

# ANNUAL REPORT 2012

Corporation de développement économique

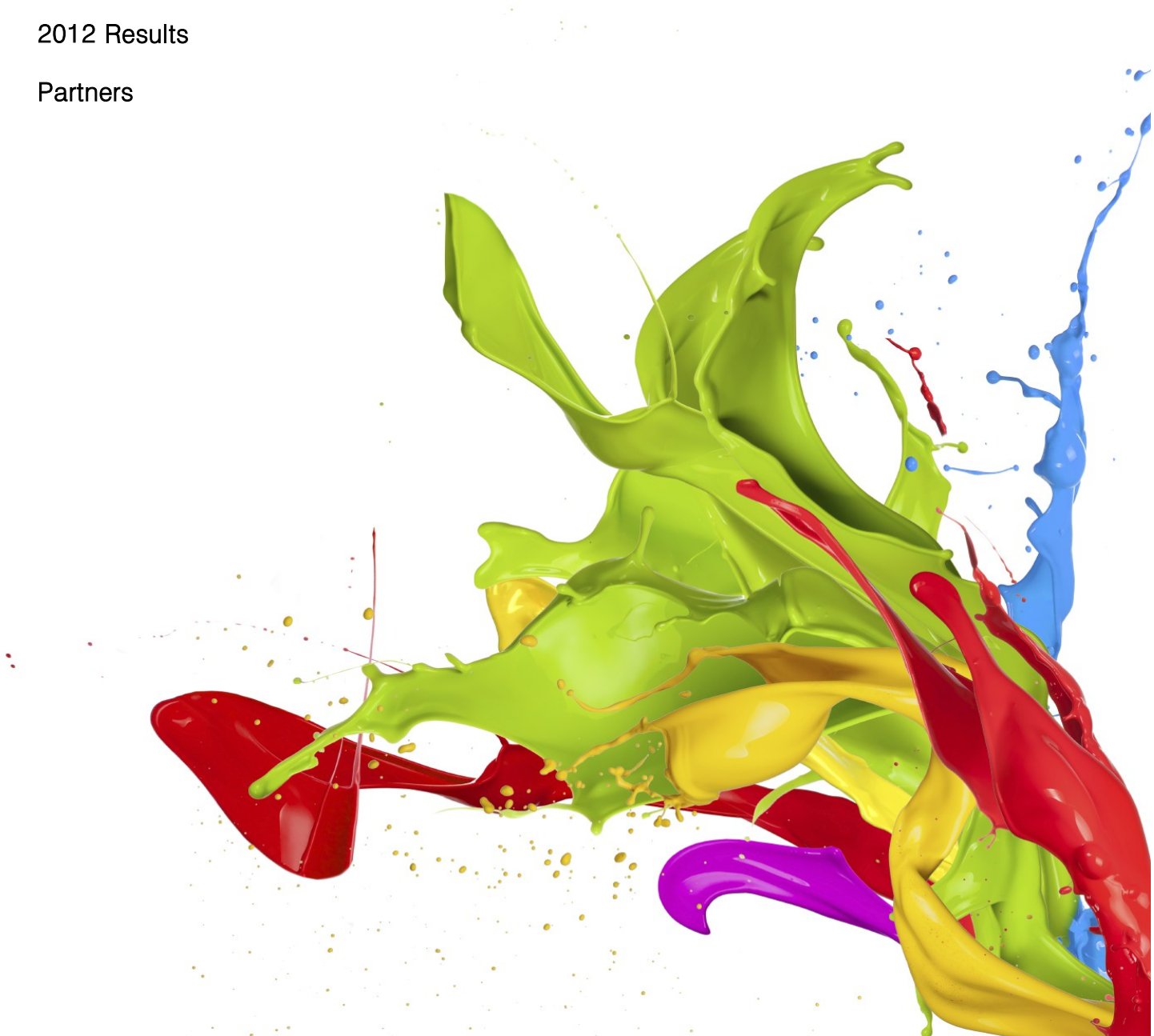
**hearst**

Economic Development Corporation

## VIBRANT IN THE COMMUNITY

# TABLE OF CONTENT

1	Message from the Mayor
2	Message from the President
3	Message from the General Manager
4	Board of Directors
5	The Hearst EDC Team
6	Mission and Vision
8	2012 Results
17	Partners



