

April 2023

Design Portfolio



McSWEENEY

inspiring economic sustainability®



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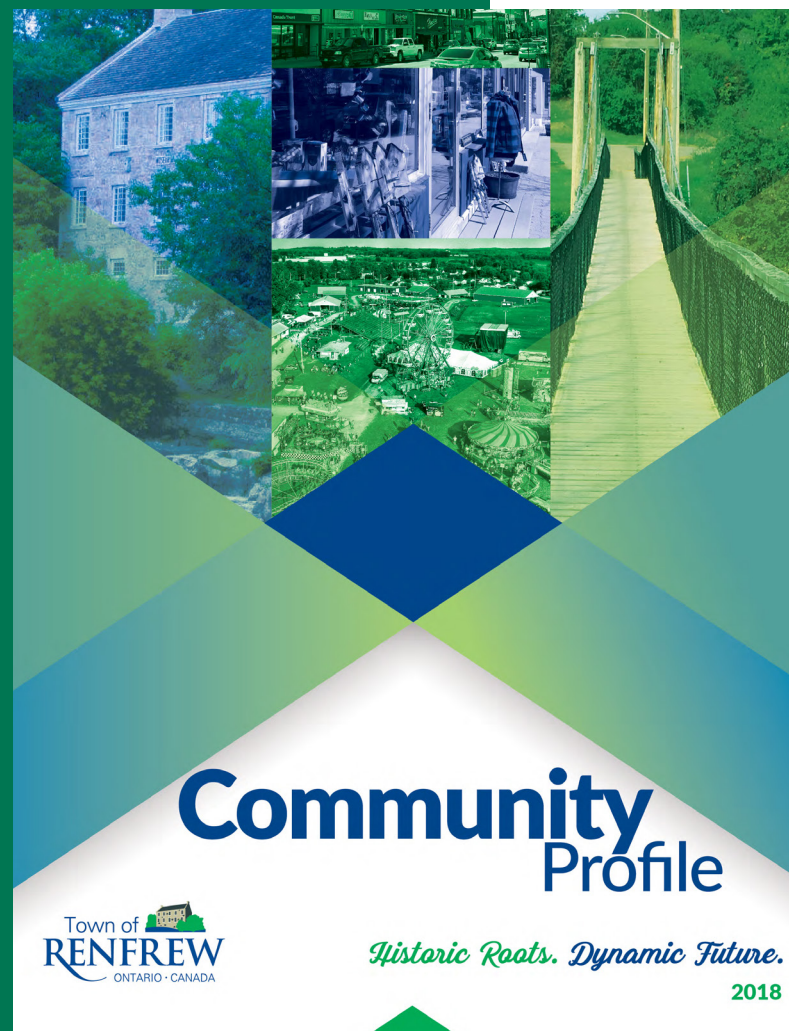
Web Design & Branding



Inspiring economic sustainability®

Renfrew County Community Profile

McSweeney & Associates has conducted significant research on best practices in compiling economic development asset inventories and community/investment profiles, including feedback from site selectors. In fact, we have developed provincial “standards” for preparing these documents. A Community Profile will assist the community and build an understanding of local and regional economic development (and community) assets, improve overall investment readiness, and be at the ready for instant response to investment enquiries.



RENFREW WELCOMES YOU

Strategic Location

Competitive Costs

QUALITY OF LIFE

The Town of Renfrew is a beautiful and historic community with many businesses. The Town represents a key economic center and offers a high quality of life in a rural setting.

Renfrew boasts a blend of retail, commercial, and industrial development, protective service and recreational amenities. The Town's historic buildings, thoughtful planning, and proximity to the Nation's Capital make Renfrew a unique community. Renfrew connects the area's cottage country to the heart of the nation.

