

## The Task and Objective

- My EE experience took place both in classroom and in the community between February-April 2022
- Our 5-person group worked closely with the officials from the Town of Grimsby in order to understand the key features of the Town.
- After examining the key characteristics of the Town, we created a community profile. This community profile served as a summary of tens of pages of data from various sources which were selectively chosen in order to attract new investments, and residents into the Town.

## Example:

			Unen	nployment rate
Unemployment rate	4.7%			
		% of Total		
Management	2,025	14.4%		
Business, finance and administration	2,140	15.2%		
Natural and applied sciences	830	5.9%		
Health	1,120	8.0%		
Education, law, community and government services	1,740	12.4%	Management	14.4%
Art, culture, recreation and sport	415	3.0%	Business, finance and administration	15.2%
Sales and service	2,885	20.6%	<ul> <li>Natural and applied sciences</li> </ul>	5.9%
Trades and transport	1,910	13.6%	Health	8.0%
Natural resources and agriculture	265	1.9%	<ul> <li>Education, law, community and government services</li> </ul>	12.4%
Manufacturing and utilities	700	5.0%	Art, culture, recreation and sport	3.0%
			Sales and service	20.6%
			■ Trades and transport	13.6%
			Natural resources and agriculture	1.9%
			Manufacturing and utilities	5.0%

# **Invest for Tomorrow**

AP PPAS/4110 Regional Economic Development

### The Community Profile

- Community profile is a marketing tool which summarises the main characteristics of a given community. It helps business owners, investors, policy-makers and residents to compare and contrast different communities.
- The Community Profile for the Town of Grimsby consists of 10 interrelated indicators, including housing, health, and workforce.
- We created more than 7 graphs to better visualize the data.
- At the end, we presented short list of suggestions to the Town officials. For example, we suggested to adopt the zoom prospector software used by the city of Mount Pearl.





### Challenges

- Some data were highly technical and out of our knowledge.
   Example: Grant Programs
- Not all data were available online. It was necessary to communicate with the officials frequently. Example: Information about the new hospital which will be built behind the existing West Lincoln Memorial hospital.



#### Outcome

- Acquired highly employable skills, both technical and soft-Communication, research, analytical, time-management, presentation skills; Excel, PowerPoint
- Gained a real-world insight on local economic development
- Better understood the challenges of marketing a community and developing public policies

#### Advice

Visiting the community would be useful for students to learn more about the Town and gain first-hand experience