

SARNIA-LAMBTON ECONOMIC PARTNERSHIP

Annual Activity Report 2023



WHO WE ARE

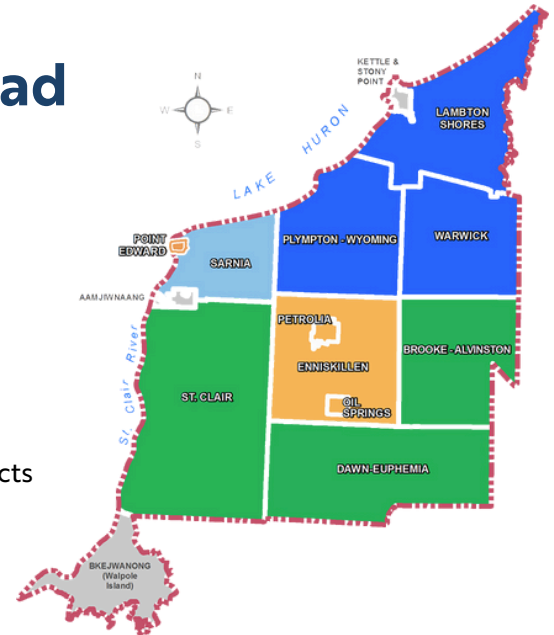
We are the County of Lambton's Lead Economic Development Agency

An arms-length organization governed by a board of directors.

Funded by:

- The 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.

WHO WE ARE

MISSION

To advance economic growth and opportunity in Sarnia-Lambton through leadership, partnership, collaboration, and strategic direction.

VISION

Sarnia-Lambton will be one of Canada's premier locations to live, work, and invest - where economic prosperity is driven by innovation, growth and diversification.

STRATEGIC SNAPSHOT - CORE ELEMENTS



1. ORGANIZATION

- Focus on organizational role, structure, & relationships to generate a seamless investor & stakeholder experience.
- Promote & foster an environment of diversity, equity, & inclusivity.



2. BRAND & MARKETING

- Develop a powerful brand & story to attract attention, investment, talent & population.
- Leverage market position to influence & advocate on key issues.



3. WORKFORCE

- Develop a coordinated workforce program to attract & retain talent.
- Support immigration and new resident attraction efforts to assist with local industry need



4. CLUSTER DEVELOPMENT

- Fully leverage our key industry strengths across established industry clusters.
- Foster diversity through the development of emerging sectors and value-added opportunities.



5. BUSINESS RETENTION, EXPANSION, & RURAL COMMUNITIES

- Accelerate growth opportunities for existing businesses and promote rural entrepreneurship.
- Establish support of rural municipalities and connection with municipal stakeholders.



6. INNOVATION & MARKET READINESS

- Grow innovation culture, support the growth of technology & leverage key partnerships.
- Ensure "product" (lands, infrastructure, hydrogen hub, transportation) is market-ready



7. ENTREPRENEURSHIP

- Assist entrepreneurs in navigating their business journey from start-up to scale-up to succession.
- Raise the profile and promote small business as an important contributor to and builder of our community