Housing Characteristics

	Renfrew
Total number of private households	4,049
Owned	2,591
Rented	1,458
Average number of rooms per dwelling	6.12

REW MES

cation

#1

Cost for

#2

Life

diverse community that continues to build and invest in the future for its residents and commercial service centre and activity hub within Renfrew County. The municipality is located with proximity to urban amenities.

commercial and industrial business sectors combined with access to high quality health care, services. The downtown is renowned as a unique shopping destination, exemplified by its streetscape and specialized shops. The downtown corridor takes advantage of its location in the Central Region; the Town functions as a gateway between Ontario's east, west and north. The Town is also a gateway to many of Ontario's most visited wilderness destinations.

cs

Ontario

5,441,110

3,894,868

1,536,034

6.42

COMPARISON OF COST OF HOUSING



EDAC • ACDE

**AWARD
WINNER!**

EDAC Marketing Award

TOWN OF
RENFREW
2018

Products

Health
Medical clinic

Dynacare Lab &
Health Services
Centre

Renfrew Family
Chiropractic

Health, Social & Community Services

Healthcare in Renfrew is *outstanding* and centres around The Renfrew and Area Health Village.

The Health Village includes a fully accredited hospital, a comfortable home-like 6-bed palliative care residence, a Manor that offers long-term care services to 177 residents provided by Registered Nurses, a 90-unit long term care centre, a tranquil-and-ideally located retirement centre, an addictions treatment center, laboratory services, a hearing health center, physiotherapy, sports medicine, massage therapy, acupuncture, custom orthotics & bracing, fitness programs and ergonomic assessments.



On December 17, 2017, Renfrew Victoria Hospital received the Accreditation with Exemplary Standing from Accreditation Canada's Qmentum Program – the highest award an organization can receive from the group.

Visit the websites to find out more information about the Renfrew & Area Health Services Village:

www.renfrewhosp.com
www.renfrewareahealthvillage.ca

This national award of excellence is the first award that the Town of Renfrew has received by EDAC. The award is for 'Single Publication – 4 or more pages' used to attract business investment, tourism, or to promote use of services.'

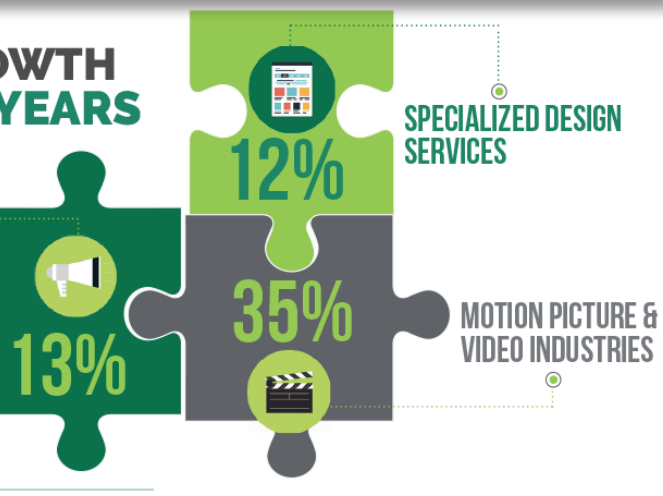
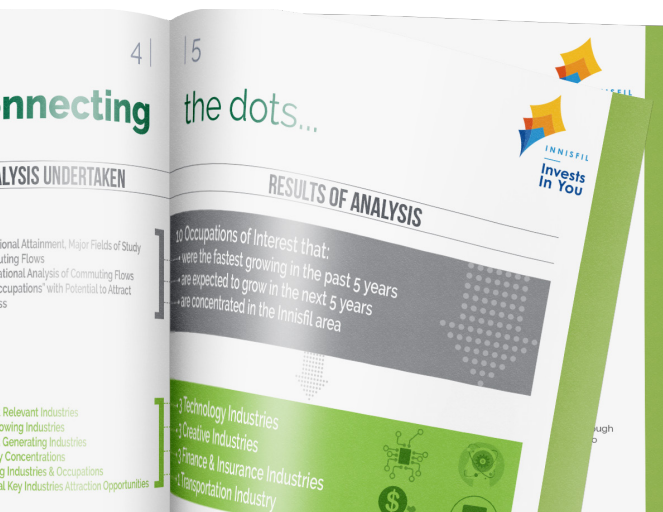
Innisfil Labour Force-based Investment Attraction

This study identified potential industries for investment attraction to the Town of Innisfil primarily based upon labour force skills availability.

