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

In this edition, learn how North Bay celebrates the holiday season, dive into our mining industry, and discover North Bay's talent attraction initiatives.

Celebrating the Holidays on Main Street



Celebrate with us this holiday season in Downtown North Bay.

Christmas Walk Lights up Main Street

Our local **Downtown North Bay & Waterfront** hosts the Old-Fashioned Downtown Christmas Walk. Residents and visitors gather for the annual tree lighting, live music, fireworks, and great local shopping.

Easy Local Shopping with One Red Maple App

Shopping local is easy with the **One Red Maple app**. Shoppers can seamlessly find unique products from Main Street stores, enhancing the convenience of holiday shopping while championing our local businesses.

Main Street Construction Updates

The completion of phases 1 and 2 of Main Street's revitalization project has given a fresh look to the East end of our downtown MainStreet. Taking a break during the winter season, construction will resume for the last phases from April to October 2024.

North Bay's Main Street embodies the holiday spirit - a time to unite, celebrate, and boost our community's vitality. Here's to a joyful season by supporting local businesses.

Embracing Northern Ontario's Rich Mineral Heritage



Most people don't think about North Bay when they hear the word "mining", and we understand that. Our community isn't home to any operating mines or visible processing facilities that regularly garner public attention so around here, people don't see "mining" happening unless they dig a little deeper.

You might be surprised to learn that North Bay has a vibrant mining supply industry with local companies involved in mining operations all around the world. Whether it's providing products and services required for exploration and discovery, developing mines or equipment required for production and reclamation, North Bay has the expertise, products, and services to support this growing industry.

Just last month our local **CIM Northern Gateway Branch** celebrated Mining Week by hosting a wide range of community events designed to increase awareness and interest of the industry.

Here's a recap of events that took place during North Bay's 2023 Mining Week:

- **Mining Week Podcast:** The '**To North Bay With Love**' podcast featuring Roy Slack, and Mark Wagner provides insights on the impact of mining in Northern Ontario and lucrative career opportunities in the field.
- **Mine Opportunity Challenge:** An interactive and educational board game that enables high school students from across the region to engage with local companies, try out new technology, and learn about the mining industry.
- **Mining Career Round Table:** An informal panel discussion to help post secondary students connect with industry professionals, learn about mining and hear firsthand about career opportunities.
- **CIM Speaker Series Luncheon and AGM:** A gathering for industry professionals to learn about mining projects from keynote speakers, network and discuss advancements in the industry.

- **MineConnect Roadshow / CIM Mining Week Social:** This fun mining trivia and networking event encourages collaboration and knowledge exchange – always a great opportunity to meet with industry colleagues.

Each year Mining Week activities emphasizes the important role mining plays in our everyday lives. Critical minerals are essential for high-tech devices, batteries, and renewable energy technologies, and mining supports all aspects of our modern-day living. The events showcased the dynamic nature of the minerals sector and its potential to shape the future of Northern Ontario's economy.

Promoting the Benefits of Living in a Smaller City



During COVID-19, we embarked on a new campaign by launching **MoveUp**. This was an opportunity to showcase the advantages of residing in a smaller community enriched with urban amenities. As individuals around the world sought a work-life balance, a connection to nature, affordable living, and a slower-paced lifestyle, North Bay emerged as the ideal destination for exploration.

By working closely with settlement and pre-arrival service organizations, North Bay has connected with thousands of individuals sharing the benefits of residing in a smaller community. This concerted effort not only promotes North Bay within the country but positions it as a destination for individuals, families, and international students worldwide.

In addition to its natural amenities, fresh air, a diverse four-season climate, affordable housing options, a vibrant economy, engaging community events, and family-friendly activities, North Bay was selected as one of the eleven **Rural and Northern Immigration Pilot** communities across Canada. This pilot program was launched by IRCC as an economic pathway to permanent residency for those who have a job offer/ permanent job and are seeking to relocate or stay within the designated community. This program has been successful for North Bay and area in assisting to mitigate workforce challenges and labour shortages with over 130 employers utilizing the program to date. The pilot outcomes have been remarkable, with increased relocation, community diversification, and heightened community recognition.

Since inception, **North Bay & Area RNIP** has provided over 430 community recommendations which could result to over 500 individuals relocating, working, and living in the North Bay area.

We invite you to follow our journey on **LinkedIn**, where we showcase collaborative efforts with partners to amplify our message. Whether attending tradeshow, hosting familiarization tours, speaking at conferences, or conducting webinars, we are committed to promoting our community far and wide.

Did You Know? North Bay's NORAD Tracks Santa

The tradition began accidentally in 1955 when a child misdialed Santa's number, reaching the Continental Air Defense Command (CONAD). Colonel Harry Shoup, who answered, played along, starting the tradition.

This initiative has since become one of the Department of Defense's largest community outreach programs.

The North American Aerospace Defense Command (NORAD) at CFB North Bay, now reports Santa's location annually with millions of global followers. Join the fun and follow Santa's journey this Christmas with the help of NORAD:

- [NORAD Tracks Santa Website](#)
- [Facebook](#)
- [YouTube](#)
- [Instagram](#)



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