



THE TOWNSHIP OF PICKLE LAKE

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To Business Owners and Managers in Pickle Lake,

The Township of Pickle Lake has recently established an Economic Development Office. Our objective is as follows:

“The Economic Development office for the Township of Pickle Lake is focused on inspiring economic growth and fostering collaborative partnerships for our community. Located in the heart of Northwestern Ontario, we are a key shipment point for goods and services moving between northern communities and southern city centers. With the expansion of hydro transmission through Pickle Lake and the increase in mining exploration and development, our future is brimming with commercial prospects. Our strategic location and lifestyle opportunities for outdoor enjoyment in combination with professional support in a safe and spirited community are among the many reasons to build and grow your business in Pickle Lake.”

Establishing this office, with an Economic Development Officer, and obtaining government funding support for three years was the first step. In order to achieve our mandate, several projects have been identified as necessary to provide a solid foundation from which to take full advantage of the future benefits and opportunities. One such project, is the creation of a new, progressive brand for the Township. This brand will form the anchor for future marketing and communications planning with the goal to attract visitors, retain and grow local business as well as draw skilled personnel to fill the anticipated positions resulting from growth.

Other pieces to the building blocks have already begun. In December, two planning projects were undertaken that will enhance our ability to respond to prospective investors and assist us with the development of our Community Strategic Plan. CE Strategies is busy preparing a current Community Profile and a digital based Asset Inventory that will interface with an updated township website.

Included as part of the growth process is the placement of a Community Economic Development Intern. Funding for this additional position has been secured from the Northern Ontario Heritage Fund Corporation for a one-year term. The Intern will play an integral role in community strategic planning, investment readiness and inventories, economic and business development planning. The Intern will also lead community improvement projects including the co-ordination of volunteers and community groups to build capacity and enrich programs for all ages.