

# Enhancing Community Competitiveness with KIS Resources



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Project Coordinator

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- | **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

- | **4<sup>th</sup> 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**
- **4<sup>th</sup> 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](http://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  
6hnh1@queensu.ca

# 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 3<sup>rd</sup> 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 2<sup>nd</sup> 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

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

# Kay-Ann Williams

- i 3<sup>rd</sup> 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

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- 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](http://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??

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# KIS Online Resources – Social Media

| [www.twitter.com/ruralknowledge](http://www.twitter.com/ruralknowledge)

ÿ Ongoing updates on the KIS project and rural economic development

ÿ “Tweets” are also posted on our KIS website

| Facebook: “Rural Knowledge”



The image shows a screenshot of the 'Knowledge Impact in Society' website. The page features a map of Eastern Ontario, a search bar, and various navigation links. A tweet from Jeff Dixon (@RuralKnowledge) is overlaid on the right side of the screenshot. The tweet text reads: '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'. Below the tweet text, the Twitter logo and the text 'Join the conversation' are visible.

# Thank You

[www.easternontarioknowledge.ca](http://www.easternontarioknowledge.ca)

[www.ruralknowledge.ca](http://www.ruralknowledge.ca)