

COUNTY COUNCIL  
FEBRUARY 2023

**SARNIA·LAMBTON**  
Economic Partnership

*Powering a Sustainable World®*

ANNUAL LAMBTON COUNTY  
COUNCIL UPDATE





# WHO WE ARE

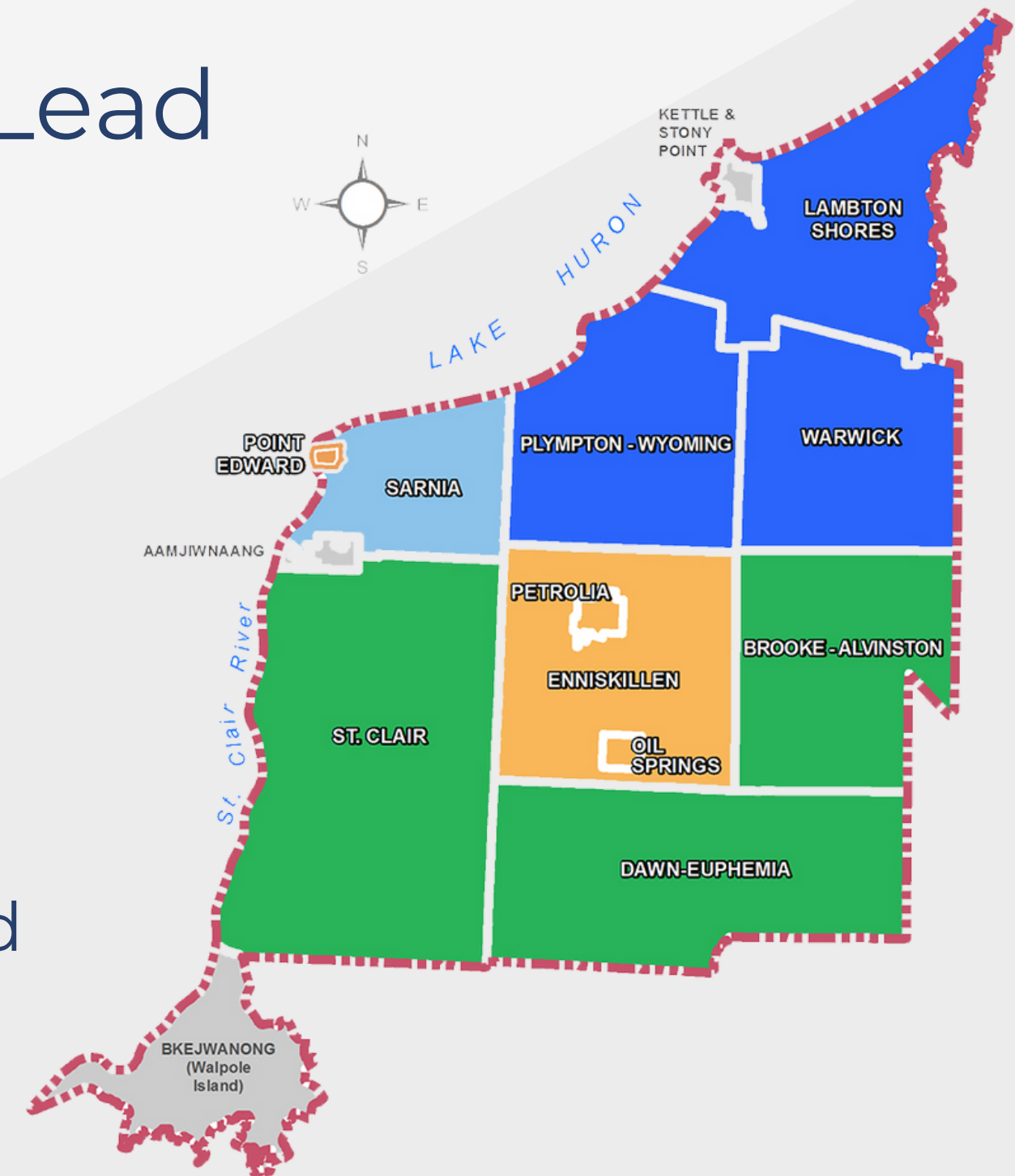
We are the County of Lambton's Lead Economic Development Agency

Arms Length Organization  
Governed by a Board of Directors

Funded By:

- County of Lambton
- Grants
- Partnerships

We service **all 11 municipalities** and are open and available to work on projects within the county.



