



Staff Report

Report Title: October 2023 Business and Economic Officer Status Report

Prepared By: Amy Irwin, Business and Economic Officer

Department: BED

Date: Oct. 3, 2023

Report Number: BED-2023-10-38

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-2023-10-38 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 and communication with local businesses.
- Creation and organization of Business surveys and check ins, to be conducted in virtually over the next 3 months, with the goal of curating data for an updated business directory and promotional/marketing material.
- Support with Downtown Improvement program grant for façade update in Ripley
- Support to Ripley Business Community with Grey-Bruce Community Foundation grant for mural in downtown Ripley. Designed as a moveable mural to be placed on the north side of FIG Studio Kitchen wall, pending grant approval.
- Attendance at Lucknow Chamber meeting and Ripley Business Community meeting.
- Supported the Grey-Bruce Entrepreneurship Ecosystem team with the planning of a regional Small Business week event, to be held Oct. 26, 2023 in Owen Sound.

- Creation and distribution of the fall Business Banner to all subscribers (Huron-Kinloss Businesses)
- Planned for Business networking/recognition event, scheduled for Thurs. Nov. 23 at Pine River Mercato and Pizzeria. Details TBD.
- We are working with the Ripley Business Community, who is hosting a welcome event for newcomers, which is included in our business plan, on Oct. 17 at Ripley-Huron Community Centre, with local service clubs and volunteer organizations being on-site to present opportunities for community involvement. Support is being provided by some marketing promotion. Support was also offered to Lucknow Chamber of Commerce to host a similar event, but they aren't interested this year, as one was hosted by the Lucknow Legion in the spring.

Tourism

- The Ministry of Tourism and the Economic Developer's Council of Ontario (EDCO) put out a call for applications for a "Meet the Tourism Investment Dragons" marketplace to all EDCO members as an initiative offered to municipalities and government organizations. Business and Economic Officer submitted a proposal and will be in Toronto on October 5, with Manager of Strategic Initiatives to highlight opportunities in Huron-Kinloss.
- Organized and facilitated 2 photo shoots to create assets for promotional material for Secrets of the Back Forty and Huron-Kinloss promotions
- Organized and purchased Secrets of the Back Forty merchandise
- Applied to the Bruce Power Community fund for funds to host Point Clark Lighthouse "Culture Days" (children's program, speaker series, music, etc.) in summer of 2024.

Key indicators of success:

- Surrounding municipalities and organizations are aware of what Huron-Kinloss has to offer and tourism cross promotion bring visitors to the area.
- Secrets of the Back Forty initiative is built out further.
- Huron-Kinloss businesses feel supported and celebrated in our community.
- Ongoing business investment and retention in our community.
- Downtown Revitalization of buildings through façade upgrades and art is realized.

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

Report Approved By:

Mary Rose Walden, Chief Administrative Officer