

ANNUAL REPORT 2024



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REPRESENTING:
CITY OF BELLEVILLE, CITY OF QUINTE WEST, MUNICIPALITY OF BRIGHTON



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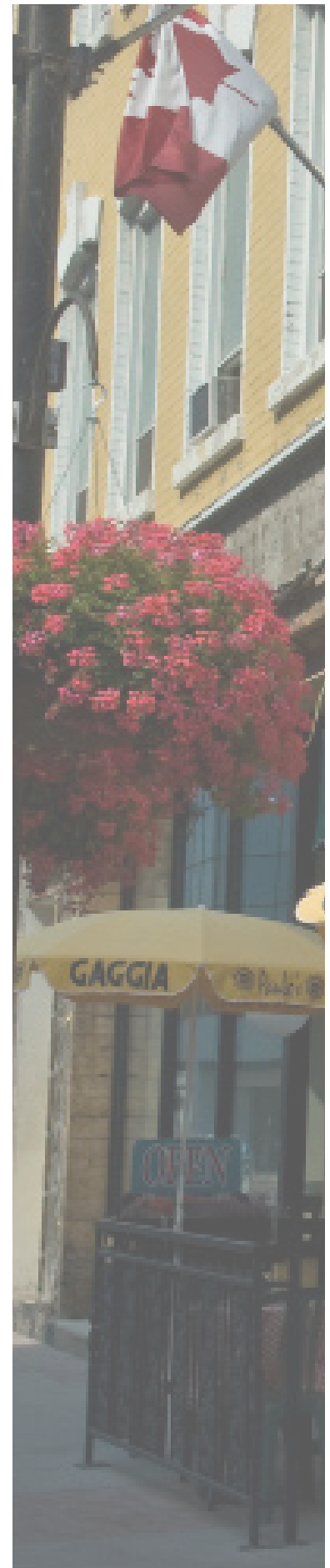
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INTRODUCTION FROM THE 2024 BOARD CHAIR



"The Quinte Economic Development Commission (QEDC) exemplifies the strength of partnership and collaboration, uniting the City of Belleville, the City of Quinte West, and the Municipality of Brighton. Through this shared commitment, our member municipalities work together to deliver an industrial attraction and support program that is both impactful and cost-effective. This unified approach ensures efficient use of resources, maximizes funding opportunities, and eliminates duplication of efforts.

Over the past year, the QEDC and our partners have celebrated many accomplishments, underscoring the value of collective action in achieving shared goals. As we set our sights on 2025, the Board and staff remain committed to building on this momentum. With the upcoming release of our new target market study in early 2025, we will refine our focus on sectors where we hold a competitive edge. This strategic direction will attract investments, create jobs, and drive wealth generation in our region, all while maintaining the adaptability needed to navigate the dynamic landscape of economic development.

As we reflect on our progress and prepare for the opportunities ahead, we extend our heartfelt thanks to the dedicated team at QEDC and to our valued partners and stakeholders. Together, we continue to advance the economic vitality of our region, laying a strong foundation for a bright and prosperous future."

Mayor Brian Ostrander,
Board Chair

2024 QEDC BOARD OF DIRECTORS

The QEDC Board of Directors is appointed by its member municipalities: the City of Belleville, the Municipality of Brighton, and the City of Quinte West. We extend our gratitude to the volunteer Board of Directors for their dedication and commitment to providing effective oversight and governance of the corporation.



CITY OF BELLEVILLE

Mayor Neil Ellis
Kathryn Brown
Bob Stokes
Ross Rae - Executive Committee
Member



CITY OF QUINTE WEST

Mayor Jim Harrison
David O'Neil
Brad Little - Vice Chair
Ted Reid - Secretary - Treasurer



MUNICIPALITY OF BRIGHTON

Mayor Brian Ostrander - Chair
Ron Anderson
Jake DeGroot

MESSAGE FROM THE CEO

"As we reflect on 2024, the Quinte Economic Development Commission Year-End Report shines a spotlight on the achievements and milestones that have continued to drive growth and prosperity in the Bay of Quinte Region.

Economic development does not happen in isolation and is said to be the 'ultimate team sport'. The success of our region is built on the foundation of collaboration. The partnerships between the Quinte Economic Development Commission (QEDC), municipal, provincial, and federal governments, Loyalist College, the business sector, and other key stakeholders demonstrate the transformative impact of working together toward shared goals.

Our vibrant and diverse industrial base provides a solid platform for economic advancement. The renewed focus by our municipal partners on developing new industrial lands will ensure that we can continue to attract those businesses that will have positive economic impact to our region. QEDC's strategic focus on sectors such as food processing, advanced manufacturing, logistics, and technology ensures that we remain well-positioned to attract investments, create high-quality jobs, and enhance the region's competitive edge.

The progress we've achieved this year is a reflection of the dedication, expertise, and hard work of the QEDC team—Rachael Lamb, Vicki Bristow Ferguson, and Mike Hewitt—whose unwavering commitment continues to drive our mission forward. I would also like to recognize and thank the QEDC Board of Directors, under the leadership of Brian Ostrander, Mayor of Brighton, for their invaluable guidance, support, and vision throughout 2024.

As we move into 2025, we remain focused on building on this success, leveraging our strengths, and embracing new opportunities to ensure continued prosperity for the Bay of Quinte Region. Together, we are shaping a future filled with promise and potential.

As we close this chapter and look ahead, we are inspired by the progress made and remain committed to advancing the region's economic vitality in the years to come. Here's to continued growth, innovation, and success in 2025 and beyond!"

Chris King, Ec. D.
Chief Executive Officer



MEET THE TEAM

The QEDC team proudly delivers economic development services on behalf of our member municipalities, providing business investment attraction and retention & growth programs in targeted industry sectors.