Recognized by the International Economic Development Council as an Accredited Economic Development Organization. One of Five in Canada to attain this top distinction, One of 65 Globally.

# ***INTRODUCTION - DAN TAYLOR***

Started in the role 7 months ago

15 Year Private Sector Experience in Advertising & Marketing in Toronto

20+ Years in Economic Development in small town, rural, agriculture, & tourism

- Prince Edward County
- Peterborough
- Innisfil

Entrepreneurial, part-time farmer, started vineyard

Kids grown up in their 20's

I've moved here, living in Downtown Sarnia

Enjoying the area and community



**Vision & Action**

# ***OBSERVATIONS - OUTSIDER'S VIEW***

Sarnia-Lambton is **underrated**

**Gem** - Diverse Region & Communities

There is a lot going on

Significant Investment Activity

The Drive to Net Zero

- Creating Powerful Innovation Opportunities
- It will force our economy to evolve
- Drive diversification
- New Economy
- Leverage agriculture assets & inputs

Increasing our support to the 11 municipalities,  
small business retention & expansion

**You have a strong and highly capable team at the Economic Partnership**



# ***WHAT WE DO***

**Vision** Economic Growth and Diversification to expand and elevate Sarnia-Lambton as an exceptional place to live and invest

**Attract** New Business, Workforce, and Investment  
Diageo \$245 Million Investment in St. Clair Township

**Expand** Assist Business in Expansion Opportunities  
CIMC Vanguard adding two more production lines adding in 60+ jobs

**Retain** Entrepreneurship and Business Support  
OWS Rail Acquisition Assistance and Funding



# ***HIGHLIGHTS***

## **Diageo - \$245 Million Investment**

How We Helped - Behind the Scenes

2018 Introduced to Diageo Team

8 Communities in Competition

Demonstrated that we are the best community

Multiple Stakeholder Connections

- Partnerships
- Landowners
- All Levels of Government
- Zoning & Land Severance

After care, on going support



# DIAGEO



# ***HIGHLIGHTS*** ***AN ECONOMIC DEVELOPMENT JOURNEY***

## **Origin Materials - \$130 Million Investment**

### **How We Helped - Behind the Scenes**

2012: Introduced to Origin Materials (Micromidas) by BIC

2015-2017: Maintained connection with leadership at industry events

2017: Made introductions for potential locations.

Participated in Site Visits.

Made Connections with:

- Government Incentive programs
- Local stakeholders
- Consultants,
- Engineers
- Sarnia Chemical Companies

2018: Provided letters of support for funding incentives



# **ORIGIN**



# ***HIGHLIGHTS*** ***AN ECONOMIC DEVELOPMENT JOURNEY***

## **Origin Materials - \$130 Million Investment**

### **How We Helped**

2020-2022: Provided connections to government ministries and funding administrations for incentive programs.

Made connections to potential suppliers of services, feedstocks, investors, and SLIA

Provided support associated with HR. Dedicated service channel for foreign workers.

Provided insight for local communications strategies.

2022: Origin Job Fair - Helped with planning, advertising, and coordination of job fair.

Set up job fair in association with Newcomer Centre of Peel

2023: Completion and Start Up of Facility

After care as required, ongoing relations



# **ORIGIN**



# 2022 BIG WINS

## Enbridge Gas' Dawn Corunna Project

**\$250 Million** Investment in Lambton County, St. Clair Township and Dawn Euphemia, was approved by the Ontario Energy Board.

"Sarnia-Lambton Economic Partnership played an instrumental role in the project getting approved by OEB."

*- Brian Lennie, Senior Advisor at Enbridge*

**Construction will begin early 2023.**





# 2022 BIG WINS

## CIMC Vanguard Trailers

Announced it will be seeking to add **2 new production lines** for the assembly of cube vans. Will result in **60+ jobs**.