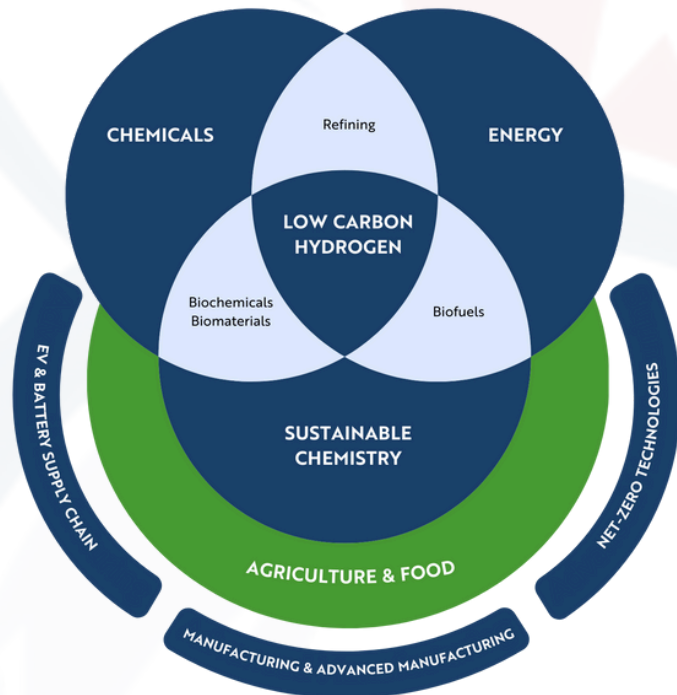
STRATEGIC INDUSTRY SECTORS & CLUSTERS

ESTABLISHED SECTORS & CLUSTERS

- Chemistry & Energy
- Sustainable Chemistry
- Agriculture & Food
- Manufacturing & Advanced Manufacturing

EMERGING SECTORS & CLUSTERS

- Low-Carbon Hydrogen
- EV & Battery Supply Chain
- Net-Zero Technologies



BOARD OF DIRECTORS

Paula Reaume-Zimmer - Chair

Mike Bradley - Director

David Cayea - Director

Nick Dochstader - Director

Angela Edlington - Director

Don Kabbes - Director

Rob Kardas - Director

Tim Knapp - Director

Adrienne Lee - Director

Kevin Marriott - Director

Carrie McEachran - Director

Rick Perdeaux - Director

Jeff Plain - Director

Stephane Thiffeault - Secretary/Treasurer

OUR FULL TIME STAFF



Matthew Slotwinski
Chief Executive Officer



Shauna Carr
Economic Development Officer



Chantelle Core
Economic Development Officer



Cari Meloche
Economic Development Officer



Theresa Kimmerly
Associate Economic
Development Officer



Alison Minato
Manager, Small Business
Enterprise Centre



Brittany Moore
Operations & Finance Lead



Arienne Garcia
Marketing & Communications
Manager



Jenny Leung
Receptionist/Clerk



2023 HIGHLIGHTS

EXTERNAL FUNDING & GRANTS

\$535,000

Ministry of
Labour,
Immigration,
Training, and
Skills
Development

Ministry of
Economic
Development,
Job Creation, and
Trade

Canada Summer
Jobs

Ministry of
Agriculture, Food
and Rural Affairs:
Rural Economic
Development

Ontario Business
Improvement
Area Association

Global Affairs
Canada:
CanExport
Community
Investments

LEVERAGING EXTERNAL PARTNERS

Invest Ontario

Ontario Ministry
of Economic
Development,
Job Creation,
and Trade

Ontario Ministry
of Agriculture,
Food & Rural
Affairs

Invest in Canada

Trade
Commissioners
Service

Ontario Food
Cluster

Bioindustrial
Innovation
Canada

Site Selectors /
Real Estate
Professionals



LOCAL PARTNERSHIPS & PARTICIPATION

Sarnia-Lambton
Energy &
Chemistry
Committee

Ontario's
Hydrogen Hub
Working Group

Petrochem
Canada
Conference &
Advisory Board

Hybrid Chemistry
Cluster Working
Group

Sarnia-Lambton
Industrial Alliance

Oversized Load
Corridor
Committee

Community
Futures Lambton

Fermentation
Working Group

Sarnia-Lambton
Workforce
Development
Board

RAIL Committee

Sarnia-Lambton
Energy
Symposium

Chambers of
Commerce

Sarnia-Lambton
Immigration
Taskforce

TechAlliance

Western Sarnia-
Lambton Research
Park Advisory
Committee

BASES
Communications
Committee

Tourism Sarnia-
Lambton

Local Immigration
Partnership

Intelligent
Community
Forum

Municipalities
& Municipal
Economic
Development

Business
Development
Bank of Canada

For almost everything else we do, SLEP is a community partner and we rarely work alone

OUR ADVOCACY

- **Canadian Energy Innovation Network**
- **Geological Carbon Sequestration**
- **Low-Carbon Hydrogen Economy**
- **Carbon Tax Reallocation**
- **Transportation**
- **Municipal Infrastructure**



