- Conduct Small Business Week Showcase with community stakeholders
- Provide access to capital and attract new investment in the Greenstone region
- Maintain and update relevant Information Product Tools on www.gedc.ca
- Promote enterprise development through community innovation groups



MEASURE	TARGETS
Strengthen communication tools for businesses considering relocation or development for new starts and expansions	June 2012
Information Product Tool updates	June 2012
Technical and in-depth Advisory Services	150 Contacts
Small Business Week Showcase	100 Participants
Support the development of a broadened 'access to capital' communication strategy between partners and stakeholders	September 2012



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