Chris King, Ec. D.
Chief Executive Officer



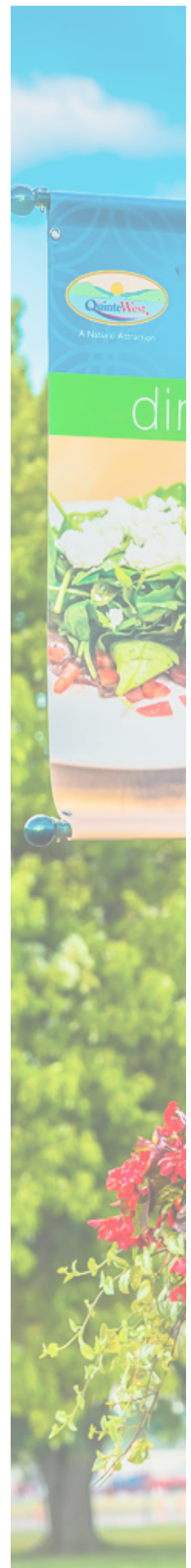
Vicki Bristow Ferguson
Business Development Officer



Mike Hewitt
Manufacturing Resource
Centre Coordinator



Rachael Lamb
Administrative Assistant



TARGET SECTORS

In 2024, QEDC began updating its Target Market Study, a vital tool for identifying priority sectors for investment attraction. The study, last completed in 2019, analyzes business and workforce data, trends, barriers, and opportunities at regional, provincial, national, and international levels. The updated study will recommend industrial sectors and sub-sectors that offer the greatest potential for investment in our region. QEDC's investment attraction strategies are guided by the insights and recommendations of this study. Scheduled for completion in early 2025, the updated study ensures QEDC remains agile, with staff and board members actively monitoring emerging trends and opportunities to adapt strategies as needed.



INDUSTRIAL LAND INVENTORY

QEDC has continued to encourage our municipal partners to create investment-ready serviced industrial land to allow the region to continue to grow the industrial sector. The progress being made in our municipalities to bring on new industrial land is encouraging. For example, board members Ted Reid and Brad Little, along with Chris King, participated in the City of Quinte West Industrial Lands Costing Review committee. The City of Belleville and Municipality of Brighton are also working on providing more industrial land inventory. QEDC firmly believes that an ambitious, growth-oriented industrial strategy is essential to securing the future of our region. The decisions to develop new industrial land inventory will shape the economic landscape for generations, ensuring that our region can continue to thrive and compete in a rapidly changing global market



NEW INVESTMENTS & ANNOUNCEMENTS

QEDC is proud to highlight several recent milestones and business achievements:

W.T. HAWKINS CELEBRATES 75 YEARS

The iconic manufacturer of Hawkins Cheezies, “the original cheezie,” celebrated its 75th anniversary in 2024. As part of its growth strategy, W.T. Hawkins purchased land in the Belleville Northeast Industrial Park, signaling plans to construct a modern, higher-capacity facility.



HANON SYSTEMS 35 YEAR ANNIVERSARY

Hanon Systems celebrated a 35-year legacy in Canada in 2024. Its Belleville facility, established in 1989, produces fluid transport products, HVAC modules, and electronic coolant valves for the North American market, employing over 540 people.



DR'S CHOICE OPTICAL LAB NEW LENS MANUFACTURING FACILITY

With support of the Eastern Ontario Development Fund (EODF), Dr's Choice Optical Lab officially opened its new lens manufacturing facility. The new facility makes lenses for glasses and sunglasses with a new robotic assembly line. Dr's Choice Optical Lab is one of the few independent Optical Labs remaining in Canada.



THE BUNKIE CO. OPENS IN BRIGHTON

Initially designed as overflow space for cottagers in Ontario's Muskoka region, The Bunkie Co. has broadened its appeal to include glamping cabins, backyard offices, and creative studios. Their innovative, easy-to-assemble products can be built in about a week using basic tools and instructions.



AMER SPORTS NEW WAREHOUSING FACILITY

Amer Sports has partially moved into, and is operating, at their new distribution centre on College St. E., City of Belleville. Their new modern facility is supported with advanced automation and technology.



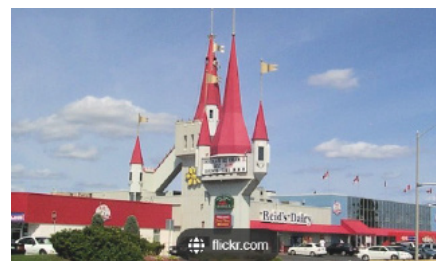
MIKHAIEL LOGISTICS NEW FACILITY

Mikhaiel Logistics' massive 375,000 sq. ft. distribution centre, which was under construction, is now completed.



GRAND OPENING OF REID'S DAIRY NEWLY RENOVATED STORE

Reid's Dairy, located in the City of Belleville, commemorated the grand opening of its newly renovated store on Bell Blvd. The two-day event attracted over 1,000 visitors. Reid's Dairy was established in 1910 and is the largest independently-owned dairy in Ontario that produces fluid milk products, ice creams, juices and specializes in custom blending.



YaYA FOODS COMING TO BELLEVILLE

YaYA Foods, a beverage co-packer, is expanding and establishing a new facility in Belleville. This new facility will take over the former Truss beverage space. YaYA Foods has participated in Belleville's Christmas parade and other events! Watch for future announcements with all the details of this exciting new food processing investment in our region.



PROVINCE OF ONTARIO INVESTS IN BAY OF QUINTE INDUSTRY

The QEDC works with local businesses and local government representatives to help secure funding to support expansions. See below announcement which QEDC was actively involved in:

EASTERN ONTARIO DEVELOPMENT FUND (EODF) FUNDING ANNOUNCEMENT Expansion will create 78 new good-paying jobs



The Ontario government is welcoming a \$35 million investment by Tillsonburg Custom Foods, a family-owned food processing company. The investment will be used to add new equipment to increase production and create a total of 78 new, good-paying jobs at their Trenton and St. Marys facilities. This project is supported by \$5 million through the province's EODF Program.



FUNDING PROJECTS

Through a number of partnerships, the QEDC continues to research, identify and develop programs to effectively support industry. These programs also provide funding to coordinate, facilitate and administer these initiatives.

