



## Staff Report

**Report Title: December 2023 Manager of Strategic Initiatives Status Update**

**Prepared By: Michelle Goetz**

**Department: BED**

**Date: Dec. 4, 2023**

**Report Number: BED-2023-12-44**

**File Number:**

**C11 BED 23**

### **Attachments:**

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### **Recommendation:**

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report BED-2023-12-44, prepared by Michelle Goetz, Manager of Strategic Initiatives.

### **Background:**

This report provides an update from the Manager of Strategic Initiatives.

### **Discussion:**

#### **2023-2033 Huron-Kinloss Strategic Plan: Blueprint for our Future**

The Team is continuing with the development process of our strategic plan and master action plan. The consultation phase is now complete and we would like to thank everyone who took the time to participate and engage with us on this project. We had great attendance in all our engagement efforts and are very pleased with the feedback we received.

The final strategic plan document will be presented to Council on January 15<sup>th</sup> by the Deloitte Team.

On January 16<sup>th</sup>, the Senior Management Team will be attending a brainstorming workshop to finalize our master action plan. The master action plan will be presented to Council at a February meeting.

#### **Ripley Medical Centre and Family Y Childcare Centre**

Plans for both the medical centre and the childcare centre are complete. We wish to thank all our partners for their time and commitment to this project. The Team has decided to move forward with a design-build Request for Quotations, we did receive a quote to prepare the tender package but it was quite high and we want to keep as much funds as we can for the actual renovations.

We hope to have the Request for Quotations posted in December.

## **2023 Business Plan and Budget**

After reviewing our 2023 Economic Development Budget and Business Plan, I'm quite pleased to reflect on what we've accomplished this year. A full report will be coming forward in January 2024 but I did want to point out one project that we did not complete and provide an explanation as to why.

We included \$15,000 in our budget for a Downtown Development project for Ripley. The goal of the project was to create a dedicated action plan and vision for the downtown that would provide some guidance for our team on how to tackle some tough issues; commercial vacancies, consumer numbers, consumer spending, beautification efforts, business recruitment efforts, etc.

After doing hours and hours of research and contacting many consulting firms, industry partners and our peers from other communities, we realized two things; 1) we need to narrow the scope of this project and spend some time getting to the bottom of our issues with the downtown; and, 2) \$15,000 does not get you much in the world of consultants and designers.

We plan to carry forward these funds into 2024 if the budget permits because this project is still a key priority for our team but we need a little more time to figure out how to allocate those funds to get the best return on investment.

### **Financial Impacts:**

#### **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