



Invest North Bay Development Corporation

MEDIA RELEASE

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BAYLOR PROJECT CONCLUDES WITH KEY RECOMMENDATIONS FOR CITY

(NORTH BAY, ONT.) – Today’s community presentation marked the conclusion of the Baylor Focus Firm Partnership Project and stakeholders are feeling positive about the municipality’s future.

“Baylor delivered a substantial gift today to the citizens of North Bay,” said Baylor alums and project leads Kevin and Timothy Hutchison. “The insightful and intelligent recommendations serve as a roadmap to a brighter and more prosperous future. We are thankful to our alma mater for inspiring and impacting change. It is now the responsibility of our community to positively leverage this gift.”

Phase II dissected the data gathered in the project’s first phase, which provided context for the City’s strengths, as well as prospects for growth and improvement based on community feedback gathered from 4,585 unique survey responses.

The opportunities brought forward by Phase I were the development of a clear strategy, maintaining cohesiveness, and the need for enhanced communication. In Phase II, the students focused on “Sell”, “Retain”, “Develop” and “Talk” themes.

“Although this information is as new to us as it is to the general public, one thing has remained constant,” said Al McDonald, Mayor of the City of North Bay. “We already know that North Bay already has much of what we need to succeed. We just need to bring it together.”

After thousands of hours of data evaluation, Baylor recommends that the City of North Bay create a municipal strategy and vision, build infrastructure for entrepreneurial business and generate new and ongoing opportunities for two-way engagement between City Hall and area residents.

“Baylor University and the MBA students have now completed their study of North Bay and have provided recommendations for charting an improved economic course,” said Invest North Bay Development Corporation Chair, Paul Goulet. “It is now up to Invest North Bay, working with council and the public, to thoroughly digest and then action these recommendations in order for all of us to have the vibrant economy and economic quality of life that we all know is possible for North Bay.”

Laurie Wilson, Director of Graduate Business Degree Programs at Baylor explained how valuable the project's scope was for the MBA students.

"The opportunity to work with a municipality has been an incredible experience for the MBA students at Baylor University," said Wilson. "This experience enabled students to see how business and public policy are integrally connected. We hope the City of North Bay finds useful discoveries within the students' research."

In September 2015, 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, engaged in a multi-phased study over eight months 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. Phase I of the project was delivered to the community in December 2015, while the second phase was delivered this afternoon.

Today's presentation will be available at investinnorthbay.ca under "[Baylor Community Presentation](#)" in the Quick Link section of the homepage.

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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