After the initial research and consultation phases, we provided Innisfil with a high-level, marketable, report that not only clearly outlined the facts and results, but illustrated the community's opportunities.

This customized report would go on to be a EDCO Awards of Excellence winner in 2018.





Innisfil was recognized in April 2013 as one of North America's "coolest communities" at the "Transforming Local Government" (TLG) Conference in Atlanta, Georgia. The "Alliance for Innovation" recognized Innisfil for successfully capturing their town's hopes and dreams for the future in the community strategic plan "Inspiring Innisfil 2020".

Town of Aurora

- Wellington County

McSweeney & Associates was engaged by the Town of Aurora to complete its 5-Year Economic Development Strategic Action Plan. McSweeney & Associates worked closely with the Economic Development staff and the newly formed Aurora Economic Development Corporation Board to develop the Strategic Plan.

The mission statement 'building a diversified economy for the future' was adopted with 4 strong goals, each with a set of targeted actions. McSweeney & Associates worked to provide the Board with a clear and concise custom 1-page graphic to use as a snapshot for town staff to utilize for future reports, as well as to be posted within municipal buildings.



FUTURE FOCUSED. PEOPLE INVESTED.

Wellington County above all values:

- **Personal well-being of its residents, employees, and elected officials**
- **Openness and transparency** in the decisions the County makes and how it conducts business
- **Collaboration** as a base for how the County works internally and with external partners
- **Responsibility** for the County's future

PEOPLE AS THE MAIN PRIORITY

Strategic Actions:

- Continue engaging staff to craft a **WELLINGTON COUNTY HUMAN RESOURCE PLAN**.
- Begin implementing The City of Guelph and Wellington County's **OUR FOOD FUTURE INITIATIVE**.
- Begin initiating a resident retention and attraction program for attainable housing and appropriate social housing.

MAKING THE BEST DECISIONS

Strategic Actions:

- Enhancing the County's decision-making process by providing, as an initial step, an **INFORMATION PIECE** outlining "WHY" the project/opportunity/initiative is important.
- Expanding Council orientation to include various periods within the term of Council to continually inform Council (new and old) on how the County functions.
- Establishing a set of benchmarks or criteria to assist in the County's decision making process for major capital projects.

STRATEGIC
ACTION PLAN
for
WELLINGTON COUNTY



FUTURE FOCUSED. PEOPLE INVESTED.

PROVIDING THE HIGHEST LEVEL & BEST QUALITY SERVICES

Strategic Actions:

- Implement the County's Solid Waste Services Strategy.
- Re-examine solid waste collection to meet the needs of the County and its partner communities.
- Ensuring County assets and accompanying services are accounted and planned for the long term.



STRATEGIC
ACTION PLAN
for
WELLINGTON COUNTY

PLANNING FOR & PROVIDING THE BEST PHYSICAL INFRASTRUCTURE

Strategic Actions:

- Continue investing in asset management planning processes by:
 - Creating a new **LONG-TERM ASSET MANAGEMENT PLAN**.
 - Linking the new Asset Management Plan with the annual and 10-year planning process
 - Allocating new resources to support the new Asset Management Plan
 - Examine upgrading of the County's IT systems to assist in asset management planning
- Creating a **LONG-TERM WELLINGTON COUNTY FINANCIAL SUSTAINABILITY PLAN**.
- Continue collaborating with Municipal partners for the rollout of broadband.
- Partnering with Municipal partners to solve attainable housing issues.
- Undertaking a best-use business case for Wellington Place.
- Examining the County's existing IT systems to ensure it meets the County's future needs.

We were asked specifically by the Warden of Wellington County to undertake their Corporate Strategic Plan due to our knowledge of Municipal and County corporations as well as our best-in-class and client-focused strategic planning processes. Although both the County CAO and several County Councillors were initially very skeptical of the idea or usefulness of undertaking a Corporate Strategic Plan, the processes we developed and employed resulted in a strong sense of collaboration among the COA and senior County staff as well as the Warden and all the County's elected officials. In the end, the Warden, CAO and all County Councillors praised our customized approach and most felt this was by far the best strategic planning exercise they had ever been a part of – this was mainly due in part to the way we work with all the elected officials and senior staff to ensure everyone is heard and the resulting plan truly reflects the views and priorities of the Corporation and the stakeholders.

