



# RESIDENT ATTRACTION & RETENTION WORKSHOP

People drive communities through service clubs and volunteer activities, schools and churches, libraries and recreational facilities. They support their communities through their taxes, by shopping at local stores and by providing the workforce for local employers.

Attracting and retaining residents has become an important consideration in the viability of a community. Across Ontario, municipalities are struggling to meet the challenges of an aging population, decreasing birth rates and youth out-migration.

Middlesex County is pleased to host a workshop to address resident attraction and retention. Together we'll learn about the tools to measure a community's attractiveness and the strategies to attract and retain their most important asset: Residents

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Join us on **Wednesday, May 30th - 9 am to 3 pm**

Location: Middlesex Room - County Administration Building;  
399 Ridout Street North, London

No fee for Middlesex Municipalities (Council and/or Staff)  
\$25.00 pp for all others

For more information or to register – <http://bit.ly/resident-workshop>



County of Middlesex  
519-434-7321, ext 2251  
[www.investinmiddlesex.ca](http://www.investinmiddlesex.ca)



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## Agenda:

- 8:45 am REGISTRATION
- 9:00 am WELCOME  
Middlesex County Warden Jim Maudsley
- 9:10 am COMMUNITY ATTRACTIVENESS INDICATORS FOR NEWCOMERS TOOL  
Stephen Morris, OMAFRA  
Norm Ragetlie, Rural Ontario Institute
- 10:30 am BREAK
- 10:45 am RESIDENT ATTRACTION PROGRAMS  
Craig Schroeder, RUPRI Center for Rural Entrepreneurship
- 12:00 pm LUNCH (provided)
- 1:00 pm RESIDENT ATTRACTION CASE STUDIES  
(Panel Discussion with Moderator Doug Reycraft, Mayor of Southwest Middlesex)
- Targeting Entrepreneurs in Golden, BC & Knowledge Workers in Niagara Region (Anya Codack, YFactor)
  - Attracting & Supporting Newcomers to Canada (David Paul, City of Brockville)
  - Establishing a Resident Attraction Program (Audrey Ansell, Chatham-Kent)
- 2:30 pm WHERE DO WE GO FROM HERE?  
(Group Discussion with Moderator Eric Sloat, Knowledge Share)
- 3:00 pm WRAP UP

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