



Staff Report

Report Title: August 2022 Manager of Strategic Initiatives Status Report

Prepared By: Michelle Goetz

Department: BED

Date: Sep. 7, 2022

Report Number: BED-2022-09-42

File Number:

C11 BED 22

Attachments: Have Your Say HK Project Summary Report

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information report number BED-2022-09-42, prepared by Michelle Goetz, Manager of Strategic Initiatives.

Background:

As we wrap up another successful tourism season our team is beginning to look towards fall and the initiatives we plan to achieve before the end of the year. The team will be focusing on business recruitment initiatives with a focus on our two downtowns and the Ripley Industrial Park.

Discussion:

[Women in Carpentry 2.0](#)

Beginning in July, we received over 20 application forms and an additional 15-20 inquiries about the Women in Carpentry 2.0 program that began August 22nd, 2022. With only 10 spaces available in the program, we easily filled the first intake and have a waitlist started for the October intake. The participants in the program are currently working with VPI and the Adult Learning Centre to upgrade their math and communications skills and employability skills (interviewing, resume writing, etc.). The next portion of the program will be 10 weeks of in-shop/hands-on training at the UBC Local 2222 Carpentry Union Shop with a Fanshawe Instructor. Following the completion of the shop training, participants will undertake an 8-week paid work placement. Intake 2 will begin at the end of October and we anticipate the course will be oversubscribed again.

Youth Entrepreneurship

The Economic Development Team is planning a youth entrepreneurship program that will launch in October. Marketing will begin in September. We are looking for 4-6 participants, 14 years of age or older, to participate in this program. The program will begin with 10 weeks of training, once per week, followed by an opportunity to operate their own retail store beginning in January 2022. The program will teach the fundamentals of entrepreneurship including; marketing, merchandising, product development, budgeting, etc. Lauren, our Business Development Coordinator is booking guest speakers to work with the participants and our team will act as mentors for the Youth as they navigate through the program. The retail store will open as part of the Hub/Homestead in downtown Ripley.

We are finalizing the business plan for this program and will provide further information at the October Committee of the Whole meeting.

Business Recruitment

Business recruitment will be our top priority this fall. Using our economic development action plan and the report we received from MDB Insights earlier this year, the team has identified a few key initiatives to move forward this year. Once the Ripley Toolkit is finalized, we will be using assets from both the Lucknow and Ripley community toolkits to create "In search of" campaigns targeting businesses that we think would be successful in each downtown. We will be collaborating with local organizations, using the information received from MDB Insights and completing a modified commercial gap analysis to determine who we should target.

We are also updating how available properties are showcased on our website in the Invest in Huron-Kinloss section. We are actively reaching out to Realtors and Property Owners to obtain accurate descriptions, contact information and photos of vacant commercial properties in the Township.

As the Ripley Industrial Park servicing and roadwork project continues, we are finalizing the Ontario Certified Site Program requirements to be ready for marketing once construction is complete. We should be receiving a funding agreement from the Province this fall to finalize our participation in the project. The Province was unable to send the funding agreement in the Spring due to the Provincial Election.

Workforce development is another area of our economic development plan that we haven't explored in depth. We hope to spend some time this fall talking to businesses to figure out where the gaps are and how we can support the business community before the 2023 tourism season.

Engagement Strategy

Work continues on the engagement strategy, we have received the draft framework and toolkit and hope to have the completed documents and presentation to Council prepared for the October Committee of the Whole meeting. The project is delayed due to the increase in internal and public consultation opportunities added after the original project timeline was presented.

With all the engagement projects we recently launched, it is great timing for our engagement strategy to be developed. We've had many lessons learned over the last few months that will feed into our strategy development and ensure that we engage our residents in a meaningful way moving forward.

We re-designed Have Your Say HK in June and the new design makes it much easier for our stakeholders to participate and follow projects on the site. If you haven't had a chance to see the updated design, please visit www.haveyoursayhk.ca to check it out! Over the summer we launched 5 new engagement projects: Boiler Beach Traffic Study, Parks and Recreation Master Plan, Engagement Strategy, Ripley Southwest Street Reconstruction Project and the Trailer By-Law Consultation.

Have Your Say HK Analytics From June 1st, 2022 to August 31st, 2022:

- 4,200 site visits
- 646 engaged visitors (participated in a survey or other tool)
- 431 new registrations on the site
- 645 responses to surveys

Tourism Kiosks

We have engaged Interkom to complete the design of the tourism kiosks, they are finalizing the branding project for Secrets of the Back 40 in tandem with this project. We will be applying to Spruce the Bruce to assist with the design and print of the tourism kiosk signs.

Communitech

I participated in the adjudication process for Communitech's Future of Cities campaign in August. It was incredible to see the ingenuity and innovation companies are pitching to municipalities and cities to enhance citizen engagement, collaboration between municipalities, to reduce green house gas emissions and solve the housing crisis. Communitech will be hosting an online event in September to showcase the top ten companies and the tech solutions to these problems. I look forward to attending the event and follow the project to see how these solutions are used in the real world.

Other Projects

As Manager of Strategic Initiatives I am also collaborating with other departments to ensure the completion of the following projects:

- Digital Modernization Review – Roadmap Implementation
- Parks and Recreation Master Plan Development
- Communications Strategy and Action Plan Implementation
- Strategic Plan Action Plan Implementation

Financial Impacts:

None at this time

Strategic Alignment / Link:

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

Respectfully Submitted By:

Michelle Goetz, Manager of Strategic Initiatives

Approved By:

Mary Rose Walden, Chief Administrative Officer