



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: April 2024 Economic Development Officer Status Report

Date: Apr. 3, 2024

Report Number: BED-2024-04-9

Department: BED

File Number: C11 BED 24

Prepared By: Amy Irwin

Attachments: None

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report BED-2024-04-9 as prepared by Amy Irwin, Economic Development Officer.

Background:

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

Discussion/Analysis/Overview:

Economic Development

The Economic Development team continues to support local businesses by:

- Regular check-ins and communication with local businesses.
- Sponsor and support of the Town of Minto's 'Homegrown, a gathering for rural female business owners' event on June 13 at Grassroots Farm. Huron-Kinloss businesses are represented as panelists and local experts, as well as the event is hosted in Huron-Kinloss. More information on the event: <https://www.homegrowngathering.ca/>
- Downtown Ripley Revitalization community engagement session was hosted on March 26 at the Ripley-Huron Community Centre. This is the first step to assess the community's vision and ideas for downtown Ripley and start working on an action and implementation plan.
- Met with one new business regarding agricultural grants.
- Assisted Ripley Business Community with grant applications for downtown Ripley Mural and new seasonal lighting.
- Finalized Huron-Kinloss Discovery Guide and sent to press. Expected delivery is mid-April with wide-spread distribution planned for May.
- Entrepreneur workshop tentatively planned for April 26, hosted by Futpreneur organization. Geared towards young entrepreneurs, it's the hope that we can include a tour of available Huron-Kinloss storefronts, with the workshop. More details to be confirmed.

Tourism

- Seasonal staff recruitment is underway.
- Promotion of the Back Forty Bazaar is ongoing, planned for Thursdays from 3-7 pm, starting June 20 in Lewis Park in Ripley and alternating with Caledonia Park in Lucknow.
- Marketing and promotion of the Point Clark Lighthouse and Secrets of the Back Forty in Escape to Grey-Bruce, a regional tourism publication.

Financial Impacts:

Included in current budget

Performance Measurement:

- Number of Huron-Kinloss businesses attending Homegrown
- Number of attendees at Ripley Downtown Revitalization session
- Amount of grant funding received for projects and completion of projects
- Seasonal staff hired
- Number of vendors registered for Back Forty Bazaar

Strategic Area:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Embrace a thriving rural lifestyle | <input type="checkbox"/> Enhance Municipal Service Delivery |
| <input checked="" type="checkbox"/> Prepare for Inclusive Growth | <input type="checkbox"/> Ensure Financial Stability |

Strategic Goal: Encourage economic vitality

Respectfully Submitted By:

Amy Irwin, Economic Development Officer

Report Approved By:

Jodi MacArthur, Chief Administrative Officer