



Success Lives Here

A proposal to the City of Brockville
January 2021

Driving prosperity through the
attraction of workers





Solving industry wide labour shortages through a dedicated Sales & Marketing Campaign supported by the City of Brockville

The City of Brockville supports employee acquisition through the support of a marketing campaign on industry wide employee attraction.

Public - Private Partnership Journey Growing our Region

Our region continues to see stagnate population growth with our locally owned industrial companies struggling to hire enough employees to match their growth. The opportunity exists to attract new employees to our region, working with existing employers to fill vacancies in key job categories.



01

Marketing the Region

SLX will work our Municipal partners to market their region as a location of choice for work and life. This is a omni-channel campaign driven focus on gaining contact with individuals who will consider relocating to work. As this is attraction to the market, this component of the program is supported directly by the municipal partner.

Benefit

The municipality benefits by an outgoing message that they are open for business while supporting the labour requirements of local employers.

Industrial Capacity Opportunity

Marketing to Job Categories

SLX will work with our industrial partners to understand and aggregate job categories where there is the highest need. Accessing the pool of people interested in working in the region, a defined sales and marketing approach will find those key individuals who are both interested in relocating to our area and are pre-qualified for the job category.

Benefit

Industrial partners are able to create pools of employees focusing on industrial needs. Pooling across the region provides scale to attraction activities.

02



Pool of Employees

Individual Opportunities

New Employees

Through accessing the job category pools our industrial partners will be able to access pre-qualified candidates for their vacant roles.

Benefit

There are time and cost savings for these human resource departments and a higher probability of employee retention.

Industrial Growth

Local companies are realizing growth opportunities that require increased levels of employment to attain full potential. The current market needs for employees exceeds local firms capacity to recruit and retain.

Regional Relocation

SLX will continue with the journey with the new employee to guide them to relocating to our municipal partner's area. SLX lead these employees through a sales process to understand their location needs and refer them to strategic partners who will exceed on their relocation plans.

Benefit

Through resident attraction municipalities will develop additional revenue sources through residential growth. In combination with the economic multiplier of employment growth.

04



New Resident

New Employee & New Resident

Partnership Success

Through this public private partnership the municipality will incrementally grow their tax base through new residents. Industry will accelerate their existing growth curve through a stable pool of employees. The shared cost model provides this opportunity to benefit both the public and private entities.

Industrial partners support the balance of talent acquisition activities in the shared responsibility model.

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Individual Opportunities

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New Employee & New Resident



New Residents

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Through this public private partnership the municipality will incrementally grow their tax base through new residents. Industry will accelerate their existing growth curve through a stable pool of employees. The shared cost model provides this opportunity to benefit both the public and private entities.

A shared pricing model that optimizes the partner's investment and drives performance.

CITY PRICING MADE EASY

One annual investment of **\$60,000** that directly supports all digital out-of-market advertising for the attraction of workers to the city.

EMPLOYER PRICING MADE EASY

# of Employees	<25	26-75	76-150	150 +
Monthly Fee				
Cost / Hire				
Cost / Professional & or Trade Hired				



BENEFITS

#1 Strategically promote Brockville as the place to work and live.

#2 Save time and money by only speaking with qualified applicants.

#3 Build labour forecasts with confidence.

#4 Draw from a wider geographic region.

#5 Provide Economic Development with an additional tool for attraction



Letter of Intent

CORPORATION OF THE CITY OF BROCKVILLE (The “Client”)

-and-

2708670 ONTARIO LTD. (The “Vendor”)

The parties hereto agree that save and except as expressly stated herein, this Agreement is meant to be a “Letter of Intent” and does not constitute a binding agreement between the parties nor does it create any liability or obligation of any nature whatsoever but this Letter of Intent does reflect the general understanding of the basis upon which the parties hereto intend to proceed.

Preamble

The region continues to realize stagnant population growth, with locally owned companies struggling to hire a sufficient number of employees to match their growth needs. This has resulted in employee churn among companies with the pool of workers consisting of those that are employed in other Brockville companies. The area needs an additional and external pool of employees to attract and draw from to continue with industrial and commercial growth. The vendor wishes to enter a contract to supply the Client with services to deliver a marketing program that will profile the city of Brockville as the location of choice for job seekers in a desire to support local industry in filling their increasing number of job vacancies. As a result of generating leads, attracting, recommending and ultimately placing them as employees, it is the intent of the vendor to work with these prospective employees who gain employment in the area to become new residents of the city of Brockville. The Vendor will work with area industrial and commercial operators to develop employee pools based on required skills and competencies. The client agrees that the vendor has the skills and technical experience to do so and the financial capacity to remain as a going concern for the term of the contract.

The municipality will pay for the marketing program to profile the client’s area as a location of choice to prospective employees. The vendor will solicit industrial partners for financial support to market-specific job categories where the industrial partners deem attraction from other geographic areas is warranted.

All financial projections, estimates, sales targets and pro forma calculations in this document or provided previously, either written or verbal are for purposes of example only and do not represent any commitment to performance.

2708670 Ontario Ltd. is a for-profit company incorporated under the laws of Ontario.

The City of Brockville is an entity incorporated under the Ontario Municipal Act and is geographically defined by its recognized municipal borders.

