

# ELGIN COUNTY

## ECONOMIC DEVELOPMENT AND TOURISM

Carolyn Krahn  
Interim Manager of Economic Development and Tourism

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# Economic Development and Tourism Team



Carolyn Krah  
Interim Manager of Economic  
Development and Tourism



Delany Leitch  
Business Enterprise Facilitator

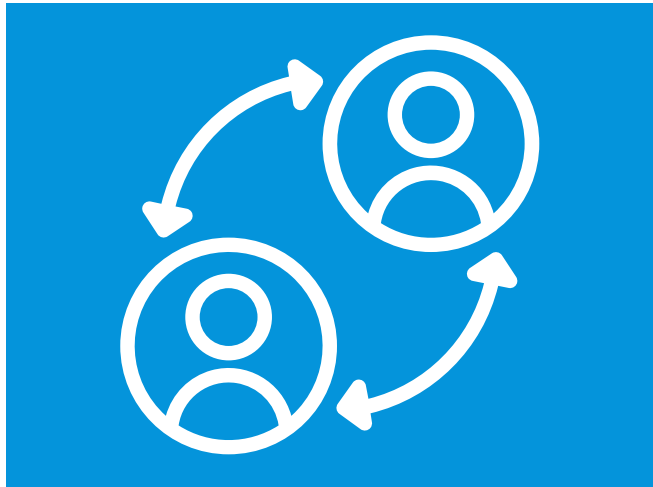


Lindsey Duncan  
Tourism Officer

Economic Development and  
Tourism Strategy

2022-2025

Re/Engage  
Re/Imagine  
Re/Build



Re/Engage

Engage local businesses, support services, and municipalities by listening and learning about their needs and working with them to become the place where people want to live, work and play.

Re/Imagine

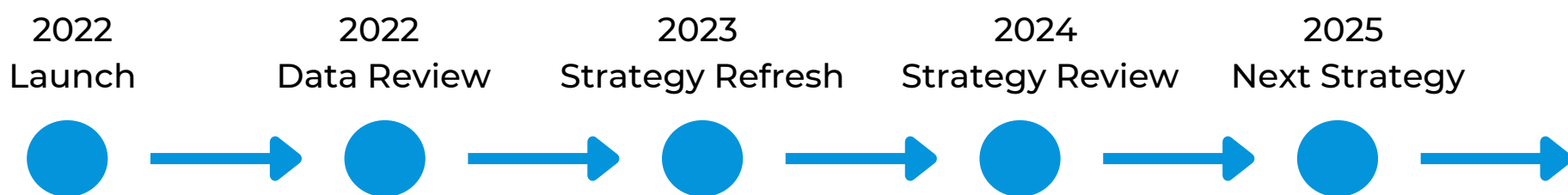
Reimagine how we spend our time and resources to better support local entrepreneurs and to foster an environment of prosperity and opportunity for the County of Elgin, its residents and businesses.



Re/Build

Create a new vision and experience for economic development and investment in Elgin.

Continuous Review and Evaluation





# Business Enterprise Facilitation

With this new position, we will

- Cultivate and maintain a network of direct contacts through regular community visits and partner referrals. Provide collaborative assistance in overcoming challenges and work with other economic development agencies, local municipal partners, and organizations to provide creative solutions.
- Assist businesses in finding and applying for support resources. This will include the Elgincentives program.
- Leverage the County's networks and online presence to showcase Elgin's business community and local opportunities; and support operators with marketing and promotion.





# Tourism

Elgin County Tourism works on a number of promotional and product development campaigns including: The Official Visitor's Guide, Tourism Signage Program, Savour Elgin, Elgin Lakeshore, Cycle Elgin, Fall for Elgin, Shop Elgin, Maple Syrup Trail, and others.

Throughout the year, staff attend community events and tradeshow to promote Elgin County as a great place to live, work and play. During the summer months, Tourism Assistants staff our two visitor centres in Port Stanley and Port Burwell.

The department endeavours to increase communications with businesses in all municipalities through in-person visits, e-blasts and phone conversations. Shoulder season promotion is also a top priority with increased awareness of Fall and Winter activities happening throughout Elgin County, building on and creating new campaigns such as Fall For Elgin, and Winter In Elgin.





# Welcome Home Video Campaign