We customized this two-page graphic of the County's Strategic Actions for their Strategy to clearly highlight their targets.

OTHER DESIGNS

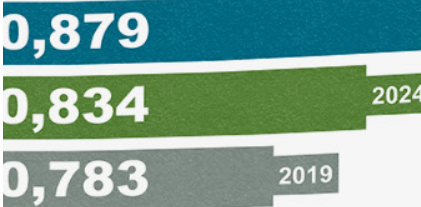
- Quick Facts & Infographics



Research that we gather is used to create a two or four-page print-ready “Quick Facts” brochure, sometimes referred to as a “high-level community profile”.

Demograph

POPULATION ESTIMATES



AGE P



6%

ar Mobility

nts that moved to
a in the previous year



HIGHEST EDUCATION LEVEL

29%

Secondary

59%

st-secondary



LANGUAGE

3%
English & French

96%
English

LACOMBE COUNTY

2019 Community Profile for Lacombe County

Labour Force

ALBERTA
71.8%

PARTICIPATI

72.0%

EMPLOYMENT

67.3%

UNEMPLOYMENT

6.5%

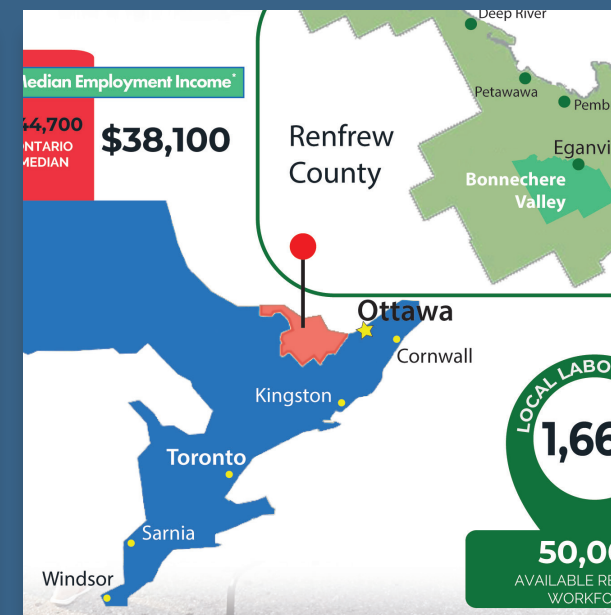




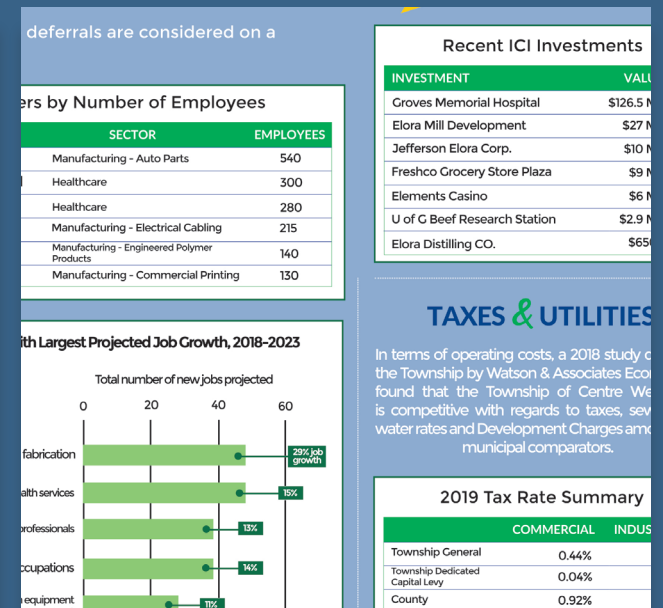
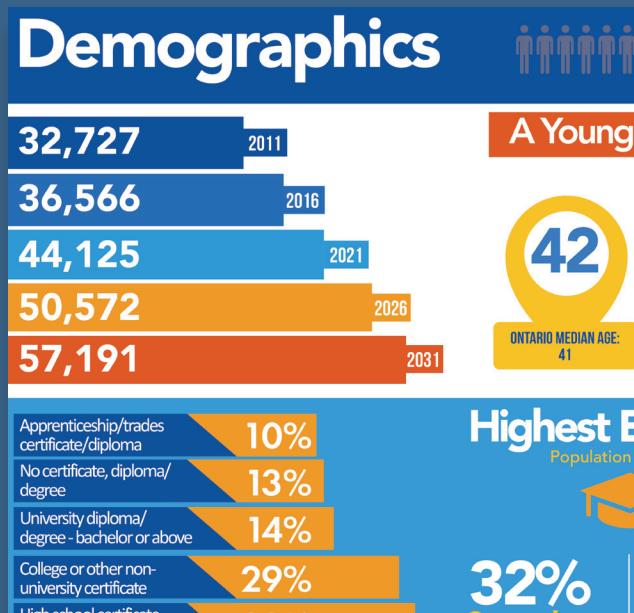
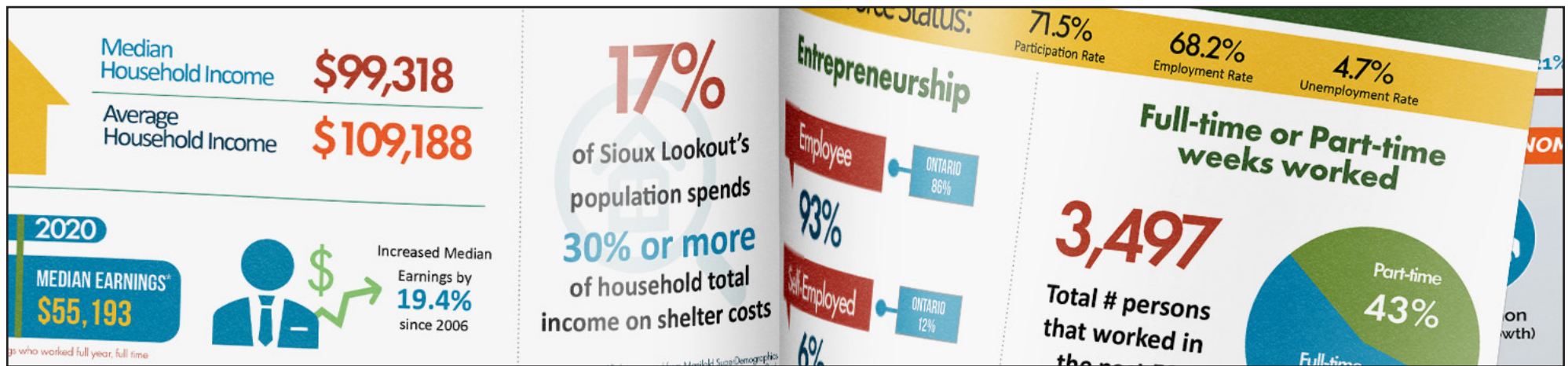
Utilizing your community's branding standards, we can provide you with high resolution infographics that digitally illustrate any of your municipal highlights! Whether it be using a micro or macro lens, we will utilize your identified strengths to present you with a marketable investment tool that can stand alone or with other reports to showcase the unique opportunities and special offerings in your community.

“ This looks and feels like it is a grassroots effort. Other reports we've seen feel like they've just been moved from one community to another. You've done a terrific job in making sure this report comes from Brantford and I really appreciate that effort. ”

Chris Friel
Former Mayor
City of Brantford



Custom, in-depth maps detailed to client specifications.



High-level demographics, including statistics on population, education, mobility and age.

Labour Force snapshot looking at provincial benchmarks, employment income, top occupations and industries.

We can add any municipal graphs or charts to your Quick Facts - a great way for investors to review community prospects!