2708670 Ontario Ltd. is a distinct brand from the City of Brockville and will be marketing the city of Brockville as a location. The Vendor may use the city of Brockville as a part or all of its marketing collateral on occasion and with approval will use the City of Brockville's brand and marks to support.

The Vendor will work autonomously to generate opportunities that will result in leads for job vacancies being provided to participating industrial partners. The vendor will maintain the relationship with the prospect with the intent of obtaining commitment from these prospects to living in the area when they gain employment. The Vendor intends to offer its services under similar contractual conditions to other municipalities. The Vendor will work with the City of Brockville, its employees and designates to ensure efforts are being directed to provide the best return on the City of Brockville's commitment.

All parties will work within the spirit of reciprocity throughout contract negotiations.

Definitions

Industrial Partner - A corporation or company that is exchanging consideration for the ability to access leads for prospective employees from the vendor.

Household - An individual, family or group of related or non-related individuals who have gained employment through a lead presented to an Industrial Partner and have committed to moving and living in the Client's geography for an extended period of time.

Resident Vendor Lead- A Household is determined to be a lead of the Vendor when the Household recognizes they are working with the Vendor or specific effort to acquire the Household can be demonstrated by the Vendor.

Closed Deal - A Household is considered a closed deal when an individual in the household has gained employment from an Industrial Partner and the Household has documented its commitment to move to a specific location in the City of Brockville. The Client will be invoiced in due course post-closing.

Term - The initial term of the contract will be from April 1, 2021, to December 31, 2022, with One (1) Twenty-Four (24) month extension upon mutually agreed-upon terms. Leads generated prior to the beginning of the term will be considered eligible for compensation once closed. Any closed Households prior to the beginning of the term of the contract will not be eligible for any compensation.



1.0 Pricing

1.1 An annual fee of \$60,000 plus HST will provide compensation and consideration for marketing the area as a location of choice to work and live

1.2 For the initial term of the contract, upon closing a Household the Client will be invoiced for \$0.00 plus HST. The vendor reserves the right to renegotiate the fee at renewal. The Vendor will be responsible for all costs associated with the acquisition of Households

2.0 Insurance

2.1 The Vendor shall add the Corporation of the City of Brockville as Additional Insured to their Commercial General Liability Insurance subject to a waiver of subrogation with respect to their operations. This insurance shall be non-contributing with and apply as primary and not as an excess of any insurance available to the Client. On request by the Client, the Vendor shall provide to Client a certificate of insurance evidencing its insurance coverage and confirming the City of Brockville as additional insured.

3.0 Invoicing & Verification

3.1 Payment for the annual fee due April 1, 2021, will be pro-rata for the 2021 calendar year in the amount of \$45,000.00 plus HST. The second annual payment in the amount of \$60,000.00 is due and payable on January 1, 2022.

3.2 Upon realizing a closed sale of a Resident Vendor Lead, the Vendor will invoice the City of Brockville.

3.3 An invoice for closed Resident Vendor Leads will be payable upon receipt

3.4 The Vendor will provide the name of one person in the household and the address of their new resident, subject to any restrictions on personal privacy.

3.5 An Officer of the Vendor will sign an attestation monthly confirming that all invoices submitted comply with the terms and conditions of the contract and that the invoices reflect a "Closed Sale" as per contract terms.

3.6 The City of Brockville, with 30 days' written notice provided to the Vendor, will be provided with audit verification of any individual transaction. Verification, when requested, may include:

3.6.1 History of electronic interaction with the client

3.6.2 History of personal contact with the client

3.6.3 Verification of Household's residential address via a third party

3.7 Any unreasonable requests for Audit and Verification that incur additional costs for the Vendor to comply will be charged to the Client at a standard hourly rate.

4.0 Management Information Systems

4.1 The Vendor will maintain an adequate database of contacts and follow all privacy guidelines for the safe-keeping of personal information.

4.2 Information gathered and communication will be Canadian Anti-Spam Legislation compliant.

4.3 The Vendor will make available quarterly trend analysis reporting on acquisition activities.

4.4 Client lists and information gathered during the sales process will remain the property of the Vendor.

5.0 Advertising and Promotion

5.1 The Vendor will utilize electronic, print, video and other mediums to promote the city of Brockville as a place to work and live.

5.2 The Vendor will communicate electronically through both direct, individual contact and automated contact management systems

5.3 The Vendor will employ a salesperson or team who will directly contact clients through electronic mediums, phone and in-person meetings.

5.4 The Vendor may upon occasion host potential Households in the city of Brockville. The Vendor may at their discretion pay part or all of the expenses related to the visit.

5.4.1 The Households will not receive direct compensation for visiting or being a customer of the Vendor.

5.4.2 The Vendor may solicit discounts from local suppliers to assist in the hosting of Households. The Vendor may not use the contractual association with the City of Brockville to obtain discounts or any other benefits.

5.5 The vendor may use the City of Brockville name, logos and marks as part of their promotional and advertising activity

5.5.1 The usage of name, logos and marks will be subject to the approval for any specific use request by the Client

5.5.2 Approval of the City of Brockville name, logos and marks does not provide approval for continued use.

5.6 Upon approval from the Vendor, the City of Brockville may have the use of the Vendor's collateral material under the terms of a no-charge licence.