# OTHER 2022 WINS

## Kniaziew Optometry

Opening their 3rd Location in Lambton County in February



## BCFoods

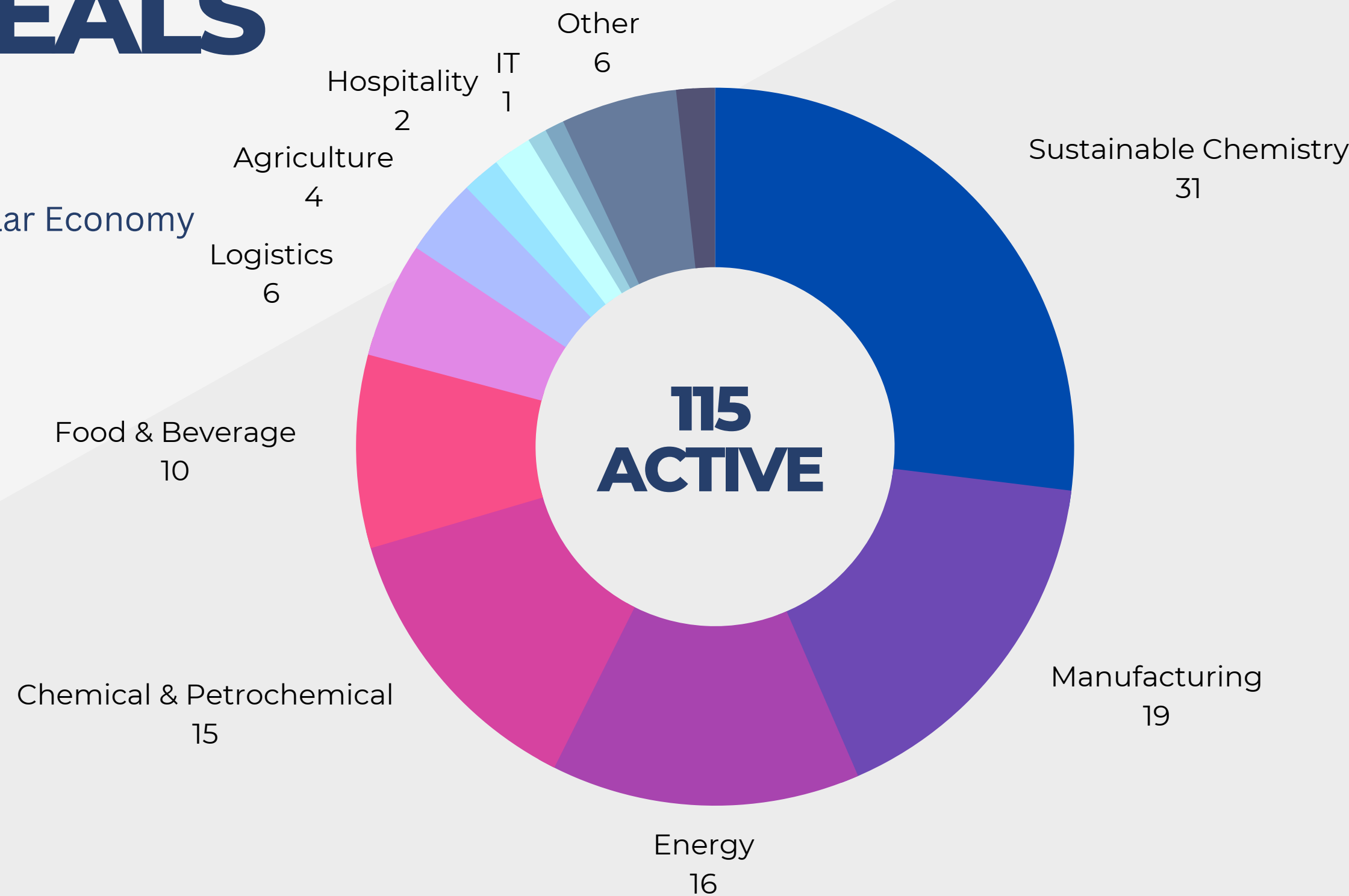
Opening 102,000sqft distribution facility in Watford





# INVESTMENT DEALS IN PIPELINE

- 31 - Bioindustrial / Sustainable Chemistry/Circular Economy
- 19 - Manufacturing
- 16 - Energy
- 15 - Chemical & Petrochemical
- 10 - Food & Beverage Processing
- 6 - Logistics & Warehousing
- 4 - Agriculture
- 2 - Services & Professional Services
- 2 - Hospitality / Food / Retail
- 1 - IT
- 1 - Developer & Real Estate
- 6 - Other
- 2 - Unknown



