

Economic Development & Tourism Budget – 2023 - Operating		
Project Name	Project Description	Alignment to Strategic Plan
Holiday Shopping Pass \$4000	After a record breaking year, the team will once again facilitate the very popular Holiday Shopping Pass Promotion.	This project aligns with the Economic Development Action Plan by contributing to the following action items: <i>Action Item 3.8 "Holiday Shopping Pass"</i>
Promotional Material \$8000	General Marketing and Promotions budget for the Township. Including marketing for resident attraction, tourism initiatives, image and video development and design work. In 2023, we will also be planning a welcome to Huron-Kinloss event for all our new (and old) residents to learn more about Huron-Kinloss and how to get involved in the community.	This project aligns with the Economic Development Action Plan by contributing to the following action items: <i>Action 1.4 "Create a marketing and promotional program to attract new residents"</i> <i>Action item 4.3 "Image and Video Development"</i>
Discovery Guide \$6000	Our annual municipal and tourism information guide. The guide is designed in house and mailed to all permanent residents. We also send copies of the guide to tourism outlets and businesses throughout the province.	This project aligns with the Economic Development Action Plan by contributing to the following action items: <i>Action Item 3.12 "Annual Discovery Guide"</i>
Lucknow Tourism Office \$7500	Operation of the Lucknow Tourism Office and hiring one contract student position to work at this location. This project is completed in partnership with the Lucknow Chamber of Commerce.	This project aligns with the Economic Development Action Plan by contributing to the following action items: <i>Action Item 4.1 "Plan for, staff and manage the Lucknow Tourism Office."</i>

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Conferences + Accommodation \$3000	Amy and Michelle will be attending EDCO in February 2023 and Amy will be attending the Ontario By Bike Cycle Tourism Conference in March.	Attending the EDCO conference will assist in learning about best practices in the industry, creating innovative promotions and initiatives and expanding our network and partners in economic development and tourism.
Memberships \$400	Renew our membership with EDCO	As members of EDCO we are kept aware of grant opportunities, advocacy opportunities and many training and education seminars.
Business Recruitment and Retention \$10,000	Business recruitment and retention initiatives for 2023 will include: <ul style="list-style-type: none"> • Investor's Day • Business Directory Update • Business networking events • Events and Promotions to increase foot traffic in downtown 	<p>This project aligns with the Economic Development Action Plan by contributing to the following action items:</p> <p>Action Item 2.1 <i>"Create ways to encourage landlords to accelerate the development of tenant-ready, attractive downtown space."</i></p> <p>Action Item 3.1 <i>"Conduct a campaign aimed at residents to stimulate interest in starting a business."</i></p>
Tourism Strategy Implementation \$7500	We will be launching our new tourism strategy in 2023, the activities planning for this year include: <ul style="list-style-type: none"> • Secrets of the Back 40 launch event • Marketing • Merchandise sales • Tourism website annual hosting and support fee 	<p>This project aligns with the Economic Development Action Plan by contributing to the following action items:</p> <p>Action Item 4.4 <i>"Expand tourism attraction and marketing initiatives."</i></p>
Website \$13,750	Corporate website – eSolutions - \$6000 eCrew and website updates \$2000	This project aligns with the 2019-2023 Strategic Plan Action Plan by meeting the following goal:

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	Have Your Say HK engagement website - \$5750 – this is funded from the NWMO Resource Program	Goal A6.1: <i>Communication Plan</i>
Downtown Development Plan \$15,000	In order to unlock Ripley's potential a road map for actions needs to be developed in conjunction with the landlords, community and existing businesses.	This project aligns with the Economic Development Action Plan by contributing to the following action items: Action Item 2.1: <i>"Create ways to encourage landlords to accelerate the development of tenant-ready, attractive downtown spaces."</i>
Communications And Engagement \$12,000	International Association of Public Participation training for 6 staff. Funded through the NWMO Resource Program.	This project aligns with the 2019-2023 Strategic Plan Action Plan by meeting the following goal: Goal A6.1: <i>Communication Plan</i>

Economic Development & Tourism Budget – 2023 – Capital		
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Strategic Plan Update \$80,000 (\$50,000 is being funded through the NWMO Resource Program)	The new strategic plan will require hiring a consultant that can review the work previously done in 2021 and 2022 (master plans), identify the gaps (economic development, corporate/organization, etc.), lead community engagement activities and meet with staff and Council to create a new strategic plan that brings all of this information into one clear and concise document, with timelines and budget implications for the entire organization.	The strategic plan project will provide an opportunity for the new Council and Staff to align their priorities with the community.
Women in Construction	The Women in Construction project is a pre-apprenticeship training program. The participants will be provided with math and communications courses, in the shop/on-tool	To achieve action items 4.2 in the Economic Development Action Plan the following initiatives must be completed.

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\$460,000 (pending grant approval)	training and an 8-week paid work placement. We will also offer evening and weekend courses to introduce women to other skilled trades such as plumbing and drywall. The Skills Development Fund offers 100% funding for the program. The program partners include Fanshawe College, UBC Local 2222, and VPI.	Action Item A3.5 Skilled Trades Training
Ripley Industrial Park \$10,000	Marketing to sell the available land. Through the Ontario Certified Site Program we can spend up to \$20,000 and receive \$10,000 from the grant program for marketing.	This project aligns with the 2019-2023 Strategic Plan Action Plan by meeting the following goal: Goal P4.1: Ripley Industrial Park
Downtown Improvement Program Up to \$100,000 is allocated from the NWMO Community Well Being Fund	Year 3 of 4 of the Downtown Improvement Program. This year we will also create a more streamlined process for businesses to apply for the grants and increase marketing of the program.	This project aligns with the Economic Development Action Plan by contributing to the following action items: <i>Action Item 2.1: "Create ways to encourage landlords to accelerate the development of tenant-ready, attractive downtown spaces."</i>