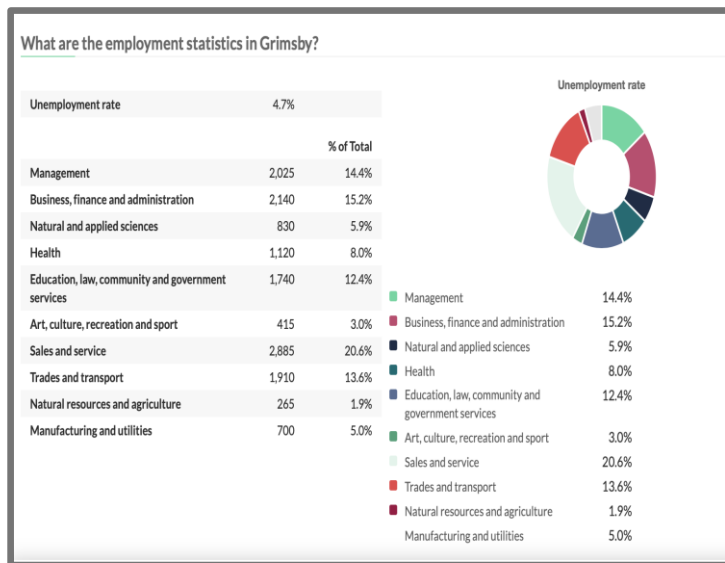




The Task and Objective

- 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:



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.



TOWN OF
GRIMSBY

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