



Invest North Bay Development Corporation

MEDIA RELEASE

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North Bay Focus Firm Project

North Bay Laying the Foundation for Growth

(NORTH BAY, ONT.) – Earlier today, the City of North Bay announced a research partnership with Baylor University that will formulate the basis for a long-term economic development plan for the city.

Baylor University, a top-ranking and internationally-respected American postsecondary institution, will engage in a multi-phased study to distinguish the municipality's competitive outlook with insight from the community, and propose solutions for the City to remain viable and increasingly successful in the long-term.

Although the university has worked with Fortune 500 companies like Walmart, Dell, Coca-Cola and Microsoft, this is the first time that a Baylor Business Focus Firm project will work with a municipality.

"We are very honoured that Baylor University has selected the City of North Bay to participate in their prestigious Focus Firm program," said Mayor Al McDonald. "This is a once-in-a-lifetime opportunity, and is a testament to the confidence Baylor places in their alumni, our Development Corporation Board and our community. We are excited about what this project could mean for the City and we are appreciative of the work being undertaken by our local champions."

Guided by local alumni, Baylor's graduate students will work alongside municipal, business and community leaders to create an accurate vision and identify strategic priorities that will act as a catalyst for progress, sustain and improve capacities and ideally foster job creation within the region.

"Economic development is more than just infrastructure, employment, and services," said Dr. Gary Carini, associate dean for graduate programs at Baylor University. "It is a strategic plan to improve the economic well-being and quality of life for a community. We are excited for the opportunity to connect our Baylor MBA students with the City of North Bay to study the competitive landscape for municipalities in the Ontario region."

The Invest North Bay Development Corporation Board is one of the leading forces behind the project. Board Chair, Paul Goulet, says it will have lasting effects for the area.

"The involvement of Baylor University's highly-accredited business school in assessing economic planning parameters for the City is significant," said Goulet. "Baylor's review will form an integral part of Invest North Bay's strategy for longstanding growth."

Development Corporation Board Director Kevin Hutchison is a graduate of Baylor University, and so is his brother Timothy. Between them, they have participated in four Focus Firm research projects.

"As proud Baylor alums, it is a pleasure to bring this opportunity to our community and region," said the Hutchison brothers. "We are grateful to Baylor Business for this tremendous gift and appreciative of Mayor Al and the Economic Development board for their enthusiasm and support. We feel confident knowing Baylor's faculty, advisors and students are devoted to the best interests of North Bay."

The project begins this month and carries throughout next spring with a final presentation scheduled for April 2016.

"We are very grateful to our MBA alumni from North Bay who brought this idea to Baylor to engage with MBA students," said Laurie Wilson, director for graduate business degree programs at Baylor. "Our goal is for students to use business research to provide insights on the opportunities, challenges, and perceptions for the people in the region."

Mayor McDonald encourages the whole community to get involved, saying that engagement among citizens and decision makers will be the key to success.

The Invest North Bay Development Corporation helps foster an environment that supports long term economic and community growth by focussing on municipal innovation and making North Bay an attractive place to invest and do business.

investinnorthbay.ca



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