



## The Corporation of the Township of Huron-Kinloss

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### Staff Report

**Report Title: November 2022 Business and Economic Officer Status Report**

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

**Department: BED**

**Date: Nov. 7, 2022**

**Report Number: BED-2022-11-52**

**File Number: C11 BED 22 D02**

**Attachments: Hawks' Nest Correspondence**

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#### **Recommendation:**

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2022-11-52 prepared by Amy Irwin, Business and Economic Officer;

AND FURTHER THAT Committee of the Whole recommend that the Hawk's Nest sponsorship request be considered in 2023 budget deliberations.

#### **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, including a successful Spruce the Bruce/Huron-Kinloss Downtown Improvement program façade grant to a business in downtown Lucknow.
- 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.
- Correspondence was received regarding "Hawks Nest" Competition on May 17, 2023 in Owen Sound. Seven finalists will pitch their business ideas to the "Hawks"
  - high profile local business leaders, who have committed an investment in the

finalists. Saugeen Economic Development Corporation and Bruce Community Futures Development Corporation are seeking additional partners and have asked Huron-Kinloss Council to consider sponsoring this event. Details are attached. Staff is recommending to defer sponsorship decision until the 2023 budget.

## **Tourism**

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

- BC Hughes Tourism consultant has finalized the rural gravel-cycling route, road cycling route and Secrets of the Back 40 itineraries.
- Staff have engaged with "The New Business" to develop a new tourism website for Secrets of the Back 40.
- Photoshoots executed at local business to promote the initiative.
- Grant funding approved and orders are 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.
- Secured fabrication company, Performance Solutions for exhibit development.
- New lighting has been installed, with flooring and paint to be done in the next couple of months.
- Planned and promoted fundraising auction, which was executed on October 8, with approximately 50 people in attendance, raising over \$1000.
- Continued fundraising efforts equalling over \$42,000 raised so far.

### **Holiday Shopping Pass 2022**

The Holiday Shopping Pass returns on November 12th. Residents and visitors are encouraged to shop local this holiday season and pick-up a Holiday Shopping Pass at a participating business in Lucknow, Ripley, Pine River or Point Clark. The amount spent will be recorded on the Pass in \$10 increments. Once a total of \$150 has been spent, the Pass can be submitted to the Township of Huron-Kinloss (or to a drop-off location) for a chance to win one of THREE \$150 Huron-Kinloss Shopping Sprees. Passes submitted before November 30<sup>th</sup> will be entered to win 1 of 2 early bird prizes.

Participating businesses in Lucknow:

- Armstrong's Bakery
- Brooke Marks-RMT
- Cathy's Crafts
- Conscious Creations Art
- Dollar Haven (drop-off location)
- Edgar's Feed and Seed (drop-off location)
- Everlasting Flowers & Gifts (drop-off location)

- Flame N' Bricks Pizzeria
- Green's Meat Market
- Halo Health & Wellness
- Hodgins Rona
- Hodgins' Home Hardware (drop-off location)
- I Want That Bag
- Lucknow Pharmasave (drop-off location)
- Mani and Mane
- Mary's Family Restaurant
- Mayfair Training
- Me 2 You
- Son & Pop Auto Shop

Participating businesses in Ripley:

- All About Hair
- Bruce County Wine Seller
- FIG Studio Kitchen (drop-off location)
- MacAdam's Mini Mart
- Pollock Electric/Ripley Ace Hardware
- Ripley Christmas Store (drop-off location)
- Ripley Pharmacy and Variety (drop-off location)
- Royer's Department Store (drop-off location)
- Shoreline Chic
- The Woodshop

And new this year – Pine River Cheese Mercato and Pizzeria and West 81 Restaurant in Point Clark

We will be advertising this promotion in the Lucknow Sentinel, Kincardine News, Kincardine Independent, Kincardine Record, Bruce County Marketplace, Huron County Focus and on social media. You can download a Pass from [www.huronkinloss.com](http://www.huronkinloss.com). Contest ends December 24th. Participants have until January 6, 2023 to submit their completed Pass.

#### Key indicators of success:

- Secrets of the Back 40 tourism initiative moves forward with a new tourism website, 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.
- Local spending increases at businesses in Huron-Kinloss due to the Holiday Shopping Pass promotion.

**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