



The Corporation of the Township of Huron-Kinloss

Budget Report

Report Title: Economic Development and Tourism 2023 Budget

Prepared By: Amy Irwin, Business & Economic Officer and Michelle Goetz, Manager of Strategic Initiatives

Department: BED

Date: Feb. 17, 2023

Report Number: BED-2023-02-10

File Number:

C11-BED-23

Attachments: Economic Development 2023 Business Plan

Recommendation:

THAT the Township of Huron-Kinloss Council hereby receives for information Report Number BED-2023-02-10 prepared by Amy Irwin, Business & Economic Officer and Michelle Goetz, Manager of Strategic Initiatives and approves the Economic Development 2023 Business Plan in principle.

Budget Overview:

2023 Proposed Budget

Total Net Expenditures: \$162,857.00

Compare to:	Total Net Expenditures	Difference (\$)	Difference (%)
2022 Budget	\$145,050.00	\$17,807.00	12.2%
2022 Actual	\$119,417.11	\$43,439.89	36.4%

Council Reference – Tab – General – Pages – 4, 27

Discussion:

The 2022 budget came in under budget in a few key areas, our plan to host a resident welcoming event in the Spring of 2022 was unfortunately postponed due to the pandemic, we are hoping to plan that in the Spring of 2023. We also came under budget on several other initiatives including the Holiday Shopping Pass, Explore HK, and business recruitment; and received grant funding to support other projects.

A lot of work went on behind the scenes in 2022, the Point Clark Museum Revitalization Project, building Secrets of the Back 40, implementing Women in Carpentry 2.0, grant writing and reporting, new procedures, finding efficiencies and continuing to work through the goal areas of our economic development action plan. We had many highlights in 2022 and are excited to continue that great work in 2023.

In 2023, a lot of this behind the scenes work will come to light! We will be re-opening and unveiling the brand new Point Clark Lighthouse Museum, launching the Secrets of the Back 40, promoting the Ripley Industrial Park and our available commercial properties, increasing the consumer traffic in our downtowns through a number of new and returning initiatives and continuing to plan for the future. Our Economic Development Action Plan has come to the end of its timeline, the team will be updating our action plan for the next 3-5 years early in 2023.

Another exciting project we hope to initiate with Council in 2023 is updating our Strategic Plan! Our current plan: Our Future Huron-Kinloss, expires in 2023. Strategic planning is especially important for municipalities because it offers an opportunity for Council and Staff to connect with the community and understand what is important to our constituents. Strategic planning aligns Council with the goals and vision of the community. The plan is a living document that can be updated as things progress but it creates a clear picture as to what we are all working so hard to achieve. A plan also provides an opportunity to track our progress against a benchmark that we have set for ourselves. It is truly a road map, with a set destination but allows for detours, off-ramps and the agility we need to take advantage of other opportunities as they become available. The benefit with planning is that no matter the detour, we all remain on the same path, working towards the same future: a prosperous, spirited, vibrant, accessible and environmentally conscious community.

Treasurer's Comments:

Economic development and tourism expenditures are often project based and qualify for grants, enhancing the rate of return on a reasonable amount of tax dollars invested.

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 our goals in achieving an accessible community by being open and transparent.

Respectfully Submitted By:

Amy Irwin, Business & Economic Officer
Michelle Goetz, Manager of Strategic Initiatives

Report Approved By:

Mary Rose Walden, Chief Administrative Officer