# MESSAGE FROM THE MAYOR

The year 2012 was characterized by the culmination of several projects and the start of new ones. In my view, the completion of the construction of the Inovo Centre reaffirms the ingenuity of our local contractors in the use of local wood. It is for this reason that we have received the "Ontario Woodworks" award during its gala last November.

The exceptional effort made to finalize the Sustainable Development Plan should also be highlighted. Our partners have devoted time and energy to develop a plan that integrated all of our local stakeholders' input. This community plan required a significant amount of consultations and I want to thank everyone who participated. The Town Council adopted the plan in April during Sustainable Development Week. This tool will allow the Town of Hearst to move forward on a sustainable path.

Moreover, Hearst's prosperity rests on the return of our young professionals and graduates. It is why I was honored to meet with them during the Destination Hearst gathering in December. It is important to continue to promote employment opportunities in our community with our youth. Thanks to the involvement of our partners and businesses, Destination Hearst will be held during the 2013 holiday season once again.

I am proud of the Hearst EDC's efforts to collaborate with Constance Lake First Nation on economic development opportunities. This collaboration in 2012 resulted in the presentation of the workshop "How to build successful partnerships between Aboriginal and non-Aboriginal business" in 2013.

Finally, I would like to acknowledge the work of the Board of directors and the staff of the Hearst EDC.

Congratulations and good luck in 2013!



Mayor Roger Sigouin

IT IS WITH THE SYNERGY THAT EXISTS IN SUCH AN ENERGETIC MILIEU THAT HEARST'S PROSPERITY IS ACHIEVED.



# MESSAGE FROM THE PRESIDENT

It is with pride that we reveal the results of the year 2012 for the Hearst Economic Development Corporation. Following a retreat, the board of directors updated its vision and mission amongst other initiatives and has since adopted new guidelines that will guide the action plans for the next five years. They are:

- Stimulate, promote and support priority sectors (forestry, tourism, mining, food processing, woodworking and green technology) in expansion, consolidation and establishment;
- Stimulate, promote and support secondary and tertiary processing;
- Stimulate, promote and support entrepreneurship among youth with start-ups or business expansion and follow-up with these companies;
- Promote the Town of Hearst's needs and projects with the HEDC's members and partners.

We are also very pleased to welcome our new General Manager, Sylvie Fontaine. With over 20 years of experience, Ms. Fontaine brings new ideas and know-how to the HEDC.

