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Community Resource

Plan Your Summer with the Official Elgin County Visitor's Guide

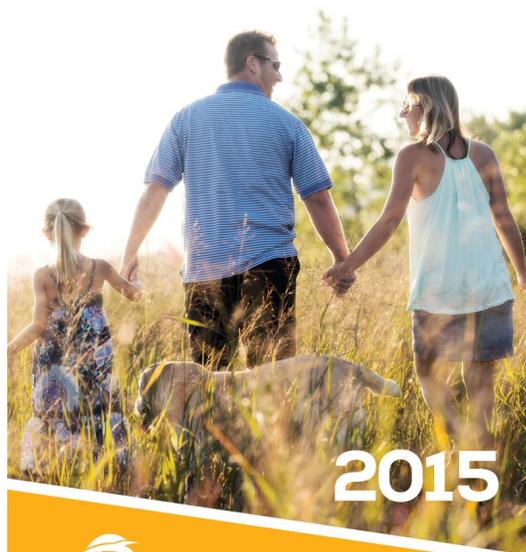
Elgin County Tourism is pleased to announce that the official 2015 Elgin County Visitor's Guide is now available!

It has been a long cold winter and the rising temperatures have everyone dreaming of long sunny days and warm Lake Erie breezes. Before you know it, summer will be here and now is the perfect time to start planning your vacation and the Official Elgin County Visitor's Guide can help you do just that!

The guide includes information about arts and entertainment, museums and attractions, shopping, dining, golf and recreation, overnight accommodations and events listings.

Hike or cycle over 100 km of scenic Carolinian forest trails or answer the call of the wild at one of Elgin's many campgrounds. Provincial parks, conservation areas and private campgrounds provide a fantastic back-to-nature family experience. Nothing says adventure like cooking over an open fire and sleeping under the stars!

Paddle your way around Springwater, Dalewood and Lake Whittaker conservation areas or up the Big Otter Creek in your canoe or kayak. Head to the open water for some faster paced excitement, the often choppy waters of Lake Erie are perfect for wind surfing



2015



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and kite boarding adventures. Elgin County's four port villages offer everything from boating to paddle board rentals to fishing charters.

Enjoy a cold drink on the patio at one of the area's restaurants, pick fresh local produce straight from the field or cool down on a hot day at one of Elgin's many delightful ice cream shops.

With kilometres of sandy beaches, exciting agri-tourism experiences, quality live theatre, unique shopping opportunities, vineyards

perched on rolling country hills and an abundance of mouth-watering culinary attractions, Elgin County is the place to be this summer!

Pick up your copy of the Elgin County Visitor's Guide at the Elgin County office at 450 Sunset Dr. St. Thomas, call 1-877-GO-ELGIN (519-631-1460 ext. 168) to have a copy mailed to your home or business location or visit www.elgintourist.com to download a virtual copy.

Business Resource

Canada - Ontario Job Grant

The Canada-Ontario Job Grant provides an opportunity for employers to invest in their workforce, with help from the government.

The Job Grant will provide direct financial support to individual employers who wish to purchase training for their employees. It will be available to small, medium and large businesses with a plan to deliver short-term training to existing and new employees, and will:

- Provide up to \$10,000 in government support per person for training costs.
- Require employers to contribute one-third of the total costs. There will be additional flexibility for small businesses to provide an in-kind contribution towards their share of the costs.
- Require training to be delivered by an eligible, third-party trainer.

If you're an employer with a particular skills demand, the Canada-Ontario Job Grant might be right for you. Applications will be accepted on an ongoing basis.

For more information about eligibility and how to apply visit <http://www.tcu.gov.on.ca/eng/employmentontario/employers/jobGrant.html>



Business Profile

Josh Self Proves that Youth Entrepreneurship is Alive in Elgin County



Josh Self, Owner Mr. Cool Ice Cream

Iona Station native and Civil Engineering Technology student Josh Self is a natural entrepreneur. In 2014, while looking for summer employment, he applied to approximately 70 different places but was not able to find a job in his community. Not one to give up easily, Self decided that he would start a business of his own. After some initial research he applied to the Elgin - St. Thomas Small Business Enterprise Centre's (SBEC) Summer Company program which helped him to start Mr. Cool Ice Cream.

