



## AMBASSADOR PROGRAM HANDBOOK

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# INTRODUCTION

Congratulations on your consideration to become an Elgin County Ambassador! This information package describes the Elgin County Ambassador program, Ambassador responsibilities and the benefits you can enjoy as an Ambassador.

Elgin County Ambassadors are people who volunteer their time to help promote business throughout Elgin County and actively participate in the growth and development of the County. You will work together with the local Chambers of Commerce and with the Elgin County Economic Development Office to cooperatively increase business opportunities for the County as a whole.

**Your main responsibility as an Ambassador is to endorse Elgin County as a place in which to invest and live, drawing attention to the many assets and benefits of locating a business in Elgin County.**

Ambassadors are individuals with existing business networks both in the local community and also outside of Elgin County. Entrepreneurs, managers, business owners, or community volunteers that travel on business make excellent candidates for the role of an Ambassador.

Ambassadors tend to be outgoing individuals possessing excellent communication skills and an enthusiasm for the County of Elgin. Ambassadors are able to project a positive image for their company as well as the County itself.

Ambassador activities are reported in the Elgin County Newsletter and E-blasts as well as the Elgin County Economic Development website which is seen by thousands of people.

Ambassadors may also be invited to participate in activities such as tradeshows, conferences, special events, ribbon cuttings and other business related networking opportunities, further providing venues to meet new people including other local business operators and representatives of various levels of government.

Many business leaders likely already act as unofficial Ambassadors to Elgin County when attending tradeshows, conferences, and other events. A partnership with the Elgin County Economic Development Office will make networking easier for you, by providing additional resources and tools that you can use when speaking to others about Elgin County.



# MISSION STATEMENT

**To serve as an Ambassador for Elgin County, promoting the County as a place that is “Progressive By Nature”, a County that provides a high quality of life and offers many successful business opportunities.**

# AMBASSADOR BENEFITS

In exchange for your time and effort, Ambassadors are rewarded with new networking opportunities, enhanced exposure and a variety of other benefits such as awards and recognition amongst peers.

Acting as an Ambassador also provides the satisfaction of knowing that you are making a positive contribution by helping your business community grow and thereby helping the County to successfully attract new investment.

During your tenure as an Ambassador, you can expect to enjoy a number of benefits, including:

- Networking with other entrepreneurs and business people, both locally and abroad.
- Involvement in helping the County grow through the attraction of new businesses.
- Greater visibility for yourself and your business, both locally and abroad.
- Immediate access to new businesses locating in Elgin County.
- Opportunity for direct participation with the County.
- Lasting business relationships and friendships.
- Leadership opportunities within the various sectors of the community.

# AMBASSADOR ELIGIBILITY

The Elgin County Ambassador Program is open to business and community leaders who are prepared to promote Elgin County in their daily activities and in their travels. They are residents of Elgin County or have a business in Elgin County. All candidates must meet the following requirements:

- Be a business or community leader in good standing with Elgin County
- Represent Elgin County in a positive and responsible manner



## AMBASSADOR DUTIES & RESPONSIBILITIES

To maintain membership in the Elgin County Ambassador Program, Ambassadors must:

- Participate in a minimum of two quarterly breakfast meetings;
- Provide at least one business, tradeshow, conference or special event lead per year;
- And/or recruit one new Ambassador per year.

To measure Ambassador participation, points will be awarded for a variety of items and tracked by the Elgin County Ambassador Program liaison staff.

Details regarding this point system are explained later in this handbook. In addition to the quarterly breakfast meetings, Ambassadors are encouraged to participate in external activities that promote Elgin County.

### Quarterly Breakfast Meetings

Breakfast meetings are hosted at the end of each quarter to welcome new Ambassadors, introduce new information to all Ambassadors, and recognize Ambassadors who have shown exceptional commitment to the program.

Quarterly meetings provide an opportunity to learn from other Ambassadors and give the group a chance to review the past quarter, identifying ideas for what worked and what could be improved. Ambassadors are encouraged to share suggestions for the program on an ongoing basis. Any updated tools such as business cards, handbooks or other additional Ambassador materials will be distributed at these meetings.



