



Staff Report

Report Title: July 2023 Business and Economic Officer Status Report

Prepared By: Amy Irwin, Business and Economic Officer

Department: BED

Date: Jul. 3, 2023

Report Number: BED-2023-07-29

File Number: C11 BED 23

Copy to: D02

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2023-07-29 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 with local businesses.
- Attendance at Ripley Business Community meeting and Lucknow Chamber of Commerce.

Tourism

Secrets of the Back 40

- www.secretsofbackforty.com is live and marketing plan includes social media roll out and launch event in partnership with Grassroots Wood Fired Pizza on July 23. Event details still to be determined. Branded flags, sandwich boards and decals are being distributed to participating businesses.

Point Clark Lighthouse Museum Revitalization Project

- Grand re-opening event was held on June 15, with representatives from Lisa Thompson and Ben Lobb's offices, as well as Mayor Murray, and Councillor McGugan and Councillor Flett in attendance. Approximately 35 people and donors attended and toured the new museum. Feedback received was very positive.
- Donations are continuing to be accepted for additional projects at the Lighthouse.
- Oil Shed clean up is complete and new merchandise is available for sale this summer.
- Soft opening tours occurred on the weekends of June 17-18 and June 24-25 with 33 adults and 10 children paid tours. The Lighthouse and Museum is open daily June 30-September 4 and online bookings are encouraged.
- Point Clark Lighthouse Coordinator is planning a weekly children's program on site every Friday in July and August. She is also coordinating a lighthouse "Speaker Series" every other week this summer. The Point Clark Lighthouse will also host Lisa Farrell as the "Artist in Residence", every Friday this summer. She will be painting canvas art at the Lighthouse and the public will be encouraged to interact with her, as the local artist and watch her progress.

General Tourism

- 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 and is distributing printed materials to local tourism businesses to better understand our visitors' experiences.
- Lucknow Tourism student is promoting Huron-Kinloss Tourism on Facebook and Instagram with three recurring weekly segments – Weekly Local Events, "What Now?" Wednesday, and Business Feature Friday, as well as ongoing events and activities to do in Huron-Kinloss.
- **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 re-opened for the 2023 season, attracting new visitors.
 - Data is collected and analyzed through the visitors' surveys, allowing for better understanding of the needs of our 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