# INVESTMENT ATTRACTION

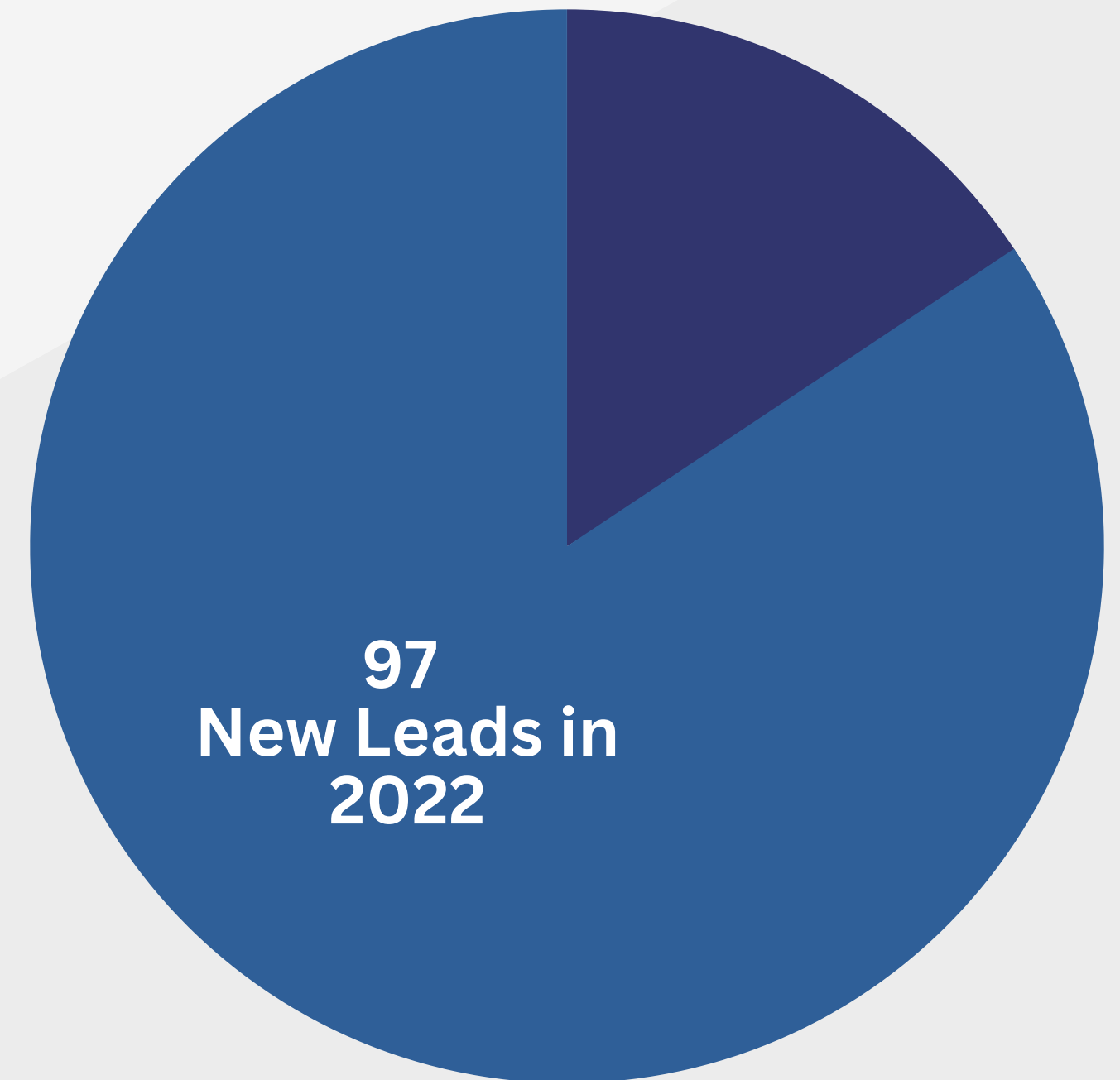
**115** Investment Attraction/Site Selection projects  
"deals"

**\$6.3-Billion**  
in Potential Investment

Five potential projects larger than \$500-million in investment size

**\$50-Million**  
in Active Expansion Potential

Note: This is only the cumulative total for leads/prospects that *we know* the investment value, many projects dollar value is unknown at this time but is expected to be hundreds of millions.

