



Staff Report

Report Title: Business and Economic Officer September Status Report

Prepared By: Amy Irwin, Business and Economic Officer

Department: BED

Date: Sep. 7, 2022

Report Number: BED-2022-09-41

File Number: C11 BED 22 D02

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2022-09-41 prepared by Amy Irwin, Business and Economic Officer.

Background:

This report provides the Committee with an update from the Business & Economic Officer.

Discussion:

Economic Development

The Economic Development team continues to support local businesses by:

- Regular check-ins
- Support with grant applications
- Support on the Lucknow's Music in the Fields committee meetings and with camping bags for event.
- Communication of upcoming community events
- Electronic distribution of Business Banner

Music in the Fields Update

Lucknow's Music in the Fields events was successfully executed on August 24-27 with 5583 tickets sold. With sponsors, radio give-aways, silent auction donations and approximately 350 volunteers, there were 6,436 in attendance.

1350 campsites were sold.

There was a cheque presentation on Friday from Government of Ontario from the Reconnect Ontario grant, with Lisa Thompson, presented for \$185,000, to the event.

A donation made Saturday night to WES for Youth for \$5000. Side stage renaming to Emerging Artist Side stage in memory of James Cameron to promote mental health initiatives for future Music in the Fields events.

Key indicators of success:

- Continued engagement and a positive working relationship with local businesses.
- Execution of a successful event (Lucknow's Music in the Fields) resulting in increased awareness of Huron-Kinloss and attraction of visitors.
- Increased communication with local businesses and open working relationships.

Tourism

Secrets of the Back 40

- Branding project is almost finalized with the finalization of a new logo, branding and marketing assets, with contractor, Interkom.
- Working with BC Hughes Tourism consultant to develop a rural gravel-cycling route and Secrets of the Back 40 itineraries.
- Discovery calls with website developers to move project forward with digital presence.

Events

Heritage Coordinator, Katie, has executed (4) Friday afternoon craft activities for children at the Lighthouse, with attendance of over approximately 60 children attending throughout the summer and 2 paint party events, with a total of 32 attendees. Events supported by funding from a Bruce Power sponsorship.

The Lucknow Tourism office student, Rosalind, has organized yard games and a summer carnival this summer as well as a photography contest. She has promoted area events on social media and worked with the Lucknow & District Chamber of Commerce to produce a "Shopping in Lucknow" brochure and coupons for Music in the Fields campers. The "Walking Art Crawl" planned for September 3 was cancelled due to lack of interest.

Key indicators of success:

- Secrets of the Back 40 has a new logo and design concepts to market the new initiative.
- Secrets of the Back 40 tourism initiative moves forward with the development of a gravel cycling route and itineraries, with the goal of attracting new visitors to Huron-Kinloss, encourage local spending and invite locals to re-discover local producers and spend more time in our downtowns.

- Events at the Point Clark Lighthouse and downtown Lucknow are executed, attracting locals and tourists.
- Surrounding municipalities and organizations are aware of what Huron-Kinloss has to offer and tourism cross promotion bring visitors to the area.

Financial Impacts:

None

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision and Mission. The recommendations contribute to our goals in achieving a prosperous community, a vibrant community, and a spirited community.

Respectfully Submitted By:

Amy Irwin, Business and Economic Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer