

Enhancing Community Competitiveness with KIS Resources



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Project Coordinator

Heather Hall
Queen's Geography

- | **The KIS project is helping communities in several ways:**
 1. **Discovery workshops to highlight local needs and regional trends**
 2. **Addressing information gaps through Knowledge Syntheses**
 3. **Disseminating faculty research**
 4. **Profiling local success stories**
 5. **Providing free consulting services to struggling businesses**
 6. **Helping HR development through the Best SME survey**
 7. **Distributing resources through the website and blog**
 8. **Connecting practitioners and academics at an annual showcase**

KIS Initiatives – Knowledge Syntheses

- 4-5 page reports summarizing leading research and resources on key economic development issues
- Topics are developed through the Discovery Workshops
- Completed reports include:
 - Tourism
 - Entrepreneurship
 - Youth Retention
 - Community Branding
 - Creating a Vibrant Downtown
 - Economic Development Models



- **Tourism:**
 - **Highlights 2009 Ontario Government Report:**
Discovering Ontario: A Report of the Future of Tourism
- **Part I:**
 - **Identifying Your Resources**
 - Regional resources
 - Off-season opportunities
 - **Tourism Opportunities**
 - Tourist motivations
 - Destination characteristics

- **Part II:**
 - **Targeting Tourism Offerings**
 - Builds on *Environics* study
 - Distinguishes Ontario & U.S. market segments
 - **Reaching Target Markets**
 - Developing brand awareness and matching promotions to market segments

- | **4th year QSB policy students profile 45 successful businesses in Eastern Ontario**
- | **KIS partners nominate 3 local businesses from each CFDC that exhibit best practices related to priority issues**
- | **Students interview business owners and research the business' industry**
- | **Each business is showcased in a brief write-up highlighting success factors**
- | **Success stories made available to community via KIS website and featured at annual KIS event**



KIS Initiatives – Business Success Stories

- **12 Completed Case Studies:**
 - Barley Days Brewery (PELA)
 - Fifth Town Artisan Cheese Co. (PELA)
 - Frontenac Shores (Frontenac)
 - Green Beaver (Prescott-Russell)
 - Kriska Holdings (Grenville)
 - L'Auberge de France (Trenval)
 - O'Farrell Financial Services (Grenville)
 - Ontario East Wood Centre (Grenville)
 - Old Tin Shed (Hastings/Algonquin)
 - Pefferlaw Peat Products (South Lake)
 - The Stone Kitchen (Hastings/Algonquin)
 - Wolfe Springs Resort (Frontenac)



- **Six Forthcoming Case Studies:**
 - Algonquin Backpackers (N. & Central Hastings/S. Algonquin)
 - La Gantoise (Prescott-Russell)
 - Ontario Water Buffalo (Trenval)
 - Whistlestop Productions (PELA)
 - Wild Wing (South Lake)
 - Xenopus (SDG)

- **KIS-sponsored consulting services for 15 businesses in Eastern Ontario; no cost to businesses**
- **4th year QSB students assist businesses with marketing research, strategic planning, etc. to address business development needs**
- **Interested businesses can contact their local CFDC or The Monieson Centre to request sponsorship**



KIS Initiatives – Faculty Research Dissemination

- | **Findings from five targeted studies originally funded by PELA CFDC are being applied throughout Eastern Ontario through KIS:**
 - ÿ **Recruitment and Retention of Medical Doctors**
 - ÿ **An Inventory of Family Physicians in PELA Counties**
 - ÿ **Growing the Creative Rural Economy in Prince Edward County**
 - ÿ **Diversity and the Success of New Ventures**
 - ÿ **Capitalizing on Connections: Building stronger networks for PELA and beyond**

| Recruitment and Retention of Medical Doctors:



- ÿ Dr. Gordon Hunter,
University of
Lethbridge
- ÿ Goal: To identify
factors that motivate
medical
practitioners and
provide
recommendations
regarding their
recruitment.

| An Inventory of Family Physicians in PELA Counties



- ÿ Dr. Ruth Wilson,
Family Medicine,
Queen's University
- ÿ Goal: To produce an
inventory of family
physicians working
in the PELA
counties

KIS Initiatives – Faculty Research Dissemination

I Growing the Creative Rural Economy in Prince Edward County:



ÿ Dr. Betsy Donald,
Queen's
University Dep't of
Geography

ÿ Goal: To describe
PEC's current
situation,

highlighting its inherent strengths and identifying its areas of weakness in order to offer constructive solutions to grow the Creative Rural Economy in PEC.

I Diversity and the Success of New Ventures (ongoing):



ÿ Dr. Jana Raver,
Queen's School of
Business

ÿ Goal: To better
understand how
diversity – broadly

conceptualized as the many ways in which employees differ –ultimately influences the success or failure of small organizations.

