

**2019 ECONOMIC DEVELOPMENT FUNDING PROGRAM
Completion Form**

1. Applicant Information

Municipality: Town of Midland

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Position: Chief Administrative Officer

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2. Project Information

On a separate attachment:

- Provide a brief summary of the project(s), its outcomes and a detailed budget. (Please highlight if the Economic Development Funding was used to leverage other funding channels).
- Did the project(s) proceed as planned and meet the intended objectives?
- How was the project(s) monitored and success measured?
- How will the project(s) and/or information gathered through the process be used in the future to benefit your municipality?

Please note this Completion Form must be returned to the Economic Development Office by December 31, 2020.

County of Simcoe Economic Development Office
1110 Highway 26, Midhurst, Ontario L9X 1N6
Tel: 705 726-9300 ext. 1686
Email edo@simcoe.ca



Town of Midland Follow-up Report

County of Simcoe 2019 Economic Development Fund Program June 25, 2021

1. *Provide a brief summary of the project(s), its outcomes and a detailed budget. (Please highlight if the Economic Development Funding was used to leverage other funding channels).*

The project undertaken with the County of Simcoe 2019 Economic Funding Program was a study by a branding and marketing consultant to determine the feasibility of the North Simcoe area, that includes the Town's Midland Bay Landing waterfront property, being designated as a UNESCO Global Geopark, including the economic benefits, the costs of designation, and the potential funding sources.

The study determined that the North Simcoe area and Georgian Bay have geological features that are significant globally, which is a foundational element to designation. Further, the culture and history of the region have been shaped by its geological features. At a very early stage, the Canadian Geological Network invited the aspiring Georgian Bay Global Geopark to join the Network, which was a strong indication that designation of the North Simcoe/Georgian Bay area was likely.

The economic benefits of being designated a Global Geopark are extremely strong when compared to the experiences of other recently designated Geoparks both in Canada and globally. Global tourism expands in and around Geoparks that sees current businesses expand and flourish and new businesses started. New investment will be attracted to the region, and Midland Bay Landing, given the impetus of increased tourism and the creation of Midland and area as a "destination" for businesses, residents, and visitors. As a result, additional tax revenue from businesses and real estate development is generated for all municipalities within the Geopark area.

The cost of the consultant's study was \$50,000 while the value created was many times its cost.

2. *Did the project(s) proceed as planned and meet the intended objectives?*

The project proceeded as planned and exceeded the intended objectives by demonstrating the strong economic benefits to the North Simcoe region and Midland Bay Landing being designated a UNESCO Global Geopark.

3. *How was the project(s) monitored and success measured?*

Regular updates with the consultants undertaking the study were received and discussed to ensure the study met its objectives. Success of the study will be demonstrated by obtaining endorsement of the study by the 4 North Simcoe municipal stakeholders and the First Nation community and measurable new revenue and investment being generated in the region.

4. *How will the project(s) and/or information gathered through the process be used in the future to benefit your municipality?*

The study demonstrated the strong economic benefit of achieving a Global Geopark designation to the municipalities and First Nation within the region and for attracting development investment at the Midland Bay Landing property. Each of the stakeholders can utilize the economic development information contained in the study as the basis of positive net revenue benefit to each of the stakeholders in their annual budget process. The Town, through Midland Bay Landing, can measure development interest in the property resulting from the Geopark designation and the creation of a “destination”.