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**Welcome to the September issue of the
North Bay Economic Development newsletter.**

In this edition, learn how North Bay company, WRMTH collaborates with local education institutions to fuel innovation, how our community welcomes students and newcomers to the community, celebrates culture, and supports local businesses.

WRMTH: Fueling Innovation in North Bay



North Bay continues to emerge as a hub for innovation and business growth, and one company leading the charge is **WRMTH**. With an unwavering commitment to redefining outdoor comfort, WRMTH has chosen North Bay as its home. As 'manufacturers of intelligent outdoor furniture,' they've already made a significant impact with their innovative heated Muskoka Chairs, designed to extend the outdoor season while reducing environmental impact.

Sally Daub and John Pomeroy, Co-Founders of WRMTH, emphasize that their choice to establish operations in North Bay was driven by the unique opportunity it presents for building competitive onshore manufacturing in Northern Ontario. Beyond their business success, WRMTH is adding high-value jobs to our community, bringing innovation, and cultivating new intellectual property. Their vision aligns perfectly with North Bay's commitment to fostering growth and innovation.

Our academic partners, including **Nipissing University**, **Canadore College**, and **local private colleges**, provide a rich source of talent, corporate training, and skill development, as well as strong community ties. These institutions also drive research, innovation, and the successful transformation of ideas which are globally recognized to support our companies in advancing their ground breaking innovations.

Academia and industry join forces to propel innovation and economic growth forward. Since its establishment in October 2020, WRMTH has grown exponentially, setting up a 13,000 square foot facility in the heart of North Bay, with plans to expand their product line and expand their employee base. Supported by government funding agencies, including the **Northern Ontario Heritage Fund**, WRMTH exemplifies the dynamic business environment and collaborative spirit that defines North Bay. As we invite investors, stakeholders, and collaborators to explore opportunities in our thriving city, WRMTH's success story serves as a testament to the unlimited potential that North Bay offers to businesses eager to make a lasting impact.

Embracing Diversity: A Warm Welcome to Students and Newcomers



As we usher in the fall, the City of North Bay welcomes the arrival of new and returning domestic and international students to the community. Students and newcomers bring a wealth of talent to our workforce and enrich, diversify, and grow our community.

As part of **Welcoming Week** 2023, the City of North Bay partnered with the local Chamber of Commerce, Multicultural Centre and Local Immigration Partnership, along with post-secondary institutions and numerous community-based organizations, to host a **Welcome to North Bay** event. This family-friendly open house event held at the historic **North Bay Memorial Gardens arena** on September 9th was an opportunity to welcome our newest residents and help make community connections to over 40 local organizations. Hosting the event at Memorial Gardens provided residents and newcomers an opportunity to become acquainted with **North Bay's OHL Battalion** team's home base.

North Bay proudly supports, celebrates, and embraces arts and culture within the community, and participates in the national annual Culture Days festivities. This provides an opportunity for local artists and culture-based organizations to share the rich cultural history of the community while engaging residents in hands-on interactive activities with the intention of inspiring the next generation of artists and creators. Culture and history serve as a foundation that connects to community, and provides a sense of identity while fostering an appreciation for the rich heritage and diverse traditions.

**Businesses Answered
the Call and We Listened!**

Hiring, training, and other HR-related activities can be time-consuming and divert attention away from valuable, revenue-generating, core business activities. Day-to-day operations often leave small businesses with little time to dedicate to the complexities of HR management, making it challenging for small business owners to effectively address workforce concerns.

Following North Bay's in-depth Business Retention & Expansion (BR+E) survey, the Economic Development Department, in collaboration with local partners, designed the **North Bay Works Human Resources Support Program** to provide individualized guidance to North Bay employers in need of human resource assistance, employee recruitment solutions, onboarding, and employer learning and development tools to help address local workforce challenges.

The logo for the North Bay Works Human Resource Support Program. It features the words "NORTH BAY" in a large, white, sans-serif font on a black rectangular background. Below this is a horizontal bar with a color gradient from dark blue on the left to green on the right. Underneath the bar, the word "WORKS" is written in a large, black, serif font. At the bottom, the words "HUMAN RESOURCE SUPPORT PROGRAM" are written in a white, sans-serif font on a black rectangular background.

NORTH BAY

WORKS

HUMAN RESOURCE SUPPORT PROGRAM

The program's HR consulting team is providing much-needed professional guidance to local businesses by providing resources that support effective HR management to help create a positive impact on talent acquisition, retention, employee satisfaction, compliance, and overall business performance, thereby contributing to a business's long-term success and growth.

This is just one of the many tailored programs North Bay provides to support SMEs. Our active business ecosystem ensures ongoing expertise and assistance for continued growth and success.

Learn more about upcoming Small Business Week activities and business celebrations.

Wondering Where You Belong?

Discover the Heartfelt Anthem of North Bay: "I Belong Right Here" by Local Artist Holly Cunningham, who doubles as the Executive Director of **Creative**

Industries in North Bay.

We approached Holly some time ago with a unique request: to create a song that embodies the spirit of North Bay. The result is "I Belong Right Here," a heartfelt track that beautifully captures her love for our city.

By teaming up with local artist **Patrick Gilbert** to capture the beauty of North Bay in the music video, this project celebrates the remarkable talent we have right here in North Bay!



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