



Staff Report

Report Title: January 2023 Business and Economic Officer Status Report

Prepared By: Amy Irwin, Business and Economic Officer

Department: BED

Date: Feb. 6, 2023

Report Number: BED-2023-02-9

File Number: C11 BED23

Attachments: None

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number **BED-2023-02-9** 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
- Attendance at Ripley Business Community and Lucknow Chamber of Commerce meetings
- Discovery Guide 2023 support with advertising sales and business coordination.
- Grant application for Summer Program experience made for seasonal positions at the Lighthouse and Lucknow Tourism Office.
- Collaboration and networking with neighbouring Economic development officers and tourism coordinators to maximize resources and discuss collaboration opportunities.
- Spruce the Bruce grant applications are anticipated to open in February, and support for local business applications will be provided.
- Planning for 2023 projects is well underway.

Tourism

Secrets of the Back 40

- Staff has been continuing to work with the web designer to develop a new tourism website for Secrets of the Back 40, with an official launch and promotion planned for later in the spring.
- Print collateral is being designed to start promoting the initiative.
- Marketing plan is being developed for a successful launch.

Point Clark Lighthouse Museum Revitalization Project

- Working with fabrication company, Performance Solutions for exhibit development. Installation of display cases and exhibits expected in March.
- Recruitment for one Lighthouse Coordinator and 3 Lighthouse tour guides is ongoing for the summer season.
- Grand re-opening to be scheduled for early summer 2023.

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, to re-open for the 2023 season, 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.
- Huron-Kinloss businesses feel supported in our community.

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