

1 Huron Street
Stratford, Ontario
N5A 5S4
Bernia Wheaton,
Economic Development Officer
t. 519-274-4651
e. bwheaton@perthcounty.ca

Economic Development

PERTH COUNTY

DECEMBER 2009

Social Media Training Program

Perth County is proud to introduce a new project which will offer interactive, innovative, and creative workshops in Digital and Social Media.

The first phase of this cutting-edge program will include FREE Information Sessions answering participant questions such as "what is social media?", "how does it work?", and "does it really benefit my business/organization?" This phase will involve keynote speakers, use of video, interactive discussion, and guest appearances by business owners who are successfully using social media in their business.

The second phase will allow for interactive time in a computer lab, where participants will be assisted in setting up social media accounts, creating profiles, and establishing virtual con-

nections and networks with other participants. These workshops are \$45.00 per participant.



**Twitter, Facebook, LinkedIn, YouTube...
Can there be any value to my business?**

The third phase will be a Take Away Video Tutorial/Guide Book that can be used by participants. It will be a step by step guide to assist employers and employees on how to evolve their businesses with social media and the next generation of online digital marketing.

Coverage of key medias will include Twitter, Facebook, LinkedIn, YouTube, and more.

Sessions will be held in Listowel, Mitchell, Milverton, Stratford, and St. Marys, and will offer a time of networking prior to exciting presentations by experts and guest speakers in social media, social marketing, and digital media.

This training will be open to up to 1500 participants throughout the months of January, February, and March. Registration will be on a first-come, first-served basis.

For more information, please go to www.perthsocialmedia.ca where you can find course descriptions and registration information.

Perth County Welcomes Listowel Cold Storage

Perth County is pleased to introduce Listowel Cold Storage. LCS has purchased the former Campbell Soup facility on Mitchell Road in Listowel.



North Perth elected officials and business leaders are thrilled with this addition to the community. Listowel Cold Storage's first priority is to prepare the 60,000 sq ft of Freezer when they open for business in the New Year. It is anticipated that this will create approximately 30 jobs, with gradual increases in employment planned throughout 2010. The creation of these jobs will affect all communities within Perth County and surrounding area.

Please join us in welcoming Listowel Cold Storage to the community.

Perth County website launch

www.perthcounty.ca

is about to undergo a facelift.

An interactive website for the County of Perth will be launched in December 2009. This new and improved website will be the destination for information pertaining to Municipal Administration, Living in Perth County, Doing Business in Perth County, and Visiting Perth County.

Take a moment and visit our new site. Make sure to add us to your online Favourites.

Our calendar of events will inform you of municipal meetings, community events, and key functions.

Economic Development information will include a Business Directory, Inventory of vacant land/buildings, and much more.

Check us out at www.perthcounty.ca



Community Consultation

You may be aware of an exciting new venture that Perth County, St. Marys and Stratford are undertaking together – a forward looking economic development strategy that will ensure our communities remain prosperous places.

Perth, St. Marys and Stratford have proud histories and an exciting future and this new community-wide strategic planning initiative will deliver two critical working documents:

1. a Labour Market Analysis that will be a key resource in supporting our existing business community
2. an Economic Development Strategy that will help us to see beyond our traditional industrial landscape to identify ways to diversify our economies and explore new sectors employing new technologies.

A critical aspect to a successful planning process is bringing together all of the

thoughts and feelings that residents and business owners have. This note is an invitation to you to participate in a Focus Group Session. We have an exciting agenda prepared for you and hope that you can come.

A schedule of consultations is below. For more details, please go to www.perthcounty.ca

Town Hall Meetings

All town hall meetings are open to the public. All are welcome. Come and hear about the consultation process, and participate in small group discussions about the future Economic Development direction of your community.

Listowel—Parkview Room—Listowel Legion Hall. Monday, February 8, 2010. 7:00—9:00pm

Mitchell—Municipal Office Auditorium. Tuesday, February 9, 2010. 7:00—9:00pm

Milverton—Municipal Council Chambers. Wednesday, February 10, 2010. 7:00—9:00pm

Stratford—Stratford Country Club, 53 Romeo Street North. Wednesday, February 10, 2010. 7:00—9:00pm

St. Marys—Pyramid Center. Thursday, February 11, 2010. 7:00—9:00pm

Focus Groups

Focus Group sessions are industry specific. Space is limited and registration is required. Register by emailing mcobb@perthcounty.ca or call 519-656-9253 and leave a message.

Agriculture & Rural Development—Tuesday, February 9, 2010. 11:00am—12:00pm. Rostock Agriculture Office

Export oriented Entrepreneurs—Tuesday, February 9, 2010. 3:00—5:00pm. Stratford Country Club, 53 Romeo Street North

Manufacturing—Wednesday, February 10, 2010. 7:30—9:30am. Stratford Country Club, 53 Romeo Street North

Alternative & Green Energy—Wednesday, February 10, 2010. 10:00—12:00am. Stratford Country Club, 53 Romeo Street North

Tourism, Arts, Culture, Culinary, Health & Wellness—Wednesday, February 10, 2010. 2—4pm. Stratford Country Club

Schedule of Community Consultation

Committee Meeting Schedule

The Perth County Economic Development Department is governed by an official Committee of Council. As such, we meet monthly to discuss and report key happenings in the world of Economic Development.

These are public meetings, and we encourage you to attend. Monthly, we discuss the status of our Rural Economic Development (RED) funding program. We also discuss various provincial and federal funding programs for business, non-profits, and non-government agencies.

The following is a schedule of meetings for 2010. Meetings are scheduled for the second Tuesday of each month. Please go to www.perthcounty.ca for an up-to-date schedule.

January—Tuesday, January 12th. 10am. Perth South Municipal office
February—Tuesday, February 9th. 10am. Perth County Boardroom
March—Tuesday, March 9th. 10am. West Perth Municipal office
April—Tuesday, April 13th. 10am. Perth East Municipal office
May—Tuesday, May 11th. 10am. North Perth Municipal office
June—Tuesday, June 8th. 10am. Perth South Municipal office
July—Tuesday, July 13th. 10am. Perth County Boardroom
August—Tuesday, August 10th. 10am. West Perth Municipal office
September—Tuesday, September 14th. 10am. Perth East office
October—Tuesday, October 12th. 10am. North Perth office
November—Tuesday, November 9th. 10am. Perth South office
December—Tuesday, December 14th. 10am. Perth County Boardroom