

## **Team Cornwall - Service Canada Job Creation Project**

Team Cornwall has been quite fortunate to receive JCP funding from Service Canada. The purpose of this project is to assist Team Cornwall with the preparation of a variety of marketing materials for Team Cornwall while providing participants with valuable on the job experience. This job experience will assist participants to find full time employment.

Team Cornwall is a not for profit, volunteer base, organization which exists to spread the word about the positive attributes of Cornwall and the surrounding areas as a great place to live and do business. Since 1991, our goal has been to create an organization of individuals and businesses with the primary purpose of promoting the commercial, industrial, social and civic interest of our community.

**Time Line:** November 27<sup>th</sup>, 2006 until November 24<sup>th</sup>, 2007

**Location:** Participants will operate from a storefront at the Cornwall Square.

**Participants:**

(4) Participants will be recruited for this project. It is quite likely that there will be turnover with the participants as they will continue to seek full time employment while working. So on-going recruitment may be required.

There are (3) job titles for the participants: (1) graphic design position, (2) marketing researchers (1) bilingual marketing researcher.

**Budget:** There are (3) components to the project:

- 1) \$79,374.00 Contribution from Service Canada
- 2) \$60,604.00 In-kind Contributions from community partners
- 3) Participant wages to be paid directly by Service Canada

**Participant Project Deliverables:**

- 1) Develop and implement a strategy for building, maintaining and managing the Team Cornwall membership, including
  - a. Create and maintain a central database of Team Cornwall membership
  - b. Establish a new ranking protocol for membership: active, reserves, honorary
  - c. Develop a protocol for regular membership communication
  - d. Assist new Team Members obtain Team Cards
  - e. Design and develop the Team Cornwall "*Ambassador Field Guide*" to help members identify opportunities towards fulfilling the Team's mandate
  - f. Design and develop a Team Cornwall Recognition wall (a wall mounted display featuring active member team cards, and name-only recognition for reserves and honorary members, to be showcased at a community gathering place, eg. Complex)
- 2) Develop a marketing plan for Team Cornwall, including
  - a. Design and develop a brochure explaining the Team Cornwall concept to the public and to prospective members
  - b. Identify opportunities for Team Cornwall members to promote the city, e.g. Various trade shows
  - c. Develop new content (eg. News stories) for the website
  - d. Develop French content for the website
  - e. Investigate, develop and implement strategies to improve search engine rankings of website
- 3) Provide general support to Team activities, such as the Annual General Meeting

**Project Management Deliverables:**

- 1) Participant recruitment & supervision
- 2) Budget / project reporting to Team Cornwall and to Service Canada
- 3) Facilitate project to ensure the success of Team Cornwall, Service Canada and Participant objectives.