## AMBASSADOR DUTIES & RESPONSIBILITIES, CONT'D

### Recruitment of New Members

The Ambassador Program is open to business and community leaders who are prepared to promote Elgin County in their daily activities and in their business travels. Ambassadors are dedicated to growing Elgin County and seeking out opportunities to attract new jobs and venues to the area, as well as building a positive image of the region.

One of the responsibilities asked of Ambassadors is to identify business owners who would benefit from membership in the Ambassador program and invite them to join. Ambassadors will be provided with a summary of the membership benefits so that they may extend a prepared invitation when appropriate.

### External Activities

Ambassadors are encouraged to talk about the benefits of operating a business located in Elgin County when they attend external conferences, tradeshows, events or business meetings. They are encouraged to share information in the format provided by the Elgin County Economic Development Office and to collect business cards from interested parties.

### Ribbon Cuttings / Grand Openings / Ground Breakings

Ribbon cuttings, grand openings and ground breaking ceremonies will be held to celebrate new businesses locating in the County. These activities represent new opportunities for economic development, employment and growth. As such, Ambassadors can provide a “welcoming” service on behalf of the County.



## AWARDS & RECOGNITION

A point system will be used to track Ambassador activities throughout the year. This points system has a direct impact on the Elgin County Ambassador Program annual awards and recognition program.

The accumulated points for each Ambassador will be available at the quarterly meetings. Ambassadors are required to accumulate a minimum of 5 points per quarter. A breakdown of this point system is provided below.

Criteria	Points
Ground Breaking Ceremonies	2
Grand Openings	2
Ribbon Cuttings	2
New Ambassador Recruits 1 - Bringing A Potential Ambassador To A Meeting	3
Attending External Events (i.e. tradeshows, conferences or special events)	5
Ambassador Training Program Completion	5
Attending Quarterly Breakfast Meetings	5
New Ambassador Recruits 2 - Sponsoring A New Ambassador	6
Delivering A New Qualified Lead	7
Delivering A New Lead That Results In An Investment	15

Extra points can be given for additional support from Ambassadors. Points may vary and are at the discretion of the Elgin County Economic Development Office staff liaison.

The Elgin County Economic Development Office staff liaison will keep track of points throughout the year. At events, it is the responsibility of the Ambassador to sign-in with Elgin County Economic Development staff liaison so that points may be accurately assigned.

Ambassadors in Training are not eligible to start earning points until they have completed the Elgin County Ambassador Training Program. Points are reset to zero at the end of the year.

- First Quarter: January, February, March
- Second Quarter: April, May, June
- Third Quarter: July, August, September
- Fourth Quarter: October, November, December



## AMBASSADOR PROGRAM

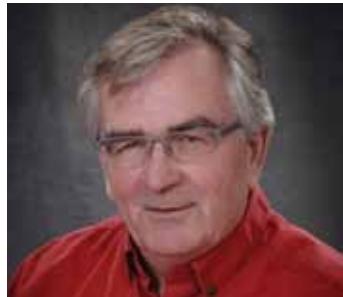


### Ambassador of the Year

The “Ambassador of the Year” is selected by Economic Development staff, on the basis of their cumulative points for the entire year.

In the event of a tie, Economic Development staff members will evaluate various other factors, such as the quality of lead generations or attracted tradeshows, conferences or special events to the area to decide the winner.

The Ambassador of the Year will receive an award recognizing their service for the year at the annual Elgin County Ambassador Program awards and recognition ceremony. They will also receive recognition in the Elgin County newsletter and on the Elgin County Economic Development website.



### Previous Ambassadors of the Year

2011 - **Grace McGartland**, The Arts & Cookery Bank (top row, left)

2012 - **Adrian Peters**, A&M Sounds (top row, right)

2013 - **Eric Salin**, Sport In Port (middle row)

2014 - **John Robinson**, Stan Portley's (bottom)

# FREQUENTLY ASKED AMBASSADOR QUESTIONS

## 1. Where is Elgin County located?

Elgin County is located in Southern Ontario, providing businesses with a consumer market of over 10 million people. Toronto, Detroit, Niagara Falls, Windsor, Hamilton, Kitchener / Waterloo and Cambridge are all within a 2 hour drive.

## 2. What type of transportation access does Elgin County have?

Elgin County is strategically located with convenient access to Highways 401, 402 and 403, and close to railways, airports and marine ports, all within an hour drive.