LEVERAGING MUNICIPAL FUNDING



17%

● MUNICIPAL FUNDING

83%

● ALL OTHER FUNDING SOURCES

SKILLS DEVELOPMENT FUND (SDF) 2023-2024 **COMPLETED** Elevate Plus – Building a Resilient Regional Manufacturing Workforce

Canada

EMPLOYMENT
ONTARIO

Ontario

DURATION: April 1 2023 - March 31 2024

FUNDING: \$1,323,670

QEDC received \$1,323,670 from the Skills Development Fund to support the skills upgrading of over 700 incumbent workers as well as training 40 barriered individuals to enter a career in the local manufacturing sector. With support from SDF manufacturers were able to provide training that helped with sustaining and improving their operations as well accessing a pool of job seekers that they weren't reaching.

- **REMOVED** barriers to employment and providing skills training through Elevate Plus training program to support 40 individuals looking to enter the manufacturing sector
- **SUPPORTED** 700+ incumbent workers in the sector to enhance and modernize their skills through training rebates

A few examples of Employee Training Rebates
being presented to Bay of Quinte Industry

**ELEVATE
PLUS**



SKILLS DEVELOPMENT FUND (SDF) 2024-2025

Elevate Plus - Creating the Future for Manufacturers and Workers



DURATION: April 1 2024 - March 31 2025

FUNDING: \$1,287,060

The Province of Ontario's SDF is providing \$1,287,060 to support the QEDC to address workforce challenges, complex business conditions and new opportunities in the Bay of Quinte's region growing, diverse manufacturing sector and industrial supply chain. The program addresses workforce needs in the local manufacturing sector including:

- **REMOVING** barriers to employment and providing skills training through Elevate Plus training program to support 24 individuals looking to enter the manufacturing sector
- **SUPPORTING** 500+ incumbent workers in the sector to enhance and modernize their skills and 58+ workers took part in multi week micro-credential programs in Leadership in Manufacturing and Machine Trade Skills. These micro credentials were developed by Loyalist College with employer input on scheduling, subjects and delivery method incumbent workers in the sector to enhance and modernize their skills

LEADERSHIP IN MANUFACTURING

HYBRID DELIVERY

STARTS FEB 6

NO COST TO QUALIFYING PARTICIPANTS

Provides emerging learners with the knowledge and skills necessary to lead and strengthen their frontline in a manufacturing setting.

Gain competence in: emotional intelligence, leadership fundamentals, supervisory fundamentals, change management, team development and conflict resolution.

- Hybrid Delivery - 3 Modules
- 25 hrs
- 9AM-11AM
- In Person Sessions Feb 15, 20 Mar 12, 19, 26
- Loyalist College - Belleville Campus

Questions & Registration

foruonmell@loyalistcollege.com

613-969-1913 Ext 2504

loyalisttraining.com/leadership-in-manufacturing

MACHINE TRADE SKILLS FOR MANUFACTURING

IN-PERSON DELIVERY

STARTS OCT 22

NO COST TO QUALIFYING PARTICIPANTS

Transform your manufacturing workforce with the comprehensive machine Trade Skills Micro-Credential tailored for Manufacturers.

Gain competency in: Trade Math, Blue Print Reading, Metrology, GD&T, Machine Shop techniques and CNC operations.

- In Person Delivery
- Theory and Practical Components
- 64 hrs
- Every Tues for 8 Weeks (various times/see full schedule on website)
- Loyalist College - Belleville Campus

Questions & Registration

abauer@loyalistcollege.com

613-969-1913 Ext 2504

https://loyalisttraining.com/machine-trade-skills/

A few examples of Employee Training Rebates being presented to Bay of Quinte Industry



ELEVATE PLUS



ELEVATE PLUS

Advancing Change, Creating Hope, Building Resilience

Skills Development Fund programs like ELEVATE PLUS are unique in that they combine:

- Employer defined “technical” skills training with the other skills needed to ensure participants will be successful in the workplace.
- The supports necessary to address issues such as transportation or childcare while in the program and a plan to deal with these going forward.
- A job at the end of the program with an engaged employer.
- Ongoing support for at least a year to ensure job success.



SINCE 2016

2,616+	INCUMBENT WORKERS TRAINED
317	GRADUATES TO DATE
21	EMPLOYER PARTNERS HAVE PROVIDED FULL TIME JOBS
311	
40	COHORTS

ELEVATE PLUS: Marketing and Advertising

The Elevate Plus marketing and advertising campaign utilizes a multi-channel approach to effectively reach job seekers in the Bay of Quinte Region. The campaign includes regular radio ads that boost community awareness, complemented by digital advertising designed to drive click-throughs and connect directly with potential participants. Paid and organic social media efforts ensure continuous engagement, while printed postcards and posters provide tangible, on-the-ground visibility. This integrated strategy reinforces the program’s message across diverse platforms, maximizing reach and impact to connect individuals with Elevate Plus’ transformative opportunities.



CANEXPORT COMMUNITY INVESTMENTS PROGRAM

DURATION: January 1 2024 - March 31 2025
FUNDING: \$20,500



The Bay of Quinte region was one of the communities across Canada to have received federal funding through the Global Affairs Canada CanExport Community Investments Program. Funding supported foreign direct investment related marketing and promoting Bay of Quinte Region initiatives including:

- **INDUSTRY CASE STUDIES** to profile existing companies and highlight their successes
- **FOREIGN DIRECT INVESTMENT (FDI) FOCUSED EVENTS** and opportunities raising awareness of the benefits of doing business in the Bay of Quinte Region
- **FOREIGN DIRECT INVESTMENT STRATEGIC PLANNING AND ANALYSIS**

QEDC is updating its target market study with support of CanExport to ensure that investment attraction efforts are reflective of changing global opportunities and local factors.