Shauna Carr and key partners at Queen's Park



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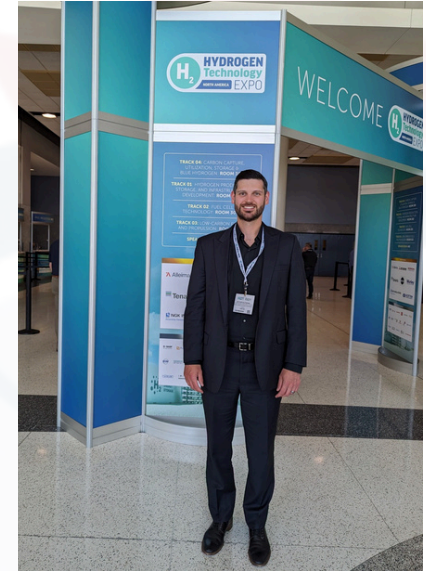
INVESTMENT ATTRACTION

SPEAKING ENGAGEMENTS & EVENTS ATTENDED

- Advanced Bioeconomy Leadership Conference 2023
- Alberta Industrial Heartland Conference
- ABLC Next 2023
- Canadian Energy Innovation Network Day on the Hill
- Canadian Hydrogen Convention
- Economic Developer's Council of Ontario Annual Conference
- EPEX - Ontario Petroleum Institute
- Global Energy Show
- Hydrogen Technology North America
- Hydrogen Business Council H2 Conference
- ICF Global Summit - Getting to Net Negative
- Invest Ontario Hydrogen Webinar
- Lambton College Energy Symposium
- Manufacturing Matters
- Petrochem Canada 2023
- PLMA Food Conference
- Scaling Up 2023 Bioeconomy Conference
- Site Selection Guild Annual Conference
- Smart Cities Summit & Expo
- World Hydrogen Summit



PetroChem Canada 2023



Hydrogen Technology North America

OTHER ENGAGEMENTS & HIGHLIGHTS



ABLC BioImpact: BDO Zone Webinar on A Rating for Corn Stover



Origin Materials Biomass Plant Opening



Site Selection Guild Annual Conference



Canadian Energy Innovation Network Day

SITE VISITS CONDUCTED

\$9.37 Billion
Potential Investment

1900
Potential Jobs

9 Companies
Conducted Site Visits in 2023

Figures reflected are from January - December 2023



INVESTMENT ATTRACTION

124

Investment Attraction/Site Selection clients in the project pipeline

67 SLEP Clients

Actively considering Sarnia-Lambton for a defined project in the future

\$12.5B in Potential Investment

Fifteen potential projects larger than \$100-million in investment size

\$100 Million*

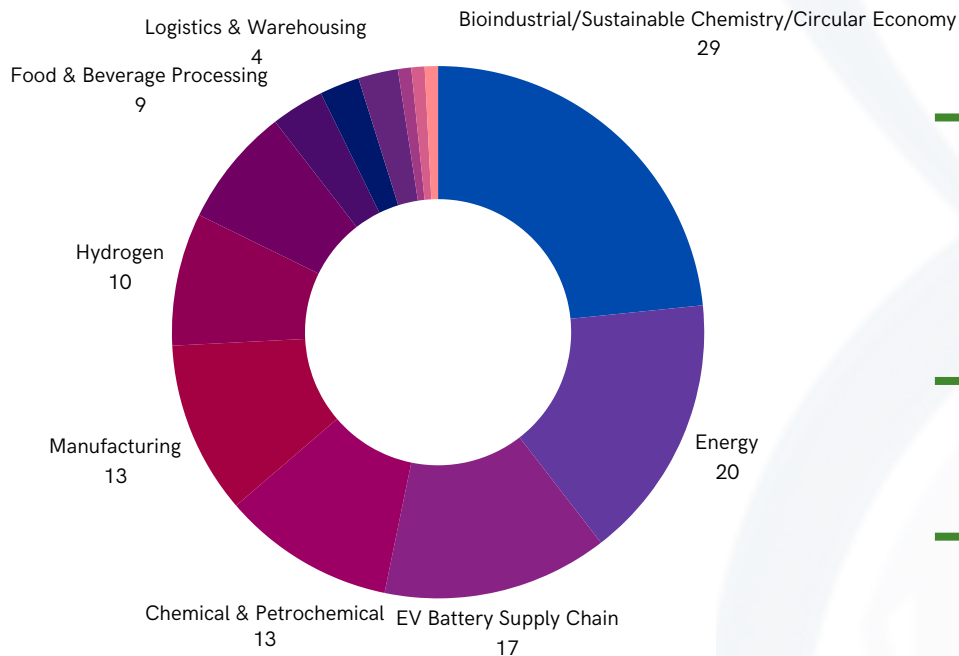
In active expansion potential



**99 New Leads
in 2023**

Note: This is only the cumulative total for the projects we know the investment value, as we are actively collaborating on many projects where the associated dollar value is unknown. Figures reflected are from January to December 2023.