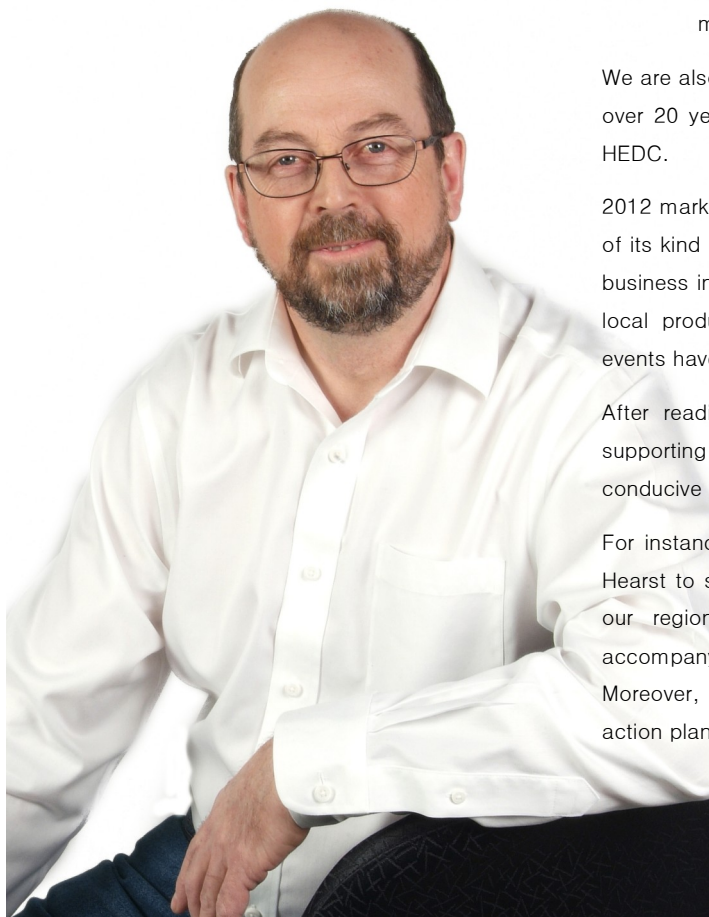
2012 marks the official opening of the Inovo Centre, the first green technology centre of its kind in northern Ontario. It features a showroom for green energy technology, a business incubator, a video conference room, an exhibition room and a shop selling local products and souvenirs. Since its opening, several training and networking events have been offered.

After reading our report, you will notice that the Hearst EDC is committed to supporting our entrepreneurs in different ways by developing an environment conducive to growth to ensure their success.

For instance, we collaborated with our partners for the development of Destination Hearst to share ideas and take initiative to attract the skilled workforce that has left our region. We have also provided assistance to our local businesses by accompanying them to economic missions or for business development initiatives. Moreover, the year 2012 has also enabled us to put forward a three-year tourism action plan through our work with Hearst Tourism following consultations in May.

Finally, I would like to thank the members of the Board of Directors and staff of the Hearst EDC for their involvement and work at all times.

Happy Reading.



Daniel Lemaire, president

## A POSITIVE OUTLOOK FOR THE FUTURE



# MESSAGE FROM THE GENERAL MANAGER

Already a year has ended and the excitement in the community for the forestry industry's revival and the mining sector's activities in the northwest is significant. There are clear positive outcomes related to every development project that has been a part of the recovery and new development. In reading our annual report you will find the numerous actions, initiatives and events on which our team ardently worked.

The road to development leads to several destinations and provides numerous opportunities to discuss the economy, job creation, and workforce planning which takes you through diverse fields and landscapes: industry, trade, agriculture, promotion of local products, health, social services, culture, recreation and tourism. Being at the intersection of these different sectors and the scope of our intervention being so wide, the EDC must work collaboratively with numerous organizations in this region. Consequently, cooperation is essential to meeting our mandate, something that the EDC has managed to accomplish when one considers the results of our efforts, presence and activities.

The EDC sees the Inovo Centre as the hub of economic development in Hearst. It is for this reason that since its opening, the EDC has adopted a clear communication plan and policy, an Action Plan for 2013 and has hosted several speakers who addressed various topics for business and community development.

2013 is already proving to be an invigorating year with the implementation of the action plan. Already, the EDC has put forward a number of committees and initiatives. We are solicited by investors and other interested parties regarding the availability of agricultural and industrial lands, the characteristics of our workforce and the quality of life in our community.

To meet the challenges of the coming year, the EDC team can count on the support of a strong board of directors composed of motivated decision makers in the community that are driven by a common vision.

In closing, it is important to recognize our numerous partners who contribute regularly to the realization of the mission of the organization. In particular, we wish to acknowledge the collaboration of the Town of Hearst, NordAski, the Ministry of Northern Development and Mines and FedNor.

Thank you to all of those who are invested in the growth and well-being of Hearst. Thank you to my team that is working to enrich our community and to show the most beautiful side of Hearst's personality.



