



Staff Report

Report Title: June 2023 Business and Economic Officer Status Report

Prepared By: Amy Irwin, Business and Economic Officer

Department: BED

Date: Jun. 5, 2023

Report Number: BED-2023-06-26

File Number: C11 BED 23

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Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2023-06-26 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:

- Business recognition for local businesses celebrating significant milestones. Rosewood RVilla, BlackHorse Golf and Country Resort and Pierson Motors Inc. were presented with certificates of recognition by the Mayor and Deputy Mayor for their 25th anniversary, 20th anniversary and grand opening, respectively. Local media and dignitaries were also invited by staff.
- Regular check-ins with local businesses.
- Attendance at Ripley Business Community meeting.
- Support was provided with 1 Spruce the Bruce application, for new banners in downtown Ripley.
- Ripley Business Community's Spring Social was on May 2, with Business and Economic Officer speaking about tourism initiatives and how businesses can take advantage of Secrets of the Back Forty.

- Discovery Guide 2023 distribution to local businesses and tourist centres. Staff attended the brochure swap in Owen Sound on May 9.
- Collaboration and networking with neighbouring Economic development officers and tourism coordinators to maximize resources and discuss collaboration opportunities.
- Attended the Investors Day Bus Tour on May 11.

Tourism

Secrets of the Back 40

- www.secretsofbackforty.com is live and marketing plan includes social media roll out in summer and event in early August with potential partnerships with local businesses and service clubs. Branded flags, sandwich boards and decals will be distributed to participating businesses.
- Our new tourism kiosks and pedestrian signs with Secrets of the Back 40 branding have been installed.

Point Clark Lighthouse Museum Revitalization Project

- New display cases and exhibits have been installed at the newly renovated Point Clark Lighthouse Museum and the project is almost complete.
- Donations are continuing to be accepted for additional projects there.
- Oil Shed clean up, new merchandise, and signage is underway to re-open this summer.
- June 15 is the grand re-opening event from 3:00-5:30 pm. Soft opening will occur the weekends of June 17-18 and June 24-25 with promotion locally. The hope is that locals will use this opportunity to view the new Museum and give our staff a chance to train before the busy summer season. The Lighthouse and Museum will be open daily June 30-September 4 and online bookings are encouraged.
- 3-D accessible tour was completed on June 1 and will be available for those wishing to view the Museum and Lighthouse in an alternative format.

General Tourism

- Tourism and events student has been hired to work at the Lucknow Tourism office. Hours of operation are: Tuesdays and Wednesdays – noon – 4pm, Thursdays and Fridays – 10 am – 6 pm, Saturdays 10 am – 4 pm and Holiday Mondays 10 am – 2 pm.
- Drifter's Car Club is hosting Cruise nights at the Ripley-Huron Community Centre on summer long weekend Friday nights, June 30, August 4 and September 1. Tourism and Economic Development Support has been given by procuring local food vendors and some marketing leading up to and during the event.
- Continued support as secretary for Lucknow's Music in the Fields event, to be held on August 24-26, 2023.
- Ec Dev team is working with Bruce County on a Visitors Survey, to gather data about our visitors' experience in Huron-Kinloss this summer.

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 and celebrated in our community.
- Ongoing business investment and retention in our community.

Financial Impacts:

Included in the current budget.

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