



ConnectON

Data engine for economic growth

## ConnectON Asset Mapping News *May 2018*

Welcome to the new users who have access to the Asset Mapping Tool. We have been working toward achieving project milestones including completion of a logo design, two workshops with users from Ontario East and the Ontario Ministry of Agriculture and Food staff, decisions on the data upload tool and processes, data preparation and a framework for moving forward on developing a business and governance model.

Be sure to check out our new logo, the ideas shared by Brian Morris of the City of Hamilton on making the most of asset mapping, and tips on printing. We hope you find the newsletter helpful. Your feedback is always welcome!

[FoodandFarming.ca](http://FoodandFarming.ca)

### News & Updates

#### **Announcing: ConnectON logo**

Here are the results of our logo design and branding initiative. The Project Steering Committee voted to make the final decisions.

Look for it on our website, newsletter and other communication.



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**ConnectON Asset Mapping System**

After months of work, the web system is nearing the final stage and is now in the process of undergoing external testing and user experience review. A key part of the system is the integration of agri-food and manufacturing assets into one system. In addition, using the new template for data upload will provide the users with the ability to better manage their municipal data to keep it current and accurate in a more frequent manner.

### **Data Input Template**

As the unified asset mapping template continues to be modified and adapted for combining both the agri-food and manufacturing asset mapping initiatives, there was additional thought and consideration given to the processes for both data collection and data upload. The data input template will be ready for testing by project staff in mid-May. Following this testing phase, we anticipate distribution of the template to users in May with access to the new web system expected for June.

### **Asset Mapping Workshops**

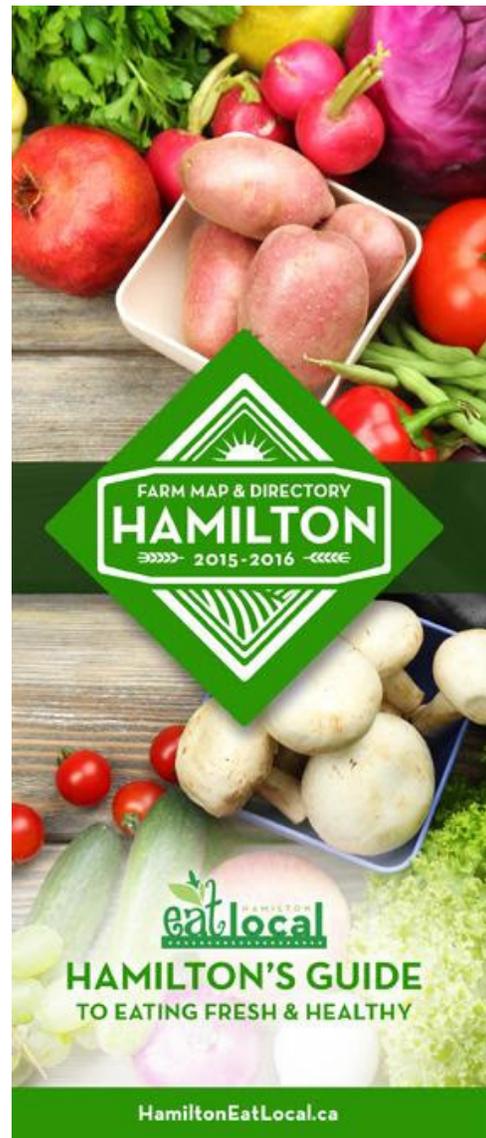
The Project Steering Committee has suggested that regional training workshops be offered on the revised data collection template, upload processes and using the data and mapping website. We plan to offer these over the next few months, so please watch for further details.

## **Making the Most of Asset Mapping: City of Hamilton**

by **Brian Morris**, *Business Development Consultant, City of Hamilton*

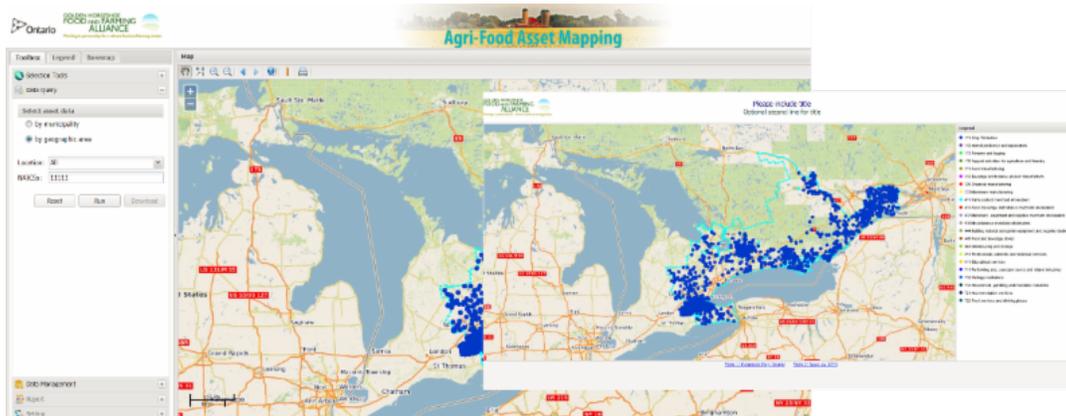
As economic development practitioners, we are constantly on the lookout for tools to help us fulfill our high-level mandates of business retention & expansion and investment attraction. Being in the business of “selling” our municipalities, it is important to know what and where your assets are in order to position your community, but also where the gaps are. The asset mapping tool has provided Hamilton with a wealth of knowledge and visuals to help develop marketing materials, inform strategies and demonstrate supply chains in the agri-food industry to potential investors. A few practical examples of how Hamilton has used the tool to date include: building up a database of registered farms for our Eat Local campaign - Hamilton Farm Map & Directory; building our value proposition including targeted investment attraction proposals and collateral; visuals and data to help inform a feasibility study for a Full Service Food and Beverage Warehouse project; demonstrating capacity for specific

raw material inputs for an investment inquiry; and to help inform Hamilton's new Food Strategy and consultation process. Hamilton sees many potential applications for the tool and will continue to use it to further our Economic Development Action Plan.



## Tips and Tricks

A quick way to export your search results is to print your map. After logging in and filtering for your required data, click on the print button on the right hand side of the toolbar that sits just above the map. This brings up a new window showing your map with your chosen asset points as well as a legend describing the colours used to identify different industries. You also have the option to customize your map printout even further by adding in a title and subtitle. Finally, use the link at the bottom of the window to download your newly created map image.



## Contact Information

For help or further information please contact:

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