INVESTMENT ATTRACTION

QEDC PRESENCE AT TRADESHOWS AND CONFERENCES



ECONOMIC DEVELOPERS COUNCIL OF ONTARIO (EDCO) CONFERENCE

EDCO 2024 provided an opportunity to collaborate with some of the most innovative and strategic minds in the profession. QEDC participated as a panelist in an interactive session to examine the shifting gears of economic development priorities, programming and the changing municipal culture.



SIAL

SIAL Canada is now the only event of its scale in Canada, with more than 1,200 national and international exhibitors from 50 countries hosting over 25,000 buyers from Canada, the United States, and 60 other countries.



SUMMER FANCY FOOD SHOW (SFFS)

QEDC led the Ontario Food Cluster (OFC) mission to the Summer Fancy Food Show. Lead generation was secured and pre-qualified meetings were arranged for the team of 6. As part of the mission, outreach to the Consulate in New York was made and a meeting for the group was arranged.

DISCOVERY X

QEDC participated in this event held by the Ontario Centre of Innovation (OCI). Scalar Performance and Research Casting International also participated at the show.



RESTAURANTS CANADA SHOW

Restaurants Canada Show, held at Toronto's Enercare Centre, combines the best of the in-person and virtual experience. The event included a dynamic in-person trade show, top-quality seminars, workshops, competitions and events. Local food processors have the opportunity to attend and promote their products.



CANADIAN HEALTH FOOD ASSOCIATION (CHFA) TRADE SHOW

QEDC attended CHFA NOW Toronto, which is Canada's premier trade show dedicated to natural, organic and wellness CPG.



ONTARIO EAST MUNICIPAL CONFERENCE (OEMC)

OEMC is the most popular, and one of the longest running, annual regional municipal conferences held in eastern Ontario. Each year speakers, delegates and exhibitors comprise a diverse group of elected officials, economic development professionals, entrepreneurs, municipal service providers, private sector business leaders and provincial and federal partners involved in community economic development. QEDC moderated two sessions.



PRIVATE LABEL MANUFACTURERS ASSOCIATION (PLMA) TRADE SHOW

The QEDC participated in the PLMA Trade Show held November 17-19, in Chicago. The PLMA Trade Show, a premier event for private label and store-brand manufacturers, attracts thousands of companies and professionals from across North America, showcasing innovative products and fostering global partnerships. QEDC staff actively engaged with companies exploring investment opportunities in Canada, highlighting the Bay of Quinte Region as an ideal gateway for North American expansion. As part of their efforts, QEDC met with OMAFA Minister Rob Flack, Ontario's Agent General in Chicago, Earl Provost, and various trade and investment commissioners from Northern U.S. consulates, strengthening networks to promote investment in the region.

INTERNATIONAL AWARENESS

GLOBAL AFFAIRS CANADA INVESTMENT ROADSHOW



Global Affairs
Canada

In the fall of 2024, QEDC was honoured to participate in Global Affairs Canada's exclusive investment roadshow. These high-level missions bring together Canadian communities and global companies to foster investment opportunities through targeted lead generation activities and one-on-one meetings. The roadshow offered QEDC a valuable platform to engage with numerous European companies exploring investment in Canada. It also reinforced the Bay of Quinte's competitive advantages in the manufacturing and food processing sectors to investment and trade commissioners stationed at Canadian consulates and embassies across Europe.



SITE SELECTORS GUILD

QEDC attended the Site Selector's Guild Conference. The Site Selectors Guild is the only association of the world's foremost professional site selection consultants. Site Selectors are a source of leads to attract new jobs and investment. Guild members provide location strategy services to corporations across the globe and for every industry, sector and function. The conference provides networking opportunities with guild members, and site location consultants; features interactive education sessions about the latest trends, challenges and opportunities in site selection; and includes mutual sharing of best practices and innovations.



LEAD GENERATION - COLLABORATIVE PARTNERSHIPS

ONTARIO EAST ECONOMIC DEVELOPMENT COMMISSION (OEEDC)

Membership in the OEEDC enables the QEDC to maximize its membership investment by leveraging regional and pan-Ontario initiatives that enhance visibility, attract foreign direct investment (FDI), and connect with key stakeholders on both national and international scales.

As part of the OEEDC's Regional Marketing Committee, QEDC plays a pivotal role in promoting the Bay of Quinte Region as a prime destination for FDI, particularly in strategic sectors such as:

- FOOD PROCESSING
- ADVANCED MANUFACTURING
- LOGISTICS

QEDC also benefits directly from lead-generation activities undertaken by OEEDC, which help identify and connect with potential investors, strengthening the region's ability to compete in global markets.

QEDC Business Development Officer, Vicki Bristow Ferguson, serves as the OEEDC Food Sector Liaison, facilitating stronger regional collaboration and targeted FDI efforts in the food processing industry.

Through its OEEDC membership, QEDC gains access to additional opportunities by participating in key pan-Ontario initiatives:

ONTARIO FOOD CLUSTER (OFC)

The OFC focuses on attracting FDI in Ontario's food processing sector. By pooling membership resources, the OFC conducts global lead-generation activities and represents member communities at international food processing events. This collaborative approach allows QEDC to engage with potential investors worldwide at a fraction of the cost of independent efforts.

ONTARIO MANUFACTURING COMMUNITIES ALLIANCE (OMCA)

Similar to the OFC, the OMCA brings together member communities to promote Ontario as a destination for advanced manufacturing investment. QEDC's involvement ensures that the Bay of Quinte Region benefits from OMCA's collective marketing efforts, increasing exposure to global investors in this vital sector.