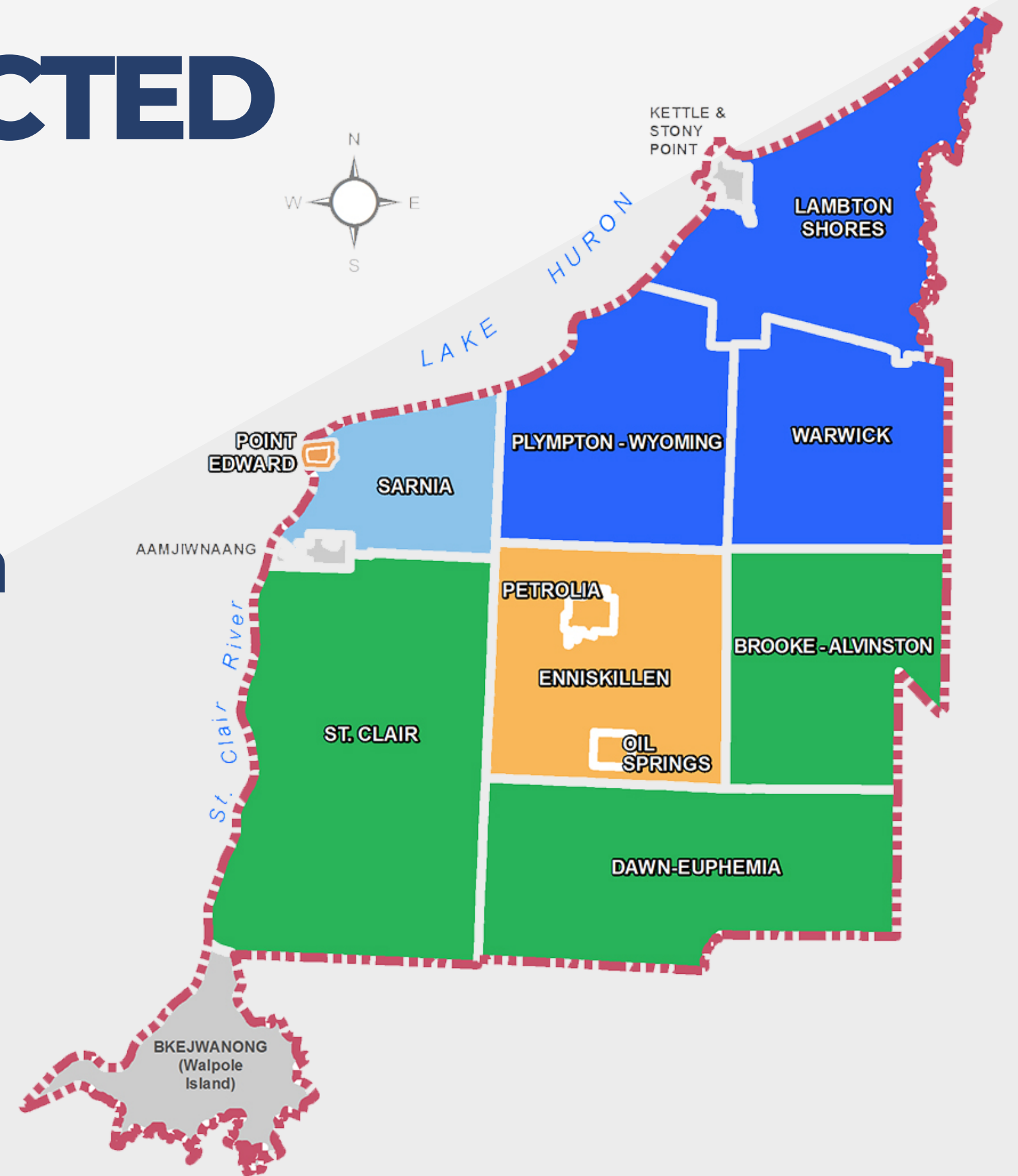




# SITE VISITS CONDUCTED

**\$4.2-Billion**

in potential investment from  
**11 companies** which have  
conducted site visits



# ***CLUSTERS - SECTORS***

**Energy & Chemistry**

**Sustainable/Hybrid Chemistry**

**Hydrogen**

**Agriculture/Food**

**Manufacturing**

**Professional Services**



# WORKFORCE ATTRACTION



New Resident Attraction Campaign working to grow workforce targeting individuals looking to relocate.

**Sarnia-Lambton**

**Apprentice Job Match**

Training Today for our Future Leaders

Apprenticeship Job Match Tool matching apprentices with local employers.

Targeting apprentices from all over Ontario to relocate.



Connecting local employers with Skilled Global Talent and International Graduates - Marketing our Job Match Tool

# ***SMALL BUSINESS ENTERPRISE CENTRE***

## **Business Support & Counselling**

One on One Counselling for new and existing businesses.