HEALTH CARE AND LIFE SCIENCES

SECTOR PROFILES



**Chamber of
Commerce**
GRANDE PRAIRIE & DISTRICT

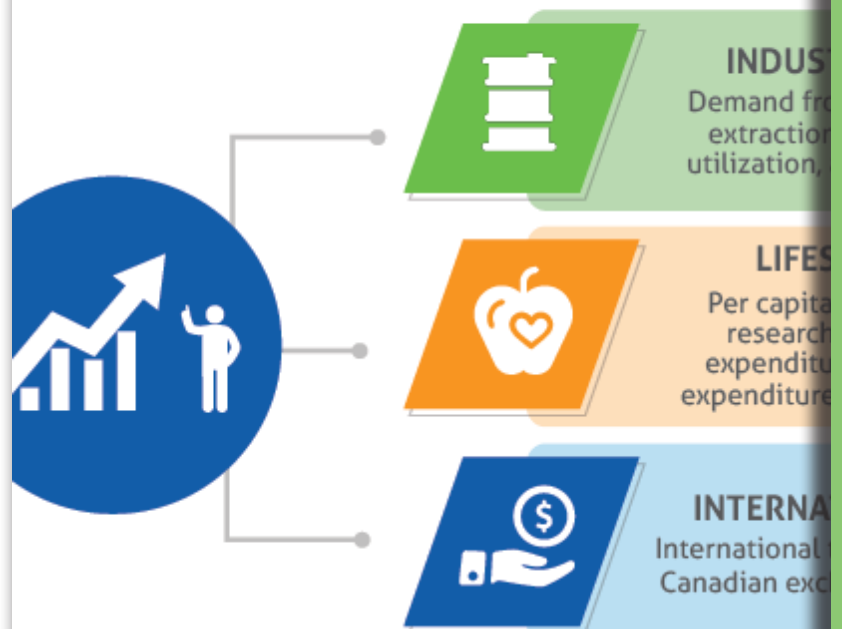
SECTOR DATA

FUTURE OUTLOOK OF THE SECTOR

The chemical product manufacturing sector has a positive future outlook. Across subsectors, strong industrial outputs are expected to sustain high demand for products. This sector is responsible for producing goods typically sold at high prices. This will also help ease potential concerns and help maintain revenue growth into the future.

KEY DRIVERS OF DEMAND

Factors determining national demand for the chemical product manufacturing sector are broken into three categories.



ABOUT THE SECTOR

The health care and life sciences sector is comprised of businesses engaged in providing health care to residents through diagnosis and treatment, residential care for medical and social reasons, or social assistance to those requiring such support. This cluster also includes establishments that manufacture pharmaceuticals, medicine and medical supplies.

REGION SPECIFIC

The ambulatory health care service subsector is projected to have the largest employment growth in Alberta over the next five years (2021 to 2026). In the Region, many of the industries in this cluster have been growing in employment over the past five years, a trend that is projected to continue (see table on Pg. 5).

With the opening of the new Grande Prairie Regional Hospital, and increasing demand for health services caused by the pandemic, the Region is well-positioned to increase the supply of health care services and become a health services hub in northwestern Alberta.

Sector Profiles are high-end design pieces used to highlight key investment criteria for a specific target sector, as well as profiling available investment opportunities, investor type incentives, and available community supports for key investment sectors in a community.

Health care and life sciences businesses in the Region employed 3,316 people in 2021, most (1,525, 46.0%) of those positions being housed within the general medical and surgical hospitals subsector. The sector saw significant growth between 2019 and 2021, and is projected to continue to grow, rising an additional 196 positions (13%) between 2021 and 2028.

Subsector	2019 Positions	2021 Positions	2028 Positions	Change '21-'28	% Change
Medical equipment and supplies	20	19	21	2	11%
Medical equipment manufacturing	403	382	430	48	13%
Offices of dentists	164	38	37	-1	-1%
Out-patient care centres	57	54	58	4	7%
Medical and diagnostic laboratories	47	40	36	-4	-9%
Other ambulatory health care services	980	1,526	1,722	196	13%
General medical and surgical hospitals	178	205	233	28	14%
Specialty (except psychiatric and substance abuse) hospitals	285	360	399	39	11%
Nursing care facilities	157	148	158	10	7%
Residential developmental handicap, mental health and substance abuse facilities	526	546	650	104	19%
Individual and family services	2,818	3,316	3,745	429	13%
Total					

