



Staff Report

Report Title: October 2022 Manager of Strategic Initiatives Status Update

Prepared By: Michelle Goetz, Manager of Strategic Initiatives

Department: BED

Date: Oct. 3, 2022

Report Number: BED-2022-10-44

File Number:

C11 BED 22

Attachments: Employer Information Night – Women in Carpentry

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information report number BED-2022-10-44, prepared by Michelle Goetz, Manager of Strategic Initiatives.

Background:

In September the Economic Development Team hit a major milestone! We officially surpassed \$1 million in grant and fundraising dollars received for 2022. I want to take this opportunity to commend our team for all their hard work, many of the projects we are working on this year wouldn't be possible without this funding.

Discussion:

[Women in Carpentry](#)

Women in Carpentry 2.0 is off to a great start, all 11 women have completed the math and communications upgrading. The participants are now working in the shop, receiving hands on training from a Fanshawe instructor. They are completing first aid, working at heights, confined spaces, WHMIS, and other training certificates to help prepare them for their work placements coming up later this fall. We will start marketing for the second intake that begins in November, we already have a number of women interested in participating and will have no problem filling the second intake.

Our Project Coordinator Kristin, is hosting an employer information night at The Hub in Ripley on October 12th from 6-8PM (poster attached). This is a great opportunity

for employers to learn more about the program especially if they are looking for help!

We received notice this week that round 3 of the Skills Development Fund will be opening for applications this fall, we will review the application process and work with our partners to determine if we should be applying for additional funding. Women in Carpentry has achieved real, tangible success in the call for solutions to the labour shortage, specifically the trades, and we hope to see this program become sustainable beyond grant funding.

Business Recruitment and Retention

The team continues to work on business recruitment and retention and workforce development initiatives. We met with members from Bruce County to discuss the labour shortage and potential collaboration opportunities to support our businesses in their search for workers. The hardest hit sector is the service industry with many downtown businesses in need of extra help. We will report back as we examine potential opportunities to solve this problem.

We are in the process of creating "Welcome to" and "Recruitment" packages for businesses new to Huron-Kinloss or considering Huron-Kinloss for their business.

Sprout, our new youth entrepreneurship program is launching this month. We are looking for 10 youth to participate in this two-part program.

Who are we looking for?

- Participants must be a minimum of 14 years old
- Motivated to learn
- Self-starter
- Committed to participating in training once per week from November 1st to December 20th 2022.
- Huron-Kinloss residents who attend 80% of the training may be eligible for \$200 through the Early Investment and Education Program

Part 1: Training

Training will take place on Tuesdays at the Hub from 6:30-8PM and include a variety topics including marketing, sales tools, budgeting, and more.

Part 2: Retail Store Operation

4-6 participants will be invited to participate in part 2: retail operation. They will use their new skills to open and operate a retail kids and teen clothing store out of the retail space in the Hub.

Applications for the program will be available at www.thehubhuronkinloss.com from October 4th to October 19th, 2022.

Digital Modernization

The team is working hard to support the Township in their digital transformation. We are working with Community Services and Finance to implement the new facility scheduling software, inspection software and to integrate ecommerce into our website.

Engagement Strategy

The team will be bringing forward the final engagement strategy to Council at the October Council meeting. We are pleased with how the strategy is coming along and excited to show Council what we have been working on.

Communitech has invited us to present a webinar to their members about community engagement and our process to develop an engagement strategy. I will be presenting the webinar at the end of October, it will focus on our lessons learned and the path we are on to better engage our community. We are hoping this will launch an opportunity for municipalities to share their lessons learned and strategies for success so that we can all learn from each other and develop a set of best practices we can all use.

Regional Economic Development Committee/ Clean Energy Frontier

The Regional Economic Development Committee met at the NII on September 23rd. Jessica Linthorne presented numerous reports on the status of their projects, including the economic impact study, electric vehicles, and collaborative marketing. They also provided a 6-month outlook; they will be exploring a Business Retention and Expansion study and hosting the Clean Energy Summit on December 6th at the Best Western in Walkerton (more information to come).

The committee had great discussions around electric vehicles and our ability as a province to support the energy capacity required to convert to all electric vehicles, hydrogen as a source of energy and workforce development.

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

Report Approved By:

Mary Rose Walden, Chief Administrative Officer