Sylvie Fontaine, General Manager

## HERE TO SERVE OUR ENTREPRENEURS



# BOARD OF DIRECTORS



## In the photo

Mr. Daniel Lemaire  
Mr. Luc Pepin  
Mr. Mike Fournier  
Mr. Conrad Lacroix  
Mr. Roger Sigouin

President  
1st Vice President  
Secretary  
Administrator  
Administrator

## Resource Persons

Mrs. Sylvie Fontaine	General Manager
Mrs. Julie Trudel	Partners for Employment
Mrs. Francine Lecours	RDÉE Ontario
Mr. Serge Alary	MNDM

## Missing

Mrs. Mélanie Veilleux	Administrator
Mr. Ghislain Jacques	2nd Vice President
Mr. Éric Lehoux	Administrator

## Missing

Mr. Gilles Matko	Nordaski
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Sylvie Fontaine  
General Manager



Desneiges Larose  
Economic Development Officer



Martine Fortin  
Administrative Assistant

## Our commitment

In carrying out its mission, the EDC team will:

- ◆ Foster DELIBERATION with the major players in our local economy with respect to significant projects consequential to the future of our beautiful community;
- ◆ Demonstrate an enthusiastic LOYALTY towards our entrepreneurs and partners who continue to inspire us;
- ◆ Display a contagious ENERGY in the development and promotion of projects in our community.

# MISSION

The Hearst Economic Development Corporation is the mandatory body of local economic development for the Town of Hearst. Its mission is to facilitate the growth of local businesses, to offer support to individual and collective entrepreneurship and to actively promote the Town of Hearst attractiveness in order to entice new businesses.

# ORIENTATIONS

- Stimulate, promote and support priority sectors (forestry, tourism, mining, food processing, woodworking and green technology) in expansion, consolidation and establishment;
- Stimulate, promote and support secondary and tertiary processing;
- Stimulate, promote and support entrepreneurship among youth with start-ups or business expansion and follow-up with these companies;
- To promote the Town of Hearst's needs and projects with the HEDC's members and partners.



# RESULTS



# AREA OF DEVELOPMENT 1: ECONOMIC DEVELOPMENT TOOLS

PROJECTS	RESULTS
Agriva Group	<ul style="list-style-type: none"> <li>• 5 farmer's markets for the 2012 season</li> <li>• Average of 15 vendors per market</li> <li>• One resource person hired for the season</li> </ul>
Inovo Centre	<ul style="list-style-type: none"> <li>• Finalized purchases for the FedNor and NOHFC funding programs</li> <li>• Signed an agreement between the Collège Boréal and the Hearst EDC</li> <li>• Grand opening – September 27<sup>th</sup> 2012</li> <li>• Open house – September 29<sup>th</sup> 2012</li> </ul>
Workshops in collaboration with Collège Boréal and PARO	<ul style="list-style-type: none"> <li>• Facebook and social media <b>26 participants</b></li> <li>• Growing SMEs with business alliances <b>10 participants</b></li> <li>• E-commerce</li> </ul>
For Businesses	
Entrepreneurship	<ul style="list-style-type: none"> <li>• Discovering disciplines <b>6 students • 2 mentors • 6 panelists</b></li> <li>• Women entrepreneur's borrowing circle <b>4 participants</b></li> <li>• Developing a business and marketing plan <b>10 participants</b></li> </ul>



# AREA OF DEVELOPMENT 1: ECONOMIC DEVELOPMENT TOOLS

PROJECTS	RESULTS
<p>Workshops in collaboration with Collège Boréal and PARO</p> <p>Sustainable Development</p>	<ul style="list-style-type: none"><li>Utilising wood products and renewable energy</li></ul> <p><b>6 university students</b></p> <ul style="list-style-type: none"><li>Towards sustainable communities</li></ul> <p><b>25 participants</b></p>
<p>Workshops offered in partnership with the Porcupine Health Unit</p> <p>Food Security</p>	<ul style="list-style-type: none"><li>Composting – <b>85 participants</b></li><li>Gardening in containers – <b>71 participants</b></li><li>Gardening in your backyard – <b>80 participants</b></li><li>Fruit and decorative trees – <b>80 participants</b></li><li>Canning – <b>90 participants</b></li></ul>
<p>High Efficiency Sawmill</p>	<ul style="list-style-type: none"><li>Study has been finalized</li><li>The committee chose not to pursue any further</li></ul>



