

January 8, 2021

To Interested Business Owners, Business Managers and Citizens of Pickle Lake,

The Township of Pickle Lake established an Economic Development Office back in 2016 with funding assistance from both FedNor and the Northern Ontario Heritage Fund Corporation (NOHFC). Below is the mandate of this office:

“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 transshipment point for goods and services moving between the northern communities and southern city centers. With the expansion of the hydro transmission through Pickle Lake and the increase in mining exploration and development, our future is brimming with commercial prospects. This 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, hiring an Economic Development Officer, and obtaining funding support for three years was the first step. In order to achieve our mandate, several other projects were completed to provide a solid foundation from which to take full advantage of the future benefits and opportunities. One such project, was the creation of a new, progressive brand for the Township. This brand will form the anchor for future marketing and communications planning with a goal to attract visitors, retain and grow local business as well as draw skilled people to fill the anticipated positions resulting from growth. The recently completed All Season Tourism Strategy and Action Plan describes a clear path for this undertaking.

Other pieces to the building block puzzle have also been completed. A Community Strategic Plan, a Community Profile and a digital based Asset Inventory, Needs Assessment and Gaps Analysis and a Market and Sector Analysis are all available on the township website. Incredibly, these studies need to be revised and updated to meet the current needs of the community since it has been almost five years since this work was accomplished.

A Community Economic Development Intern was hired in 2017 and planning for an Intern position for 2021-2022 is underway. Funding for this position has been requested from NOHFC. As with the previous Intern, their position 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, with a special focus on recreation.

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Our Economic Development Officer, Lynn Cox, together with the Intern, will be leading a review of all of these projects and initiating a number of other important ventures through to completion while assisting with local business development and recreation facility and program revitalization. But they need your help and direction.

In 2016, Council adopted a Terms of Reference to form a Community Economic Development (CEDC) Committee for the purpose of providing advice to enhance the economic well-being of the community.

Hence this letter to you. If you are interested in the health of our community, from both a social and economic perspective, we need your input and advice. We are looking for business members, interested citizens and business managers to sit on the CEDC committee.

We have decided to re-form this committee that had waned in the past year or so and due to Covid-19 meeting restrictions, we will not be meeting in person until these restrictions are eased. However, in the meantime, we are able to assemble the committee and prepare the committee through a number of on-line meetings for program updates.

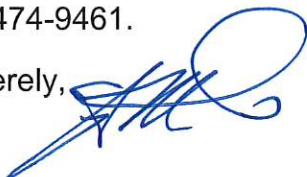
Because of the on-line internet meetings, one of the requirements of committee participation is to have access to a computer/laptop and meeting application such as zoom or Join me. Other stipulations are outlined in a list available from the township office.

Over the next few weeks, Lynn will be in touch with successful applicants to discover how to begin implementing worthwhile meetings of the newly formed CEDC. There will be plenty of opportunity to provide input to the various studies and projects that will be underway this year for those unable to be a part of the CEDC.

Mayor, Council and Township staff look forward to reviewing your expression of interest in the CEDC. Only serious inquiries are invited from those individuals willing to commit to meeting regularly and to provide consistent positive input to the process.

If you have any questions please contact Lynn Cox at [edo@picklelake.org](mailto:edo@picklelake.org) or call her at: 807-474-9461.

Sincerely,



Mayor Dwight Monck