By participating in these initiatives, QEDC amplifies its reach and impact, effectively multiplying the value of its membership dollars while ensuring the Bay of Quinte Region remains competitive on the global stage.



www.ONTARIOEAST.ca



www.ONTARIOFOODCLUSTER.com



www.MANUFACTURINGALLIANCE.ca

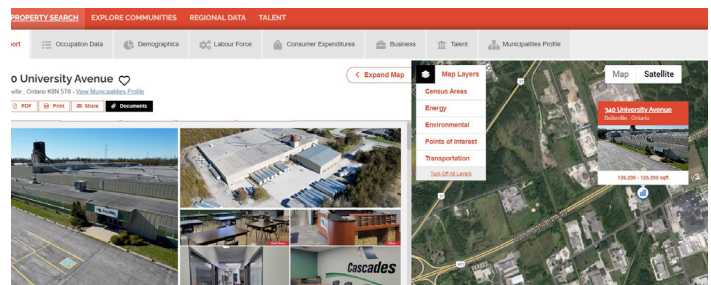
QEDC SITE SELECTION TOOLS, MATERIALS & PLATFORMS

ZOOM PROSPECTOR

As a member of OEEDC, QEDC contributes to the regional site selection platform Zoom Prospector, hosted on Ontario East’s website. This powerful tool offers up-to-date information for potential investors about available land and buildings in the Bay of Quinte Region.

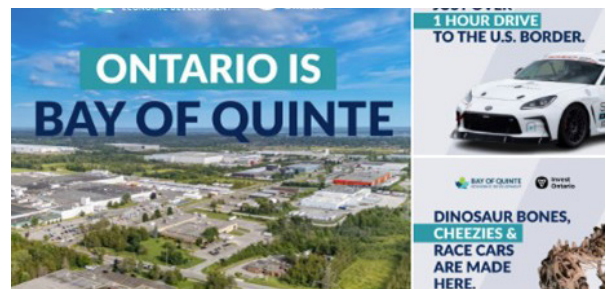
To further enhance site selection capabilities, Invest Ontario has developed its own internal site identification database, also powered by Zoom Prospector software. This database provides real-time data supplied by individual communities across Ontario, ensuring Invest Ontario stays informed about available industrial sites for prospective projects.

For QEDC, participation in these platforms is invaluable. It increases the visibility of our industrial land and building offerings while keeping us top of mind with Invest Ontario, ensuring the Bay of Quinte Region remains a competitive choice for new investments.



INVEST ONTARIO “ONTARIO IS...BAY OF QUINTE” CAMPAIGN

QEDC was thrilled to have the Bay of Quinte Region recognized as the first region profiled in the new Invest Ontario “Ontario is...” campaign. Launched across multiple social media platforms, this campaign aims to highlight the unique strengths and capabilities of regions across Ontario. The Bay of Quinte Region’s profile, which showcased its economic advantages and vibrant community, was featured in early November 2024, positioning the region prominently in this province-wide initiative.



INVEST IN CANADA “INFO ZONE”

Info Zone, a comprehensive resource utilized by Invest in Canada and the country’s trade commissioners worldwide, serves as a centralized hub for FDI data, messaging, insights, and regional content. QEDC joined Info Zone to stay informed about Canada’s FDI strategies while also creating a dedicated profile for the Bay of Quinte Region. This strategic move enhances the region’s visibility among investment officers globally, positioning the Bay of Quinte Region as a compelling destination for foreign investment.



QEDC INVESTMENT ATTRACTION IN-HOUSE RESOURCES

The QEDC maintains resource materials in-house that are available in both digital and hard-copy formats.

BAY OF QUINTE REGION COMMUNITY PROFILE

A comprehensive demographic and community profile package created to showcase the Bay of Quinte Region's strengths to potential industrial investors. This package provides critical data on workforce availability, education levels, infrastructure, quality of life, and economic trends.

By offering a clear and detailed view of the region's assets, QEDC helps investors assess the suitability of the area for their operations, reducing uncertainty and building confidence. This tool is essential for positioning the Bay of Quinte Region as a competitive and attractive investment destination.



NEW RESIDENT GUIDE

The QEDC provides a guide to support investors planning to bring staff from overseas to establish new operations in the Bay of Quinte Region.

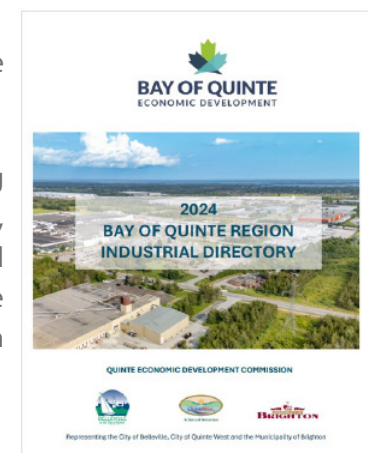
This guide offers essential information on housing, schools, healthcare, transportation, and community services, helping newcomers settle smoothly, whether temporarily or permanently. It highlights the region's welcoming environment, quality of life, and cultural amenities, making it easier for relocating employees and their families to transition. By addressing practical needs, the guide reinforces the Bay of Quinte's appeal as an ideal location for both business and personal success.



BAY OF QUINTE REGION INDUSTRIAL DIRECTORY: UPDATED

The QEDC creates and maintains an industrial directory to provide a comprehensive overview of the Bay of Quinte Region's diverse business ecosystem.

This directory highlights key manufacturers, suppliers, and service providers, showcasing the region's industrial strengths and supply chain opportunities. For potential investors, it serves as a valuable tool to identify collaboration prospects, local partnerships, and sector-specific resources. By keeping the directory up-to-date, QEDC demonstrates the vibrancy of the region's economy and supports strategic connections that drive growth and investment.



MARKETING - LOCAL & EXTERNAL

In 2024, QEDC participated in events, networking opportunities and placed targeted sector advertisements using on-line digital platforms as well as traditional print.

COMPANY PROFILES and DIGITAL PROMOTION



SPARKPOWER

SCALAR
PERFORMANCE



Venture

Online Rope Store



NEW STOCK PHOTOS and VIDEOS

In 2024, QEDC expanded its library of graphic assets with new photography and video content, capturing the vibrant essence of Belleville, Quinte West, and Brighton. This collection includes highly detailed aerial footage of industrial parks, residential neighbourhoods, and waterfront areas. These versatile assets are used across various platforms, including marketing materials, social media, client presentations, and website content, enhancing the visual appeal and effectiveness of QEDC's outreach efforts.



