



## Staff Report

**Report Title: 2023 Huron-Kinloss Investment Opportunities Bus Tour**

**Prepared By: Michelle Goetz, Manager of Strategic Initiatives**

**Department: BED**

**Date: Apr. 17, 2023**

**Report Number: BED-2023-04-20**

**File Number:**

**D02**

**Attachments: Great Canadian Coach Bus Information Sheet**

---

### **Recommendation:**

THAT the Township of Huron-Kinloss Council hereby receives for information report number BED-2023-04-20, prepared by Michelle Goetz, Manager of Strategic Initiatives AND Further, that members of Council that wish to attend the event please RSVP by April 21<sup>st</sup>, 2023.

### **Background:**

At the April Committee of the Whole meeting, a brief introduction to the Investment Opportunities Bus Tour was provided in the Manager of Strategic Initiatives status report. This report provides additional details as well as the date of the event.

The Huron-Kinloss Investment Opportunities Bus Tour is a major project in the economic development 2023 budget and business plan under Business Recruitment and Retention activities.

### **Discussion:**

The Economic Development Team is hosting a bus tour through Huron-Kinloss to showcase investment opportunities and why Huron-Kinloss is a great place to invest! We have invited members from Ontario Certified Site, Invest Ontario, FedDev, Bruce County, Bruce Power, NII – Nuclear Innovation Institute, OCNI – Organization of Canadian Nuclear Industries, Nuclear Suppliers, Developer's and Investor's.

We want to spend the morning giving our partners and potential investor's a first-hand look at all the reasons why Huron-Kinloss is open for business. It's important for our partner's, like Ontario Certified Site, Bruce County and Invest Ontario to visit Huron-Kinloss because they are assisting us in promoting the Industrial park and

other commercial opportunities in Huron-Kinloss. We want our partners to accurately communicate our assets: growing population, housing stock, workforce, industrial land, commercial properties, support from Township, etc.

The team has hired the Great Canadian Motor Coach Company from Cambridge to provide transportation for the morning. The motor coach has 52 seats and a wheelchair lift. I've attached an information sheet about the company and their fleet.

#### Investment Opportunities Bus Tour Information:

Date: May 11<sup>th</sup>, 2023

Time: 9AM – 2PM

Where: The group will meet at the Ripley-Huron Community Centre between 8:30AM-9:00AM

Bus Tour Boarding time: 9:15AM

Depart RHCC: 9:30AM

Tour: The bus tour will begin in Ripley, go to Lucknow, then Point Clark, then travel back to Ripley via Concession 12 and County Rd. 7.

The tour ends with lunch at FIG Studio Kitchen

#### RSVP

If you would like to attend the tour please RSVP to Michelle Goetz by April 21<sup>st</sup>, 2023.

#### Key Performance Indicators

The team will measure the success of this project with the following KPIs:

- Number of Business leads that choose to locate in Huron-Kinloss
- New business start ups
- FDI attracted to Huron-Kinloss (through partners and our own initiatives)
- Economic Development Expenditures vs. increase in revenue from economic development activities (sale of industrial land, taxes received from commercial, industrial land, etc.)
- New Investment (in dollars)
- Number of relationships built with Investors, Developers and Suppliers
- Incentives award (number and dollar amount) through Downtown Improvement Program
- Number of acres sold and sales total for the Ripley Industrial Park
- Number of job created from new business, expanded business or new investment
- Goals met in our business plan and action plan

#### **Financial Impacts:**

This project was included in the 2023 Economic Development Business Plan

#### **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 the goals in achieving a prosperous, spirited, vibrant, environmentally conscious and accessible community.

**Respectfully Submitted By:**

Michelle Goetz, Manager of Strategic Initiatives

**Report Approved By:**

Mary Rose Walden, Chief Administrative Officer