## 3. What are Elgin County's main business sectors?

Agribusiness, Manufacturing, Creative Economy & Tourism.

## 4. What are the municipalities in Elgin County?

The municipalities in Elgin County are:

- Municipality of Bayham
- Municipality of Central Elgin
- Municipality of Dutton/Dunwich
- Town of Aylmer
- Township of Malahide
- Township of Southwold
- Municipality of West Elgin.

## 5. Are there any business parks in Elgin County?

The Aylmer Business Park is owned by the municipality and has 25 acres remaining for sale on very flat terrain.

## 6. What is the total population of Elgin County?

Elgin County's total population is 49,556 (2011 Census Canada data).

## 7. What is the average temperature for summer?

The average temperature during the summer months is approximately 21°C (data from [www.theweathernetwork.com](http://www.theweathernetwork.com)).



### 8. What is the average residential dwelling price?

The average 2014 residential price for Elgin County was \$223,552 (Statistical Report June 2014, LSTAR)

Elgin County's farmland average price per acre for the east end is \$10,000 and for the west end is \$8,000 (REMAX Market Trends Farm Edition 2013).



### 9. How many hospitals are there in the area?

There are 2 hospitals: the St. Thomas Elgin General Hospital and the Tillsonburg Memorial Hospital. In addition there is also the St. Thomas-Elgin Health Unit.



### 10. What percentage of residents has a post secondary education?

Approximately 52% of the residents have a certificate, diploma or degree (2014 Manifold Data Mining Inc.).



### 11. Median household income.

The median household income is \$63,166 (2014 Manifold Data Mining Inc.).

### 12. Where are the closest airports?

The closest airports are:

- St. Thomas Airport
- London International Airport
- Tillsonburg Airport
- Lester B. Pearson International Airport (Toronto)



### 13. How far are you from:

- Toronto - 209km / 130mi
- Ottawa - 648km / 403mi
- Hamilton - 144km / 89.7mi
- Windsor/Detroit - 185km / 115mi

- Niagara Falls - 230km / 143mi
- Pittsburgh, PA - 610km / 392mi
- New York, NY - 889km / 522mi
- Boston, MA - 984km / 611mi

## MUNICIPALITY INFORMATION

### Town of Aylmer

The Town of Aylmer has become the epicentre of business and commerce for eastern Elgin County. The town is home to a broad range of manufacturing companies, as well as small and medium-sized businesses.

46 Talbot Street West  
Aylmer, ON N5H 1J7  
519-773-3164  
[www.aylmer.ca](http://www.aylmer.ca)

### Municipality of Bayham

The Municipality of Bayham is situated on the north shore of Lake Erie, in the southeast corner of Elgin County. The municipality of Bayham has an industry focus on manufacturing, agriculture, and business services, along with a large fruit and vegetable-producing community.

9344 Plank Road, PO Box 160  
Stratfordville, ON N0K 1Y0  
519-866-5521  
[www.bayham.on.ca](http://www.bayham.on.ca)

### Municipality of Central Elgin

The Municipality of Central Elgin is the quintessential rural getaway, with a variety of recreational, leisure and cultural activities, and one of the finest stretches of sandy beach on Lake Erie's north shore.

450 Sunset Drive  
St. Thomas, ON N5R 5V1  
519-631-4860  
[www centralelgin.org](http://www centralelgin.org)



### Municipality of Dutton/Dunwich

With its immediate access to Highway 401, the Municipality of Dutton/Dunwich has become attractive for families seeking a “small town” alternative to the busier urban lifestyle, yet still within easy reach of larger centres like St. Thomas and London.

199 Currie Road, PO Box 329  
Dutton, ON N0L 1J0  
519-762-2204  
[www.duttondunwich.on.ca](http://www.duttondunwich.on.ca)



### Township of Malahide

The Township of Malahide is known for its rich agricultural industry, and is home to the Ontario Police College. A former R.C.A.F. training base, this area is also the location of a popular migratory bird viewing area managed by the Ministry of Natural Resources.

87 John Street South  
Aylmer, ON N5H 2C3  
519-773-5344  
[www.malahide.ca](http://www.malahide.ca)



### Township of Southwold

The Township of Southwold showcases a variety of industries, with a significant number of manufacturing, warehousing and distribution, industrial supply, agricultural and business service operations.