EXTERNAL PUBLICATIONS

STUFF MADE and BUILT IN EASTERN ONTARIO

Content includes products manufactured and built in Eastern Ontario, who's making it, and what kinds of careers are available. This edition includes Bay of Quinte Region companies Schuetz Canada and Scalar Performance.

SCHÜTZ

SCALAR
PERFORMANCE



INVESTMENT ROADSHOW MARKETING PIECE

To support QEDC's participation in the Global Affairs Investment and Innovation Roadshow, we developed a streamlined marketing postcard tailored for meetings and as a takeaway.

This concise piece highlighted the Bay of Quinte Region's competitive advantages, outlined key objectives for the discussions, and provided a clear geographic context, emphasizing the region's strategic location within North America. Designed with European companies in mind, the postcard served as an effective tool to communicate the value of investing in the area.



SOCIAL MEDIA

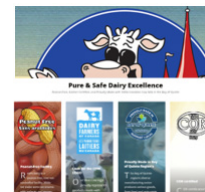
QEDC is active on social media raising awareness of available investment opportunities, promoting available jobs in manufacturing, promoting locally made products and more.



PROUDLY MADE IN BAY OF QUINTE Marketing Campaign Promoting Manufacturing

The Proudly Made in Bay of Quinte campaign, developed by the QEDC, highlights the critical role manufacturing plays in the region's economy. This initiative addresses key needs identified by local manufacturers, including raising awareness of the sector's importance, encouraging careers in manufacturing, and promoting products proudly made in the Bay of Quinte Region.

Businesses across the region, such as Barn Owl Malt, Reid's Dairy, Miltex Solutions Canada, BCS Automation, Saucy Dotty's, and Triangle Fluid Controls, prominently feature the logo in their branding—on packaging, websites, and marketing materials—underscoring their pride in being part of this vibrant manufacturing community.



MADE IN QUINTE VIDEOS

In 2024, QEDC expanded the Proudly Made in Bay of Quinte campaign by launching three new profile videos, spotlighting Soltex, Premier Tech, and Sprague Foods.



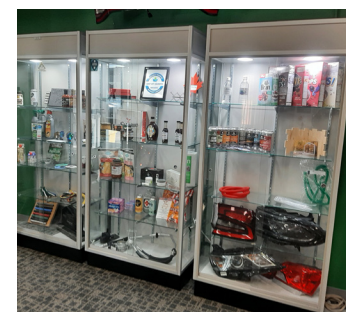
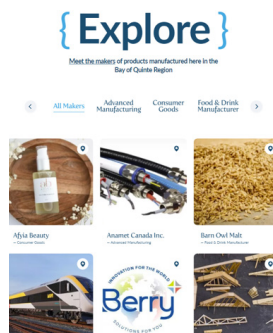
Designed as dynamic, quick-view content, these videos highlight the innovation and excellence of local manufacturers. They are featured on the QEDC website, MadeinQuinte.ca, and across QEDC's social media channels, enhancing the campaign's reach and engagement. Ongoing key messaging and campaign strategy includes the following deliverables:

DEDICATED WEBSITE
WWW.MADEINQUINTE.CA

INQUINTE.CA and
SOCIAL MEDIA

IN STORE PRODUCT
PROMOTION

LOCAL PRODUCTS
DISPLAY CASE AT THE BAY OF
QUINTE BUSINESS CENTRE



SUPPORTING INDUSTRY

The QEDC is mandated with investment attraction initiatives, as well as providing industry support / retention services and more.

REGULAR UPDATES TO INDUSTRY



76 UPDATES SHARING
INFORMATION & RESOURCES

QEDC uses the online marketing platform, Constant Contact, to share information, news, and resources on a variety of topics, including:

- Government Announcements
- Available Funding Programs and Support Services
- Virtual/In Person Webinars, Information Sessions and Networking Opportunities

EVENTS

QEDC CELEBRATES & SUPPORTS THE 2024 QUINTE INTERNATIONAL AIR SHOW



The Bay of Quinte Region is home to 8 Wing CFB Trenton and QEDC was proud to be a bronze sponsor of the 2024 Quinte International Air Show which was attended by approx. 50,000 people. The event included static aircraft display, flying demonstrations, STEM displays, food vendors/non-food vendors and much more. Chris King was invited to fly in the 80-year-old, former RCAF amphibious bomber, the PBY-5A CANSO, in advance of the event. QEDC hosted business investors and other stakeholders at the event.



QEDC PARTICIPATES IN BRIGHTON ECONOMIC DEVELOPMENT TOUR OF BUNKIE CO.

Initially designed as overflow space for cottagers in Ontario's Muskoka region, The Bunkie Co. has broadened its appeal to include glamping cabins, backyard offices, and creative studios. Their innovative, easy-to-assemble products can be built in about a week using basic tools and instructions.



AGRICULTURE AND AGRI-FOOD CANADA (AAFC) EVENT FOR FOOD PROCESSORS and PRODUCERS

QEDC, in partnership with AAFC, hosted a well-attended information session for Bay of Quinte Region food processors and food producers. Following the information session, QEDC and AAFC representatives participated in tours of JBS Foods, Donnandale Farms and Reid's Dairy.



CANADIAN MANUFACTURERS & EXPORTERS (CM&E) MANUFACTURING ECONOMIC OUTLOOK & INVESTMENT ROADSHOW IN BELLEVILLE

QEDC partnered with CM&E in hosting this networking event which included a presentation by CM&E's Chief Economist. Local manufacturers were invited to attend this networking event and gain invaluable economic insights, discover innovative ways to leverage technology for business growth and more.



ELEXICON ENERGY INFRASTRUCTURE EXPANSION WEBINAR

The QEDC partnered with City of Belleville and Elexicon Energy in hosting a webinar for manufacturers regarding Elexicon's electrical capacity expansion plans for the City of Belleville including the North East Industrial Park.