Source: McSwainy and Associates using data from EMSI Analyst - 2021 Q1
 Note: The total for subsector may not add up to the total to number of positions within the broader sector due to methodological rounding

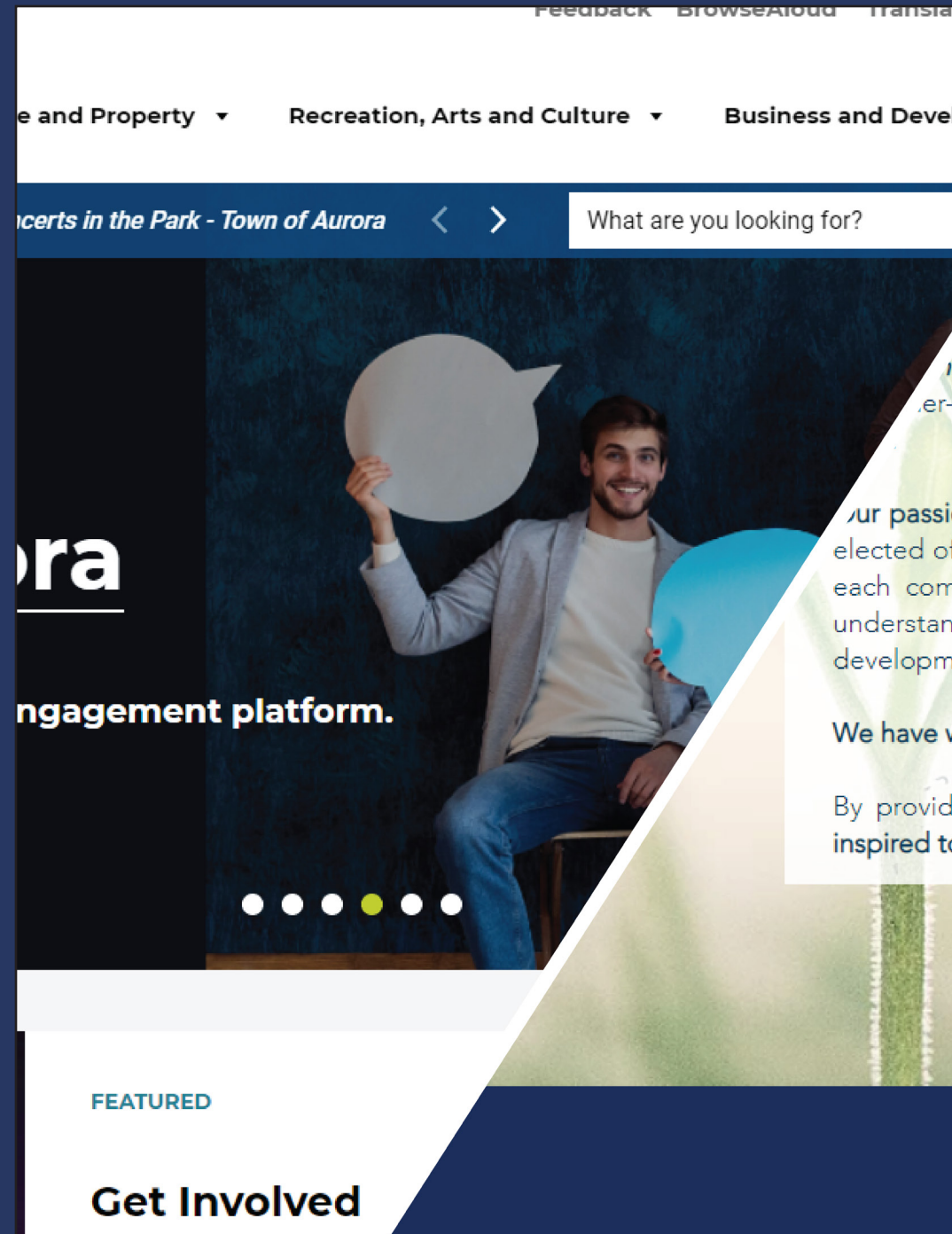


OTHER DESIGNS

Web Design & Branding

Our clients appreciate our unique approach to delivering our services, which is very hands-on, easy to understand, and very much exclusive to McSweeney & Associates. We always ensure our clients are completely engaged and 100% satisfied with all the solutions we provide.