## AREA OF DEVELOPMENT 1: ECONOMIC DEVELOPMENT TOOLS

PROJECTS	RESULTS
Sustainable Development Plan	<ul style="list-style-type: none"> <li>The Plan was adopted by Town Council</li> </ul>
Pellet Plant	<ul style="list-style-type: none"> <li>The pro forma agreement in principal has been developed. Waiting for both partners.</li> </ul>
Mining Services Our Airport as a Distribution Centre	<ul style="list-style-type: none"> <li>A presentation to potential investors on the expansion project for the René Fontaine Airport was conducted.</li> </ul>
Exploration	<ul style="list-style-type: none"> <li><b>40 participants</b> participated to an information session offered by Zenyatta Ventures</li> </ul>
10 year Strategic Economic Development Plan for the Town of Hearst	<ul style="list-style-type: none"> <li>Tender was prepared and sent to various consulting firms</li> <li>Phase 1 of funding proposals with NOHFC and FedNor were completed by the Hearst EDC.</li> <li>The Town of Hearst completed Phase 2 of the funding proposals.</li> </ul>



## AREA OF DEVELOPMENT1: ECONOMIC DEVELOPMENT TOOLS

PROJECTS	RESULTS
Business Retention	<ul style="list-style-type: none"><li>• Visits to <b>9 businesses</b></li><li>• Strategic monitoring for the mining sector</li></ul>
Attracting the workforce	<ul style="list-style-type: none"><li>• Presentation of the DESTINATION Hearst initiative December 27<sup>th</sup> 2012 in collaboration with the CEP, FNETB, Nordaski, RDÉE Ontario and the Notre-Dame Hospital</li><li>• <b>6 businesses</b> and <b>11 youths</b> participated to the event</li></ul>



## AREA OF DEVELOPMENT 2: COMMUNICATION, NETWORKING AND STRATEGIC ALLIANCES

PROJECTS	RESULTS
First Nations	<ul style="list-style-type: none"> <li>Two meetings with the Constance Lake First Nation Band Council</li> <li>Meeting with lawyer and guest speaker Suzanne Leclair in preparation for the « Successful partnerships between Aboriginal and non-Aboriginal businesses and communities » workshop</li> <li>Participation to the sensitivity training offered by the OPP</li> <li>Invitations for various activities extended to the Chief and staff of Constance Lake First Nation</li> </ul>
Sustainable Development	<ul style="list-style-type: none"> <li>Organized activities for the Sustainable Development week and launch of the Plan.</li> <li>Luncheon: How to survive progress</li> </ul> <p><b>30 participants</b></p>
Inovo Centre	<ul style="list-style-type: none"> <li>Launch of the hearst.inovo.ca website</li> <li>Printed three promotional and information « roll-ups »</li> <li>Streaming of two presentations explaining in detail the characteristics of the center</li> <li>Designed and printed two leaflets</li> </ul>



Description of building materials

General Information of the Inovo Centre

# AREA OF DEVELOPMENT 2: COMMUNICATION, NETWORKING AND STRATEGIC ALLIANCES

## PROJECTS

### Inovo Centre

## RESULTS

- Grand Opening September 27<sup>th</sup>, 2012
  - Open House – September 29<sup>th</sup>, 2012
- 110 visitors**



