

EDCO Highlights



Branding EDCO

2005 President's Address
from George Borovilos

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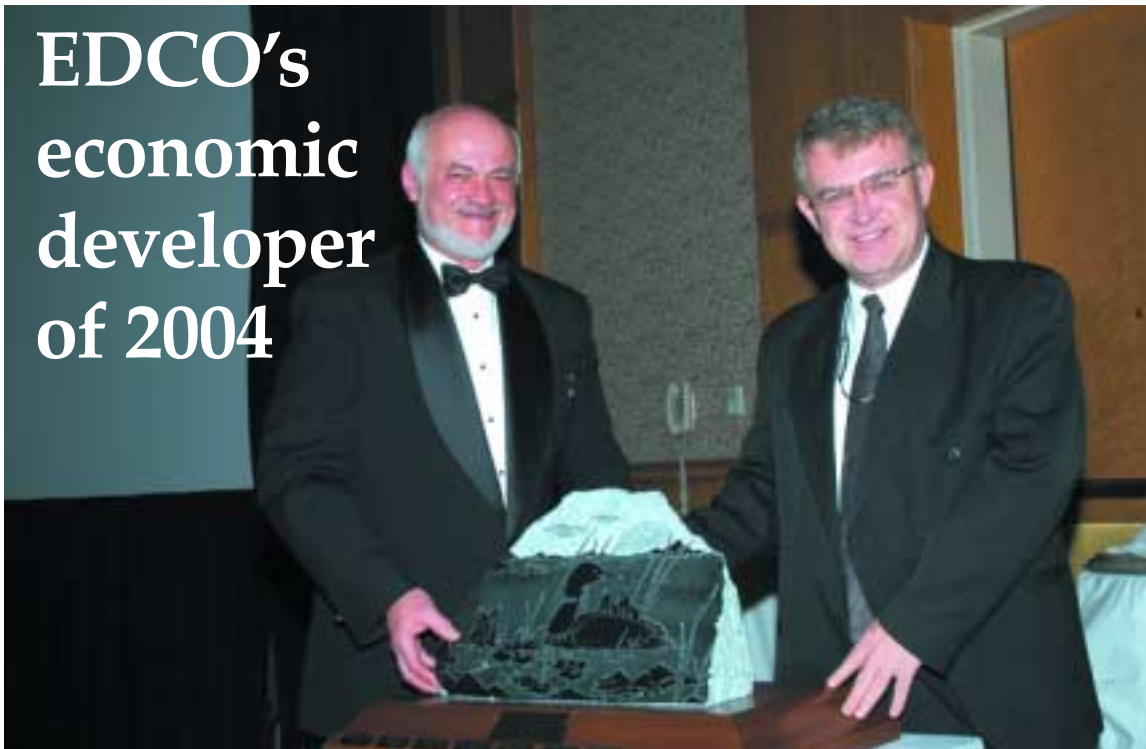


Communities in Bloom

National beautification
program boosts tourism efforts

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EDCO's economic developer of 2004



Carl Snelgrove, Business Development Officer with the County of Renfrew receives the EDCO Economic Development Achievement Award from 2003 EDCO President Bob Smith at the 48th Annual EDCO Conference in Toronto.

Two years into the profession, Renfrew's Carl Snelgrove wins Ontario's Economic Development Achievement Award

Carl Snelgrove is a former business supervisor for eastern Ontario for the Ontario Lottery Corporation and proven entrepreneur. He joined the economic development profession just under two years ago with the County of Renfrew. This year, he took home EDCO's Economic Development Achievement Award. Not bad for a newcomer.

The award was one of the many highlights at EDCO's 48th Annual Conference held at the Toronto Marriott Downtown Eaton Centre February 8 through 10.

Bob Smith, 2003 EDCO President headed the committee making the award selection. He said Snelgrove's nomination stood out as an example of grass roots economic development that could be replicated throughout any

jurisdiction of any size — an important factor in the award criteria.

"In our profession, we all struggle with performance measurements," said Smith before announcing the winner at the awards presentations. "However, this year's recipient accomplished that goal by using existing programs and creating new ones which positively impacted his communities. He brought the programs home, to the constituent business communities and to the councils of his county. He applied himself diligently to achieving local buy-in and participation. He also attended courses and established no less than five concurrent BR&E Programs, encompassing 17 municipalities."

Snelgrove was project manager of a \$3.4-million County/Ministry (MMAH) OSTAR agreement which contained 60 line items with seven milestones.



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Included in the project was a \$2-million jobs creation module designed to create new economic partnerships and 200 full-time, permanent, primary sector jobs during an 18-month period. Snelgrove accomplished it in only three. When asked how he managed such a quick turnaround time, Snelgrove says it involved a lot of teamwork, referrals and pounding the pavement.

In 2004, Snelgrove contracted the County's first online Business Directory by merging 13 databases. The information has since been expanded to include new businesses, a sister municipality and new fields of relevant information facilitating virtual corporations and assisting the creation of strategic business alliances.

He also established the first totally automated online "Business Materials Exchange," in Canada, the goal of which was to facilitate the creation of business alliances within the local business community. The secondary goal was to reduce the flow of valuable goods to existing landfill sites. Councils, chambers of commerce and citizen groups have unanimously endorsed the growing exchange. It's a concept that can easily be implemented in other jurisdictions as means are sought to minimize landfill volumes. This online program has been so successful it is now being adapted to serve household and agricultural end users. "These programs are the only ones of their kind being operated by an economic development office in North America," says Smith.

"Although I've been in business a long time, being so new to economic development I just didn't know what couldn't be done," says Snelgrove, about the eagerness that has brought his County its measurable success. Snelgrove went into the County's communities with their BR&E results and began meetings with new grass roots groups —

local groups discovering local solutions to local concerns. "Each small accomplishment empowers a group to take further steps. We're making sure their comments are heard and their successes shared."

Snelgrove credits the County of Renfrew's management for their tremendous support. He says they are very willing to supply him with any necessary training to learn how to do his job better. He completed programs with the Association of Municipal Managers, Clerks and Treasurers (AMCTO), Business Retention and Expansion (BREI), Municipal Management Institute (OMMI), University of Waterloo (CED) and industry (P.CRM).

He also credits the willingness of hundreds of people who have volunteered on behalf of their communities, excellent co-workers, MMAH staff and 17 proactive municipalities. "If there's ever been a job that's team oriented, regional economic development is it." Snelgrove believes the County of Renfrew is poised and ready for economic growth. "We're the largest county in the province with low density, full services and virtually no fees."

Snelgrove says his previous and current jobs have much in common. When he worked for Lottery, the best part was seeing the good the money did within communities, "There are a lot more winners in the lottery than those whom people see." He says it's the same in economic development. "The pleasure is in completing projects and helping disenfranchised areas to achieve success."

A glance at everything Snelgrove managed to pack into a year is exhausting. "The 35-hour-week municipal job is a rumour," he says with a smile. "When people are excited you have to run with it. It's just so much fun..."

Watch for conference plenary coverage in the next *EDCO Exchange*.