



Staff Report

Report Title: December 2023 Business and Economic Officer Status Report

Prepared By: Amy Irwin

Department: CAO/BED

Date: Dec. 4, 2023

Report Number: BED-2023-12-46

File Number: C11 BED 23

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information, Report BED-2023-12-46 prepared by Amy Irwin, Business and Economic Officer.

Background:

This report provides the Committee with an update from the Business and Economic Officer.

Discussion:

Economic Development

The Economic Development team continues to support local businesses by:

- Regular check-ins and communication with local businesses.
- Promotion of the annual Holiday Shopping Pass which runs until December 24. Full report on outcome of the Holiday Shopping Pass will be included in February's report.
- Business Celebration event was hosted on November 23 at Pine River Mercato & Pizzeria with 20 attendees from various Huron-Kinloss businesses.
- Staff continues to work with graphic designer on Economic Development branding and business recruitment pitch kit. Expected completion is end of December.
- Attendance at Ripley Business Community meeting, Lucknow Chamber meeting and Lucknow Music in the Fields meetings.

- Business recognition was provided to Holyrood General Store to retiring owners and new owners.
- Social media promotion of local businesses, featuring holiday themed posts throughout the months of November and December on "Do Business in Huron-Kinloss" Facebook page.
- Support provided to Strategic Plan presentations to local schools.
- Continued work on reviewing and revising Community Improvement Plan and grant programs.

Tourism

- Planning is underway for 2024 season with a focus on building out Secrets of the Back Forty.
- Discovery Guide 2024 planning and outreach to businesses has begun. Guide will be completed in March 2024, with delivery in April.
- Explore the Bruce is running a digital advertising campaign this winter, highlighting specific itineraries for various municipalities in Bruce County. Huron-Kinloss is featured in a "Solo Restorative Retreat" itinerary and includes a variety of our businesses: <https://explorethebruce.com/winter-solo-restorative-retreat/>

Key Indicators of success

- Huron-Kinloss business feel supported and celebrated in our community.
- Ongoing business investment and retention in our community.
- Huron-Kinloss is promoted as a destination to visit, live, and invest.

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