KIS Initiatives – Faculty Research Dissemination

- **Capitalizing on Connections: Building stronger networks for PELA and beyond:**



- » **Dr. Alison Blay-Palmer, Wilfred-Laurier University**
- » **Goal: To identify existing connections that foster innovative and entrepreneurial excellence to reinforce and extend these connections to enhance regional economic development.**

- **Tradition, Sustainability, Local Knowledge, and Ideologies in Rural Communities (ongoing):**



- » **Dr. Tina Dacin, Queen's School of Business**
- » **Goal: To examine how social entrepreneurs in the wine and food industries use principles of collaboration to promote sustainability practices.**

KIS Website Overview – www.easternontarioknowledge.ca

- Filled with free rural economic development resources:
 - Workshop reports
 - Knowledge Syntheses
 - Success Stories
 - How-to Documents



KIS Online Resources – *Creative Communities* Blog

- Articles written by Queen's researchers discussing Eastern Ontario's economic development issues
- Anyone can post a comment
- A great way to interact with the KIS team



The Creative Communities Blog

Heather Hall
Ph.D . Candidate
Department of Geography
Queen's University
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Outline

- i **Introduction**
 - § Who we are
- i **Overview of the Blog**
 - § People and Purpose
- i **Blog Topics**
 - § Past examples
- i **Getting Involved**

Meet the Bloggers

Betsy, Heather, and Clare

Betsy Donald

- i Associate Professor, Department of Geography – M.C.I.P.
- i Research interests: cities and the new economy; local and regional development; the political and cultural economy of food
- i Research projects: Kingston Innovation Study, ISRN

Heather Hall

- i 3rd Year Ph.D. Candidate
- i SSHRC – CGS Doctoral Student
- i M.A. Planning from the University of Waterloo
- i Research interest: politics of regional development policies; planning in slow-growth and declining cities and regions; creative economy

Clare Wasteneys

- i 2nd Year Ph.D. Candidate
- i SSHRC – CGS Doctoral Student
- i M.Sc. in Rural planning and development,
University of Guelph
- i Research interests: creative economies,
alternative food networks, and sustainable
development/transport in urban and rural
communities

Nathaniel McAllister-Lewis

- i 3rd Year Ph.D. Candidate
- i SSHRC – Vanier Doctoral Student
- i M.A. in Geography, George Washington University
- i Research Interests: migration; cities; North America; governance, and queer space

Kay-Ann Williams

- i 3rd Year Ph.D. Student
- i M.Sc. in Environmental Engineering and Sustainable Infrastructure, University of the West Indies
- i Research Interests: transnationalism; skilled immigrants; citizenship

What is the Creative Communities Blog?

- i **Our goal is to identify and discuss:**
 - § Key challenges and opportunities for economic development in Eastern Ontario
 - § Local and regional success stories
 - § Local and regional examples of resilience

- i **We post short articles and questions for discussion and encourage readers to post comments**

Recent Blog Topics

- i Destination Hotels and Tourism
- i Bike-friendly & Walkable communities
- i Local Food & Tourism
- i Tourist Immigrants in Rural Eastern Ontario

Getting Involved

Creative Communities Blog

- i We need you!
- i Please visit:
www.easternontarioknowledge.ca
- § Left-hand side click on the *Creative Communities Blog*
- i Write Comment – name and email
- i Post to the Discussion Forum – register as a user
- i RSS feed – sign up to be notified whenever the blog is updated

Thank You!!

Questions or Ideas??

KIS Online Resources – Social Media

- | www.twitter.com/ruralknowledge
 - Ongoing updates on the KIS project and rural economic development
 - “Tweets” are also posted on our KIS website
- | Facebook: “Rural Knowledge”



Knowledge Impact in Society
Academic Knowledge Making a Difference in Eastern Ontario

Knowledge in Action Eastern Ontario

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Subscribe to our blog

Quick Links

- Discovery Workshops
- Knowledge Spotlights
- Resource Sites
- How to Documents
- Consulting Services
- Creative Commission Blog
- Discussion Forum
- Sharecase

Knowledge

Welcome to the Impact in Society website to connect academic knowledge to economic development in Eastern Ontario.

The resources designed to:

- Mobilize Ontario
- Connect communities
- Apply research to economic development

THE MONIESON CENTRE

Queen's SCHOOL OF BUSINESS

Knowledge



Jeff Dixon
RuralKnowledge

CDN gov't announced a Canada Brand initiative for ag-products (<http://is.gd/30LRq>). Find KIS ideas on local branding at <http://is.gd/30LZH>.
yesterday

We've just posted our presentation from OEMC - full of resources and examples of research in communities.
<http://is.gd/3PeIM>

twitter Join the conversation

Thank You

www.easternontarioknowledge.ca

www.ruralknowledge.ca