



## Staff Report

**Report Title: Business and Economic Officer September Status Report**

**Prepared By: Amy Irwin, Business and Economic Officer**

**Department: BED**

**Date: Oct. 3, 2022**

**Report Number: BED-2022-10-46**

**File Number: C11 BED 22 D02**

**Attachments: Lucknow Tourism Office Final Report**

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### **Recommendation:**

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2022-10-46 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
- Communication of upcoming community events
- Support provided for youth entrepreneurship program
- Support to local Chamber of Commerce and Business Community association.

#### **Tourism**

##### **Secrets of the Back 40**

- Branding project is finalized with a new logo, branding and marketing assets, with contractor, Interkom.
- Working with BC Hughes Tourism consultant to finalize a rural gravel-cycling route, road cycling route and Secrets of the Back 40 itineraries.

- Discovery calls with website developers to move project forward with digital presence.
- Photoshoots executed at local business to promote the initiative.
- Grant funding approved and orders being placed for assets to move the project forward.

### **Point Clark Lighthouse Museum Revitalization Project**

- Katie, Heritage Coordinator is continuing with research and project management.
- Working with Blue Rhino Design on exhibit and interpretive development.
- Met with fabricator to secure quotes and concepts.
- Sourced lighting and flooring options.
- Planned and promoted fundraising auction, slated for October 8, 2022 at 10 a.m. at the Point Clark Lighthouse
- Continued fundraising efforts equalling \$42,388 raised so far.

### **Lucknow Tourism Office**

- Rosalind, the Lucknow Tourism student completed her contract on September 5, 2022. She distributed tourism information to 172 people throughout the summer and hosted events such as a summer carnival and yard games. She also assisted the Lucknow & District Chamber of Commerce with a "Shopping in Lucknow" brochure and coupons for Music in the Fields camping bags. She also promoted Huron-Kinloss Tourism on Facebook and Instagram, resulting in an increase in followers on both social media accounts. Her end of season report is attached.

### 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.
- Point Clark Lighthouse Museum revitalization project is completed by the end of 2022 and on budget, attracting new visitors.
- 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