INVESTMENT DEALS IN PIPELINE



42% of new leads in 2023 were represented within our integrated energy & chemistry cluster.

- Chemicals & Petrochemical
- Sustainable & Hybrid Chemistry
- Energy & Low-Carbon Hydrogen

The EV battery supply chain represents an immediate opportunity for large-scale capital investment and large employment.

Heavy industrial opportunities with a desire for greenfield locations have increased significantly in past years.



BUSINESS RETENTION, EXPANSION, & RURAL COMMUNITIES

BUSINESS RETENTION & EXPANSION

- Continued outreach to local businesses to provide assistance with their challenges and access to resources to help them grow in Sarnia-Lambton.
- Collaborative approach with the City of Sarnia, Municipalities, BDC and MEDJCT
- Conducted phone and email outreach to businesses in Sarnia-Lambton



BUSINESS RETENTION & EXPANSION

Ongoing partnership with Middlesex Economic Development, Lambton Federation of Agriculture and Tourism Sarnia-Lambton to promote and support locally sourced ingredients.

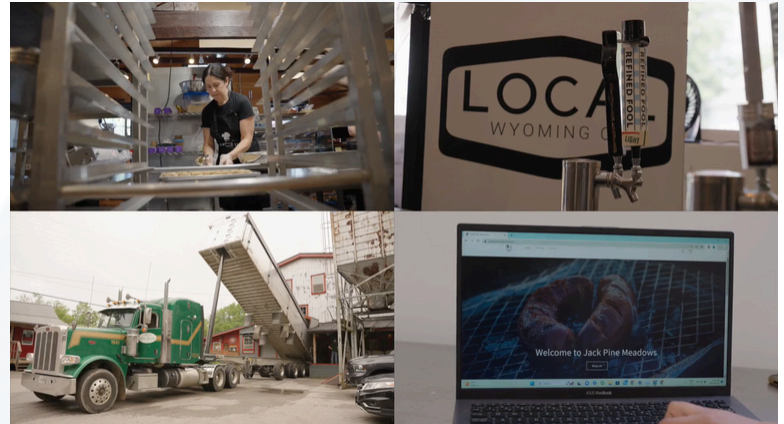
In 2023, the Hands To Table initiative continued with two projects:

Promotional video featuring Local Wyoming and Jack Pine Meadows

Local Wyoming, a farm-to-table restaurant, partners with Jack Pine Meadows, a local generational farm near Camlachie, to curate menu items using premier, fresh and seasonal ingredients.

Hungry For Local Pilot Project

Throughout the month of September, 13 restaurants offered a special limited edition menu that showcased dishes that featured the freshest, highest quality ingredients obtained from 24 local farms and producers across the region.



SUPPORTING RURAL COMMUNITIES



The Sarnia-Lambton Economic Partnership led a Downtown Revitalization Project to help boost the overall economic well-being of downtown Forest and downtown Petrolia throughout 2022 and 2023 in partnership with the Municipality of Lambton Shores and the Town of Petrolia. This project aimed to strengthen the entrepreneurship ecosystem to attract business to the downtown areas and help existing businesses thrive.

A multiuse parkette was designed for Downtown Forest and murals were installed in Downtown Petrolia as part of phases 1 and 2 of Downtown Revitalization. Photo screen grabbed from the Town of Petrolia's Facebook page.



WORKFORCE ATTRACTION

WORKFORCE ATTRACTION



JOB FAIRS

Sarnia-Lambton **Apprentice Job Match**

Training Today for our Future Leaders



WORKFORCE ATTRACTION

Live More for Less in Sarnia-Lambton

New Resident Attraction campaign worked to grow the workforce targeting individuals looking to relocate to Sarnia-Lambton.