SBEC helped Self to investigate several potential locations for his business, finally settling on

the concession stand at Pinafore Park in St. Thomas. Even though the weather was abnormally wet and cool last summer, Mr. Cool Ice Cream was able to profit in this high traffic location. Self believes strongly in supporting local businesses and he sourced all of his ice cream from Elgin County's own Shaw's Ice Cream.

After his initial success, Self was able to purchase a portable freezer so that he could sell ice cream at local events across the County and was eventually able to hire additional staff to operate the Pinafore Park location while he attended these events. Self plans to operate Mr. Cool Ice Cream out of the Pinafore Park location again in 2015 and plans to attend more events to increase his presence in the community.

Not content to rest on his laurels over the winter season, Self started the Dutton Tae Kwon Do Club this past Fall. As a Second Degree Black Belt in Tae Kwon Do, Self teaches approximately 20 students every Tuesday evening at the Dutton Community Centre and has plans to add a second weekly class for more advanced students.

These two business endeavours are just the beginning for Self who hopes to start his own construction company in the area when he finishes school.

"I really enjoy being in Elgin County. I was raised here and I love our community," said Self. "It is really important to invest yourself in the community you were raised in because that is where your passion lies."

To learn more about Mr. Cool Ice Cream or to register with the Dutton Tae Kwon Do Club call 519-764-2801.

Award

Elgin County Takes Home Economic Development Award

Elgin County Economic Development is pleased to be the recipient of an Economic Developers Council of Ontario (EDCO) Marketing Award of Excellence for its Savour Elgin/Elgin Arts Trail Discovery Guide. The County also received honourable mention for the Elgin County Experiences Guide. The award was presented at the EDCO annual conference in Hamilton on February 12, 2015.

"It is an honour to be recognized provincially for our Economic Development efforts," said Elgin County Warden Paul Ens. "Awards such as these raise Elgin County's profile and position us as a premier tourist destination, resulting in increased revenue for our businesses."

The Savour Elgin/Elgin Arts Trail Discovery Guide encourages travel throughout the region,

by packaging the area's best food, drink and artistic establishments into three unique weekend tours. The guide includes a map, descriptions of each establishment and visually appealing photography.

In June 2014, the Savour Elgin/Elgin Arts Trail Experience Guide was distributed to over 175,000 people as an insert in the Summer Edition of the LCBO Food & Drink magazine. This distribution allowed Elgin to promote its businesses and attractions to a large but targeted audience. These promotional efforts were supported by the Local Food Fund administered by the Ontario Ministry of Agriculture and Food.

For a copy of the Savour Elgin/Elgin Arts Trail Discovery Guide please visit www.savourelgin.ca or call (519) 631-1460 ext. 168.



Elgin County Economic Development Staff, Warden Paul Ens and 2014 EDCO President Paul Finley.

Community Economic Development 101

Workshop for Municipal Councillors & Volunteers

Join us for a **Free** Interactive Workshop

Learn the basics of economic development and take away practical tools to help your municipality develop & implement an economic development strategy.

During the workshop we will:

- Provide you with a model of how to understand basic economic activity in your community
- Increase your understanding of the potential scope of economic development activity
- Provide you with some practical tools to assist in your economic development efforts



Get practical tools
you can use to help
with making
economic
development
decisions

Elgin/ Middlesex Session

April 15

9 a.m. - 12 noon

Dutton Community Centre

Scotland St., Dutton ON N0L 1N0

To Register go to Ontario.ca/b7qx

or Call 1-877-424-1300

Ministry of Agriculture,
Food and Rural Affairs





ELGIN

BUSINESS RESOURCE CENTRE

A Community Futures Development Corporation

MARCH 25TH 2015
5:30 - 7:00PM @ 300 SOUTH EDGEWARE RD

HOW TO NETWORK MORE EFFECTIVELY AND
MAKE TRADE SHOWS WORK FOR YOU

WORKSHOP

EBRC'S GENERAL MANAGER
KEVIN JACKSON

PLEASE REGISTER BY EMAIL TO CHERTWIG@ELGINCFDC.CA OR CONTACT
CINDY AT 519-633-7597 SEATING IS LIMITED - REGISTER TODAY
REFRESHMENTS/SNACKS WILL BE PROVIDED AT THE EVENT