35663 Fingal Line  
Fingal, ON N0L 1K0  
519-769-2010  
[www.southwold.ca](http://www.southwold.ca)



### Municipality of West Elgin

Always beckoning, the west has traditionally been a land of resources, opportunity and beauty. West Elgin is no exception, and is ideally situated for companies interested in proximity to the 401-corridor midway between Windsor and Toronto.

22413 Hoskins Line, PO Box 490  
Rodney, ON N0L 2C0  
519-785-0560  
[www.westelgin.net](http://www.westelgin.net)

# RESOURCES

## Business Resources

### BizPal

BizPal is an online service that walks you through the business permit and license process for all levels of government in Elgin County.

Website: [www.bizpal.ca](http://www.bizpal.ca)

### Elgin Business Resource Centre

Elgin Community Futures Development Corporation is a community based non-profit organization funded by the Industry Canada branch of the Federal Government. Community Futures Development Corporations (CFDC) supports and assists Ontario's rural and northern communities in economic development. Elgin CFDC can help you achieve your business goals by offering programs and services in the form of:

- Small Business Loans
- Business Plan Assistance
- Market Research Assistance
- Seminars and Training.

Website: [www.elginbusinessresourcecentre.com](http://www.elginbusinessresourcecentre.com)

Telephone: (519) 633-7597

Fax: (519) 633-5070

Email: [admin@elgincfdc.ca](mailto:admin@elgincfdc.ca)



### Partnerships Resources

#### **Elgin Federation of Agriculture (EFA)**

The EFA is a local, general farm organization affiliated with the Ontario Federation of Agriculture and dedicated to uniting Elgin County's farming community through grassroots leadership and cooperation to address rural concerns.

Telephone: 519 633-0114

Fax: 519 633-6082

#### **Chambers of Commerce**

The West Elgin, St. Thomas & District and Aylmer & Area Chambers of Commerce work to maintain and expand agricultural businesses, residential areas, industrial development and build upon tourism opportunities.

- West Elgin Chamber of Commerce  
Website: [www.westelginchamber.ca](http://www.westelginchamber.ca); Email: [secretary@westelginchamber.ca](mailto:secretary@westelginchamber.ca)
- St. Thomas & District Chamber of Commerce  
Website: [www.stthomaschamber.on.ca](http://www.stthomaschamber.on.ca); Telephone: 519-631-1981
- Aylmer & Area Chamber of Commerce  
Website: [www.aylmerchamber.on.ca](http://www.aylmerchamber.on.ca); Telephone: 519-773-5655  
Email: [tourism@aylmerchamber.on.ca](mailto:tourism@aylmerchamber.on.ca)

#### **The St. Thomas Economic Development Corporation**

The St. Thomas Economic Development Corporation promotes the City of St. Thomas as a prime location to invest and conduct business.

Sean Dyke, Economic Development Officer

Website: [www.st-thomasedc.on.ca](http://www.st-thomasedc.on.ca)

Telephone: 519-631-1680

Fax: 519-631-3441

Email: [sdyke@st-thomasedc.on.ca](mailto:sdyke@st-thomasedc.on.ca)





## **Website Resources**

Please visit [www.progressivebynature.com](http://www.progressivebynature.com) for the following resources:

### **Business Directory**

The Business Directory provides an easy to find listing and contact information of all businesses within Elgin County.

### **Land and Space Real-estate Module**

Search for properties online.

### **Documents and Downloads**

Download the Elgin Economic Development Plan as well as the marketing and branding plan.

## **General Contacts**

### **Ambassador Program**

Kate Burns Gallagher

Telephone: 519-631-1460 ext. 137

Email: [kburns@elgin.ca](mailto:kburns@elgin.ca)

### **Business Parks**

Jenny Reynaert, Administrator Aylmer Business Park

Telephone: 519-773-3164

Fax: 519-765-1446

Email: [jreynaert@town.aylmer.on.ca](mailto:jreynaert@town.aylmer.on.ca)

### **Tourism**

Lindsey Duncan

Telephone: 519-631-1460 x 164

Email: [lduncan@elgin.ca](mailto:lduncan@elgin.ca)

Website: [www.elgintourist.com](http://www.elgintourist.com)