THE 2024 MANUFACTURING CONFERENCE

Advancing industry and performance is key to sustainability and each year industry comes together to hear from experts, meet new suppliers, and expand networks, positioning for continued success and growth. Over 250 manufacturing leaders from across Peterborough, Kawartha Lakes, Northumberland, Quinte and Southern Ontario attended. QEDC was a proud sponsor of the event.



UNLOCKING THE FUTURE: A BAY OF QUINTE REGION MANUFACTURING AWARENESS JOURNEY FOR LOCAL EDUCATORS:



Guiding Students to Manufacturing Careers

QEDC participated in an event hosted by the Centre for Workforce Development (CFWD) to promote manufacturing careers to high school guidance counsellors and co-op teachers. This well received event was a great opportunity to expose these influencers on the variety of manufacturing careers available to their students. Donmac Precision Machining and Shuetz Canada Inc. opened their doors for this event.



SKILLS ONTARIO TRADE & TECH TRUCK EVENT

In partnership with local school boards, Skills Ontario, the City of Quinte West, Loyalist College and the Centre for Workforce Development, QEDC organized a day filled with immersive learning experiences, attracting over 100 enthusiastic youth from across the region. The event featured the Skills Ontario Trades & Tech Truck, a mobile unit dedicated to providing hands-on exploration of skilled trades and technologies, as well an opportunity to see the implementation of the trades and technology with local industry including Kruger Products, Research Casting International, and FDF Racing.



2024 SKILLS ONTARIO COMPETITION

QEDC attended the 2024 Skills Ontario Competition to show support for Loyalist College. The Skills Ontario Competition brings together over 2,400 elementary, secondary and post-secondary students to compete in more than 70 categories, from culinary arts and landscape design to carpentry, robotics, and more.

Loyalist College Manufacturing Engineering Technician student Seamus Davidson earned a gold medal in the Mechanical CAD category, challenging students to use computer software to create 2D and 3D plans for manufacturing and engineering design.



QEDC PROMOTES AND SUPPORTS EXTERNAL PARTNER RESOURCES

QEDC is pleased to promote available resources, webinars, information sessions and learning opportunities on behalf of external partner organizations including:

Canadian Manufacturers & Exporters
Quinte West Chamber of Commerce
Belleville Chamber of Commerce
Ontario Chamber of Commerce
Canadian Chamber of Commerce
BDC
Trenval

Small Business Centre
Loyalist College
Centre for Workforce Development
Ontario Centre of Innovation
Ministry of Small Business
Ministry of Economic Development, Job Creation and Trade



QEDC PROVIDES AND SUPPORTS VARIOUS WORKFORCE RECRUITMENT AND RETENTION INITIATIVES

Proudly Made in Bay of Quinte - Awareness Campaign

www.jobs.quintemanufacturing.com

www.workinquinte.ca

Elevate Plus Job Seeker Program

Elevate Plus Micro Credential Programs

Elevate Plus Employee Training Funding Support

City of Belleville North-East Industrial Park (NEIP) Childcare Survey

Quinte Region Career Fair

City of Belleville Industrial Sector Business Retention & Expansion (BR&E) Survey

Annual Bay of Quinte Industry Wage and Benefit Survey

EmployerOne Survey



KNDL: ANGEL INVESTORS ONTARIO

KNDL (formerly the Southeastern Ontario Angel Network/SOAN), a not-for-profit corporation, has been created to facilitate the mobilization of investments from accredited investors into companies being developed in Southeastern Ontario. This network is closely associated with our regional innovation centre, local economic development agencies, research institutions, the Ontario Network of Entrepreneurs, and other recognized Angel networks in Ontario, Canada, and the US. QEDC is supporting KNDL and working with local investors and stakeholders to build the Bay of Quinte Region Chapter of KNDL to connect entrepreneurs with potential investors.



LOYALIST COLLEGE SUPPORTS INDUSTRY



Loyalist College offers over 70 full-time diploma, certificate, and apprenticeship programs in biosciences, building sciences, business, community service, health and wellness, media studies, public safety, and skilled trades. The QEDC works with Loyalist College on a number of projects and initiatives. Below are some examples of collaborative partnership activities:

- Member of the Quinte Manufacturers Association (QMA) Steering Committee
- Industry Partnership Officers working with Economic Development and Community Partners
- QEDC links industry to research and projects at Loyalist College
- Loyalist College is the training delivery partner for the Skills Development Fund funded Elevate Plus Program
- QEDC introduces new businesses to Loyalist College



MILLWRIGHT APPRENTICE TRAINING ANNOUNCEMENT

On September 13, David Piccini, Minister of Labour, Immigration, Training and Skills Development was at Loyalist College to announce \$890,000 for training programs for up to 3,775 workers and jobseekers in the Bay of Quinte Region. The province also announced the approval of the college's 433A Industrial Millwright program, increasing training capacity up to 30 more seats a year.



LOYALIST COLLEGE HOSTS LIFE SCIENCES ONTARIO, ROAD TRIP AROUND THE PROVINCE

Loyalist College hosted Life Sciences Ontario, Road Trip Around the Province. The event showcased Loyalist's unique regional ecosystem through panel discussion and Q&A featuring key players in the 401 corridor life sciences network.

Panelists included:

- Alan Flieler, VP General Manager GlobalMed Inc. / APTYX
- Dr. Yafan Young, CEO Performance Plants Inc.
- Chris King CEO Quinte Economic Development Commission
- Corey Firth, Neuma Centre for Psychedelic



QEDC ACTIVE ON LOYALIST COLLEGE PAC'S

The QEDC participates on a number of Loyalist College Program Advisory Committees (PAC) including:

- Business Sales and Marketing Program
- Centre for Natural Products (CNP)
- Electrical Techniques & Electrical Engineering Technician-Industrial Mechanical Techniques
- Manufacturing Engineering Technician



MANUFACTURING RESOURCE CENTRE



www.MANUFACTURINGRC.ca

Many organizations are stretched to the max running their day to day business. They have little or no time or resources for issues such as investigating government funding programs, keeping abreast of government legislation or accessing research capabilities.

