



Manitouwadge Needs & Gaps Analysis and Marketing Study

February 25nd 2013

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Image courtesy www.dalagirls.com



Agenda

1. Purpose of the Meeting
2. Comparative Analysis
3. Sector Opportunities
4. Site Selector Criteria
5. Investment Pipeline
6. Strategic Recommendations
7. Next Steps





Purpose of the Meeting

The Final Drafts of the Needs and Gaps Analysis and the Marketing Study are complete and have been made available for your review.

Today we will:

- Discuss the findings
- Outline next steps (Council and Funders)



Comparative Analysis

- Quality of Life – Advantage (subjective)
- Business Community – Advantage
- Labour Force – Similar
- Tax Rates – Effective Rate Similar
- Availability of Property – Similar
- Transportation Access – Disadvantage
- Population & Demographics – Disadvantage





Sector Opportunities

Mining	Forestry	Tourism	Retail and Service
<ul style="list-style-type: none">Analytical Laboratories	<ul style="list-style-type: none">Value Added Wood Products	<ul style="list-style-type: none">Outfitting	<ul style="list-style-type: none">Accommodations
<ul style="list-style-type: none">Camp Management	<ul style="list-style-type: none">Silviculture	<ul style="list-style-type: none">Camping	<ul style="list-style-type: none">Restaurants
<ul style="list-style-type: none">Education & Training	<ul style="list-style-type: none">HaulingHarvesting	<ul style="list-style-type: none">Adventure Tourism	<ul style="list-style-type: none">General Retail
<ul style="list-style-type: none">Transport/ Logistics	<ul style="list-style-type: none">Bio Mass		<ul style="list-style-type: none">Health Care & Personal Care Services
<ul style="list-style-type: none">Equipment Repair and Rebuild			<ul style="list-style-type: none">Construction, Home Repair & Renovation
			<ul style="list-style-type: none">Automotive & Mechanical Services
			<ul style="list-style-type: none">Entertainment



Site Selector Criteria

Criteria	Mining	Forestry	Tourism
Labour Force (3)	16	10	8
Local Industry	8	8	10
Transportation (1)	15	20	15
Taxes	7	6	5
Utilities	6	6	7
Local Business (4)	6	10	15
Property (5)	10	15	4
Business Support	10	10	4
Education	12	8	7
Quality of Life (2)	10	5	25
TOTAL	100%	100%	100%

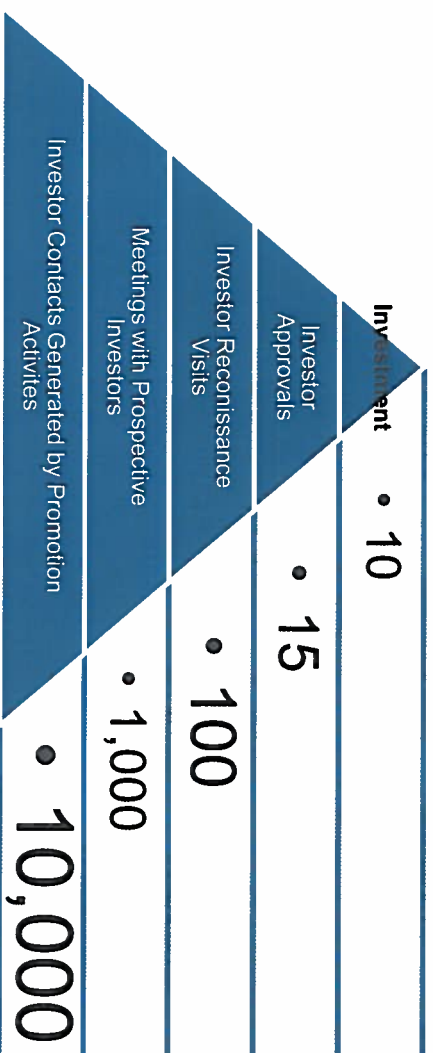


Investment Pipeline

- Investor Contacts Generated by Promotion Activities
- Meetings with Prospective Investors (conference call)



- Investor Reconnaissance
- Investor Approvals
- Investment





Strategic Directions

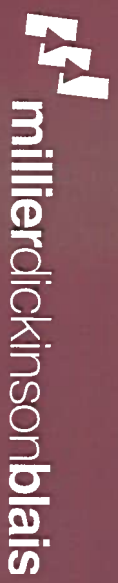
1. Economic Development Strategic Planning
2. Staffing Recommendations
3. Implementing an Investment Attraction Program
 - Investment Attraction
 - Investment Readiness
 - Industrial property inventory
 - One Team approach
 - Customer service
 - Site selection criteria in community profile
 - Play in the Extreme investment attraction marketing
 - Municipal Communications



Strategic Directions

- Other Recommended Strategic Directions
 - Business Retention + Expansion
 - Shop Local Campaign
 - Education + Training:
 - Labour Force Development
- Political Advocacy





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Next Steps...