Sarnia-Lambton Apprenticeship Job Match

Apprenticeship Job Match Tool matched apprentices with local employers. Targeted apprentices from all over Ontario to relocate.

Newcomer Connection

The Newcomer Connection Program supported the readiness of welcoming newcomers, create employment connections, and increase local employer's capacity to hire and recruit.

Explore Talent Sarnia-Lambton

A video-resume platform to assist employers in recruiting global talent.

Southwest Apprenticeship Network

Active with the regional network to promote skilled trades and supported the Employer Excellence Gala

ACTIVITIES INITIATED & EVENTS ATTENDED

- 2023 Lambton College Alumni Event
- Apprenticeship Employer Appreciation Gala
- Deputy Policy Chief EDI Video Shoot
- HRPA Sarnia & District Chapter - partnered with Lambton County to discuss EDI practices and hiring newcomers
- PetroChem Canada 2023 - panelist in workforce discussion "Breaking the Barriers...Talent Crunch"
- Sarnia-Lambton Local Immigration Partnership and SLEP Newcomer Connection Program Bus Tour
- St. Clair Catholic District School Board, presented at Teacher PD Day to highlight the importance of local youth retention
- Youth Training Session with LKDSB
- Youth Vision Event



Lambton College Alumni Event



Apprenticeship Employer Appreciation Gala



Youth Vision



Newcomer Connection Program Bus Tour

WORKFORCE ATTRACTION



PROGRAM HIGHLIGHTS



70

Jobs Created



5

Community Bus Tours



2 Days

of EDI Training



FREE

Immigration Consultations

Our Newcomer Connection team has been busy supporting local businesses' hiring demands by creating connections with highly skilled global talent. The program ran from April 2023-March 2024 and we connected with 469 job-seekers and 150 local businesses.

WORKFORCE ATTRACTION

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.

www.sarnialambtonapprentice.ca

838

Apprentices Registered

87

Employers Registered

111

Job Matches



Cari Meloche with the Economic Developers Council of Ontario Conference award for best Workforce Development and Resident Attraction Initiative in the province for the Sarnia-Lambton Apprentice Job Match Tool.

WORKFORCE ATTRACTION



Explore Talent is a free portal that allows Sarnia-Lambton employers and international talent who have graduated from a Canadian Learning Institute to connect via a video-resume.

304

Registered Candidates

37

Employers Registered





SMALL BUSINESS ENTERPRISE CENTRE

SMALL BUSINESS ENTERPRISE CENTRE



Summer Company Program students' session on basic accounting, business registration, and tax filing

STARTER PLUS
COMPANY

Summer
Company

foodpreneur
ADVANTAGE

SMALL BUSINESS ENTERPRISE CENTRE

Business Support & Counselling

One-on-One advisory services for new and existing businesses.

Workshops, 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.

Foodpreneur Advantage

A regional collaboration of Small Business Enterprise Centres that help entrepreneurs start their food venture or expand and scale operations.

Summer Company

Grant and mentoring program to help students aged 15-29 start their own business.

618

Total No. of Inquiries

113

Consultations - Exploring
Starting a Business

105

Consultations with
Existing Business

SMALL BUSINESS ENTERPRISE CENTRE

STARTER⁺
COMPANY **PLUS**

Vibe Pilates (previously Rhythm and Beet) - Pilates Studio

RYDN Inc. -Public Bicycle Rentals

Saint Nick Productions - Sound Engineering and Producing

Bluewater Virtual Business Solutions - Bookkeeping

Math Plus Tutors -Tutoring

Kombucha Hound- Beverages

52

Completed Intake

6

Received Funding

1

Foodpreneur

SMALL BUSINESS ENTERPRISE CENTRE

Summer Company

Kaden Burnham-Riverside Lawncare

JJ Fogarty - JJ's Landscaping

Jake MacLean - Lambton Lawns

Ian Wallace - Lakeside Trails

11

Completed Intake

4

Received Funding

SMALL BUSINESS ENTERPRISE CENTRE



Program ongoing from 2022 to help businesses with their online presence.

- Creating 360 videos and providing digital readiness assessments to small businesses
- Assisted in social media strategy and applications to Shop Here program
- The program concluded at the end of 2023

341

Businesses Served

68

Received Funding





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