Work Shops, business help, and consultations. Connecting with grants, training, and community services.

**STARTER**  
**COMPANY** **PLUS**

Grant and Mentoring program to help local businesses start or grow their business.

**DIGITAL**  
**MAIN ST.**

Program to help local businesses navigate the online business world and leverage digital technologies.  
Grants and One-On-One help are provided by our Digital Service Squad.

**Summer**  
**Company**

Program to help students aged 15-29 start their own business.



# 2023 & BEYOND

Net Zero will evolve our economy - more innovation like Origin Materials & Hydrogen

We are Ontario's Hydrogen Hub, creating significant opportunities

Diageo, Protein International, Biofuels - Create incremental demand/opportunity for agriculture inputs

Increased attention & improved service to the 11 municipalities. Partnerships & Collaboration.

June 27, 2023 Launching our new 5 Year Strategic Plan

- Engagement
- Strong Vision
- Leverage Our Assets
- Diversification
- Opportunity

# **ADDITIONAL INFORMATION**



# SMALL BUSINESS ENTERPRISE CENTRE

Summer  
Company

STARTER<sup>+</sup>  
COMPANY

DIGITAL  
MAIN ST.™



**Chantelle  
Core**



**Leena  
Bourne**



**Tahreem  
Fatima**



**Kaila  
Bourne**

# CONSULTATIONS

**Inquiries**

**604**

**Consultations:  
Exploring a Business**

**139**

**Consultations:  
Existing Business**

**63**

# WORKSHOPS

Workshops Run

52

Attendees

346



## ENTREPRENEURSHIP 101





# STARTER<sup>+</sup> COMPANY

## Completed Intake

35

## Received Funding

7

- Respect Your Mother - Eco-Friendly shop
- Suncoast Natural Health - Health Food Store
- Sisterly Lactation - Breast Feeding Consulting
- Brenda Pearson Coaching - Corporate and Executive Career Coach
- Tribal Lands Safety and Rescue - Safety
- Speech Language Pathologist - Children's Clinic
- Blue Coast Bitters - Artisan Bitters

# Summer Company

- Hannah McInnis - My Nurtured Self
- Logan Mitchell - 79 Below
- Zyler Morningstar - Zyler's Lawn Care
- Keogh Scott - KS Lawn Care

**Completed Intake**

**13**

**Received Funding**

**4**



New Program to help businesses with their online presence.

- Two new members have been active in the community promoting programs offered through DMS.
- Creating 360° videos and providing digital readiness assessments to small businesses

**Businesses Served**

**140**

**Received Grant**

**10**



**Tahreem & Kaila**



# WORKFORCE ATTRACTION

**JOB  
FAIRS**



**Sarnia-Lambton**

**Apprentice Job Match**

Training Today for our Future Leaders



**Cari  
Meloche**



**Heather  
Carswell**



**Amanda  
Menezes**

# JOB FAIRS



**LONDON**



**TORONTO**



**LONDON**



**SARNIA**



Recently attended a variety of job fairs and met with over 1,000 talented job seekers to promote local employment opportunities and promote Sarnia-Lambton as a great place to live

## Sarnia-Lambton

## Apprentice Job Match

Training Today for our Future Leaders

Apprentice Job Matching tool to connect local employers with apprentices from all over Ontario.  
Launching new Digital Marketing Campaign

**Apprentices Registered**

**391**

**Employers Registered**

**52**

**Current Jobs Posted**

**24**

**Job Matches**

**67**

[www.sarnialambtonapprentice.ca](http://www.sarnialambtonapprentice.ca)



Won Silver Award for Special Purpose Website from IEDC for the Sarnia-Lambton Apprentice Job Match Tool.



# NEW HIRES

## FULL TIME EMPLOYEES



**Dan Taylor**  
CEO



**Travis Kelly**  
Marketing &  
Communications

## GRANT FUNDED CONTRACT HIRES



**Kaila Bourne**  
Digital Service  
Advisor



**Tahreem Fatima**  
Digital Service  
Advisor



**Leena Bourne**  
Downtown  
Revitalization



**Joanne Dunn**  
Intern Focused on  
Business Directory



**Shivin Suvarnan**  
Project Assistant



**Ashlee Smith**  
Administrative  
Support Intern



**Sarah Brahm**  
Administrative  
Support Intern



**Amanda Menezes**  
Employment  
Consultant