Grand Opening



Open House



## AREA OF DEVELOPMENT 2: COMMUNICATION, NETWORKING AND STRATEGIC ALLIANCES

PROJECTS	RESULTS
<p>Communication Tools</p> <p><a href="http://www.hearst.ca">www.hearst.ca</a></p>	<ul style="list-style-type: none"> <li>• New website structure</li> <li>• A new design for the website</li> <li>• Training for website administrators</li> </ul>
<p>Communication Tools</p> 	<ul style="list-style-type: none"> <li>• Redesigned the Hearst EDC logo</li> <li>• Established a Communications policy</li> <li>• Facebook pages for the Inovo Center and the Hearst EDC were established</li> <li>• Designed and updated the community profile</li> </ul>
<p>Regional and Local Alliances</p>	<ul style="list-style-type: none"> <li>• Contributed to the following committees: NECN – BD, Mining and Agriculture committee ♦ Hearst BIA ♦ Heritage Sawmill Committee ♦ Hearst Tourism ♦ Airport committee ♦ CIP Committee ♦ Destination Hearst</li> </ul>
<p>RDÉE Business and Alliances</p>	<ul style="list-style-type: none"> <li>• Futurallia Montréal 2012 was cancelled</li> <li>• <b>7 participants</b> for the Strategic Alliances training</li> <li>• <b>2 businesses</b> participated to Centrallia in Winnipeg in October</li> <li>• <b>1 business</b> participated to the mission</li> </ul>

## AREA OF DEVELOPMENT 2: COMMUNICATION, NETWORKING AND STRATEGIC ALLIANCES

PROJECTS	RESULTS
Public Relations	<ul style="list-style-type: none"><li>September 27<sup>th</sup> – press conference in conjunction with the grand opening of the Inovo Centre</li><li>December 10<sup>th</sup> – press conference for the Destination Hearst launch</li><li>16 press releases</li></ul>



Unveiling of the Destination Hearst  
Facebook page at the press  
conference December 10<sup>th</sup> 2012

# *Destination*hearst

## AREA OF DEVELOPMENT 2: COMMUNICATION, NETWORKING AND STRATEGIC ALLIANCES

PROJECTS	RESULTS
Gilles Gagnon Welcome Centre	<ul style="list-style-type: none"> <li>Sales in the souvenir boutique have increased by 70%</li> <li>4 summer student positions</li> <li>Prolonged opening from June to Labor Day</li> </ul>
Tourism Marketing	<ul style="list-style-type: none"> <li>Joined the Algoma Country Tourism Association</li> <li>Town of Hearst attractions were added to the Algoma Country website</li> <li>Designed new advertisements for the 2013 guide</li> <li>Established a Facebook page – Tourisme Hearst Tourism</li> </ul>
Tourism Strategy	<ul style="list-style-type: none"> <li>A three year work plan for tourism was completed and presented to the Hearst Tourism committee</li> </ul>
Air transport	<ul style="list-style-type: none"> <li>The study looking at the possibility of establishing air services was not conducted due to a lack of resources</li> </ul>
Diversifying tourism opportunities	<ul style="list-style-type: none"> <li>Preparations for Step 1 of a funding request for the development of a traditional Christmas market place</li> </ul>



# PARTNERS



Constance Lake



First Nation



Ontario  
Trillium Foundation



Corporation de développement économique régionale

**NORD-ASKI**

REGIONAL ECONOMIC DEVELOPMENT CORPORATION

Une Société d'aide au développement des collectivités  
A Community Futures Development Corporation



**Ontario**

Northern Ontario Heritage  
Fund Corporation

Société de gestion du Fonds  
du patrimoine du Nord  
de l'Ontario



## COLLÈGE BORÉAL



Porcupine  
Health Unit • Bureau de santé

**RDÉE**  
Ontario



FAR NORTHEAST TRAINING BOARD (FNETB)  
Your local labour market planning network

COMMISSION DE FORMATION DU NORD-EST (CFNE)  
Votre réseau local de planification du marché du travail



Centre Partenaires pour l'emploi  
Partners for Employment Centre



Corporation de développement économique

**hearst**

Economic Development Corporation



***Naturellement entrepreneurante***  
***Entrepreneurial by nature***



**GET IN TOUCH WITH THE HEARST EDC**

And discover the possibilities that are within reach!

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

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