We can deliver high quality, high-value marketing materials, such as corporate brand identity, marketing sales sheets, kit folders, display banners, PowerPoint presentations, and so much more!



WHO WE ARE

the Mississippi PLACE, ONTARIO

ey & Associates is a boutique economic development consulting firm offering realistic specific solutions to local economic development challenges and opportunities since January

on is helping our clients to sustain and grow their communities. By working directly with officials, and community stakeholders we develop innovative yet doable solutions customized to your community. We do not overcomplicate economic development, but instead, make it so that all your community stakeholders can be a part of your community development program.

Learn More

Coming Events

worked with over 150 communities of all sizes, on over 300 projects, all across

ing education, sound and realistic advice, guidance, and easy-to-use tools to create economically sustainable communities.

Read More

CONTACT



Shopping



Food and Drink






Erikka Rombough

Graphic Designer, Report Publisher

Erikka is involved in all aspects of our consulting practice from the proposal and reports preparation to project research, writing/editing, and graphic/web design. With a background in administration and design, Erikka reviews and edits all project materials before they are delivered to our clients and helps to create innovative graphics for all projects. She ensures consistency and accuracy in both the layout and writing of McSweeney & Associates' documents.

A selection of her personal branding, graphic, and web design work is displayed here.





- Handmade
- Vegan
- Cruelty-Free
- All Natural Ingredients
- Biodegradable
- Organic
- Free of Alcohol, Preservatives, Parabens, Phthalates, and Gluten

Bitters End's botanical alchemy promote a clean living that does not harm you or the environment. Through channeling and divination each and every item inherits blessings of peace and serenity for the user. We encourage taking time in the selections of your purchases, finding the items that speak to your soul, and the scents that will bring you back to memories and dreams of happiness. If you're ever unsure, we suggest purchasing samples to find the scents that resonate with you before making a large purchase decision.

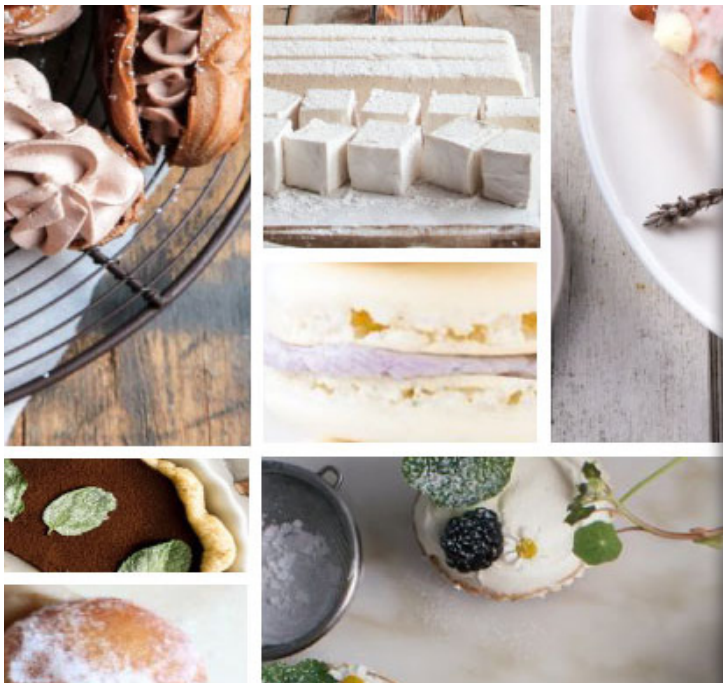
We make custom items! If you have a soap scent you loved but is discontinued, or want your own perfume, or maybe you want to create a custom gift for a loved one; we are only a simple email away from helping you achieve that dream! Contact us and let's create something magical together!

Go Boldly...




JACK FLETCHER
BRAND COMMUNICATIONS

MAVERICK FLETCHER



Syrup

COLOUR PALETTE

TYPE PALETTE

ALTERNATE

ICON

STAMP

INSPIRATION

TEXTURE





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