The Manufacturing Resource Centre (MRC), a project of the QEDC, is an additional resource which these companies can draw upon and provides them with the help they require to maintain and grow their businesses.

MRC ASSISTS LOCAL MANUFACTURERS BY:

- Supporting the Quinte Manufacturers Association (QMA)
- Identifying applicable government funding and assisting with completing applications
- Marking connections with other manufacturers and supply chain partners
- Providing other assistance that manufacturers need to address barriers or capitalize opportunities

SINCE 2008, THE MRC HAS HELPED LOCAL INDUSTRY
REALIZE SIGNIFICANT RESULTS



\$62.5 million
in funding secured by local
industry with QEDC assistance



2,622 jobs



11,539 people trained
with support from funding
secured by QEDC

The MRC represents industry's interests with a number of local and regional organizations including:

- **Skills Development Fund (SDF)** Project Administrator
- **Ontario East Workforce Partner Support Program (OE-WPSP)** Advisory Committee Member
- **Quinte Local Immigration Partnership (QLIP)** Committee member representing manufacturing sector
- **Quinte Employment Network (QEN)** Committee member representing manufacturing sector



QUINTE MANUFACTURERS ASSOCIATION

www.QUINTEMANUFACTURING.com



The Quinte Manufacturers Association (QMA) represents approximately 120 companies, which directly employ over 11,000 people within the Greater Bay of Quinte Region. QEDC provides administration and coordination support of the QMA. Below is a summary of 2024 activity:

13



QMA MEMBER NEEDS HELP REQUESTS
CONNECTING INDUSTRY WITH
EACH OTHER TO ADDRESS ISSUES

76

UPDATES:
EVENTS, FUNDING AND MORE

QMA SHARING AND LEARNING SERIES

Local Industry Panel Discussion on Sustainability in Manufacturing

The QMA met for a dynamic panel discussion on sustainability best practices and lessons learned from local manufacturers and industry stakeholders. The panel included:

Hanon Systems Beclawat Manufacturing Loyalist College
Schuetz Canada Energy Systems Specialist



2024 QMA MEETINGS & PLANT TOURS

VENTURE CARPETS

In May, Venture Carpets hosted a well-attended QMA Meeting and Plant tour. Venture Carpets is a company specializing in the design and manufacturing of textile floor coverings.



SCHUETZ CANADA

In October, over 40 members of the QMA gathered at Schuetz Canada. Schuetz is a global leader in the production of Intermediate Bulk Containers (IBCs) and plastic drums. The Belleville facility is their first Canadian manufacturing site.



2024 QUINTE BUSINESS ACHIEVEMENT AWARDS



JBS FOODS ONTARIO
MANUFACTURING BUSINESS OF THE YEAR



GLOBALMED INC. D.B.A. APTYX
TRAILBLAZER OF THE YEAR



MEYERS CREEK BREWING CO.
HOSPITALITY/TOURISM
BUSINESS OF THE YEAR



AFIYA BEAUTY
SUSTAINABILITY OF THE YEAR

QUINTE TECHNOLOGY ASSOCIATION

www.QUINTECH.org



The QEDC is a proud supporter of the Quinte Technology Association (QTA). There are approximately 190 members and the model is similar to the Quinte Manufacturers Association (QMA), which the QEDC provides administrative support. Below are some of the year's highlights.



42 UPDATES :
EVENTS, FUNDING AND MORE

MEET-UP AND NETWORKING EVENTS

The QTA held a number of Meet-Up & Networking events in 2024. These FREE in-person events provide an opportunity to re-connect with fellow techies and share ideas while enjoying complimentary appetizers in a casual setting. QEDC provides administrative support to the QTA.

- Meet-Up and Technology Tour of the City of Belleville Police Station
- Meet-Up at Capers Restaurant
- Meet-Up at Paulo's Restaurant

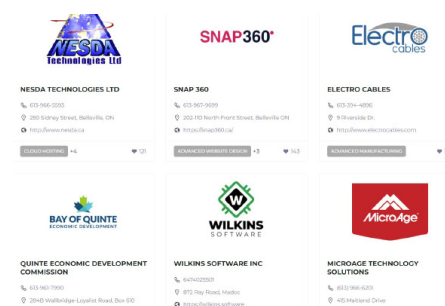
QUOTE FROM QTA MEMBER:

"Had a great time at the Quinte Tech Association networking event— nice to get out of the home office, catch up with old friends, meet new ones, and toss around ideas in an informal, casual atmosphere. Looking forward to the next one!"



WEBSITE UPDATE: COMPANY PROFILES

To increase awareness of the QTA and members, the QTA website architecture has been updated to allow members to create company profiles.



2024 QUINTE BUSINESS ACHIEVEMENT AWARDS



Rillea Technologies:
Technology Sector Business of the Year

BAY OF QUINTE BUSINESS CENTRE

PARTNERS IN BUSINESS AND ECONOMIC DEVELOPMENT

The Bay of Quinte Business Centre (BQBC) is a group of Bay of Quinte Region organizations located in one building to offer business development services to:

**BAY OF
QUINTE
BUSINESS CENTRE**

STARTUPS - COMPANIES - RELOCATING EXISTING COMPANIES

QEDC SUPPORTS THE SMALL BUSINESS CENTRE (SBC)

The QEDC's target sectors are represented by all sizes of businesses, including small businesses. The SBC has dedicated resources to help with business start-ups and support in all sectors. Funding support from the QEDC assists this office in providing a variety of entrepreneurial and business-related services.

**Small
Business Centre**



BAY OF QUINTE BUSINESS CENTRE PARTNERS



The Bay of Quinte Business Centre is home to the 'Proudly Made in Bay of Quinte Region' display case, showcasing many examples of locally made products!



124 EVENTS POSTED TO THE
ONLINE CALENDER!

www.QBDC.ca



QUINTE ECONOMIC DEVELOPMENT COMMISSION

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