



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: Economic Development Status Update September 2024

Date: Sep. 3, 2024

Report Number: BED-2024-09-16

Department: BED

File Number: C11 BED 24

Prepared By: Amy Irwin and Michelle Goetz

Attachments: None

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report BED-2024-09-16, prepared by Amy Irwin, Economic Development Officer and Michelle Goetz, Manager of Strategic Initiatives.

Background:

This report provides an update on economic development initiatives.

Discussion/Analysis/Overview:

Economic Development

Staff is continuing to work with local businesses and realtors in Huron-Kinloss on attracting businesses to our community.

Three applications to our Downtown Improvement program have been approved – Community Energy Efficiency to assist a business in downtown Lucknow with new air conditioning unit, Façade improvement to a downtown Lucknow business and a signage grant to a downtown Lucknow business.

A full report of businesses who received funding will be available once funding agreements are executed and applications are continuing to be accepted and reviewed for our Downtown Improvement Program.

Ripley Downtown Revitalization Project

The Ripley Downtown Revitalization project is moving forward with installation of window clings, promoting opening a business here, in vacant storefronts at 82 and 84 Huron St., Ripley. Installation of 20 wooden window boxes on all storefronts in downtown Ripley will be completed by mid-September.

The final report from Pl.ural on the current state of Ripley and the design renderings are expected to be available by the first of September which will assist the team in determining direction moving forward.

A drone photographer was hired this summer to take before photos of the downtown from all angles and including the new developments on the north side of

Ripley. Additional photography and videography will be taken throughout the downtown revitalization to document our progress.

Tourism updates

Lucknow's Music in the Fields and the Lucknow Kinsmen Club hosted a safe and successful music festival on August 22-24 with over 7500 attendees on-site.

As of August 27, the Point Clark Lighthouse and museum has welcomed:

1374 paying adults and 641 paying children aged 4-12. Compared to the same time frame in 2023, saw 1438 paying adults and 719 paying children.

Staff run a children's program each Friday afternoon with an average of 10 children attending each week. The Lighthouse Speaker Series has run four times with approximately 8 attendees at each event.

Back Forty Bazaars wrapped up with summer with 7 markets held in Ripley and 2 markets held in Lucknow. Over 700 attendees have been recorded as attending the Bazaars.

Ripley Food Art and Craft Festival

The Ripley Food Art and Craft Festival was held on Saturday August 17th at the RHCC. 58 vendors were in attendance selling baked goods, jewelry, home décor, and more. The event was very successful, despite the rain, with 525 paying adults and lots of kids.

Trails Maps

The trails brochure, created in 2019, has been removed from the website. Updated maps are being created in partnership with Bruce County and will be added to the website once they are finalized.

Ripley Industrial Park

To promote the available property at the Ripley Industrial Park, a billboard will be constructed on-site. The billboard will be two sided, forming a 'V' shape and each side will be 8' high by 16' long. Quotes are being sourced. The billboard will be partially funded through the Ontario Certified Site program, we can submit for reimbursement 50% of our marketing costs up to \$10,000.

Financial Impacts:

All projects included in this report are included in the 2024 Economic Development Budget.

Performance Measurement:

The success of the Ripley Downtown Revitalization project will be measured by the increase in business and investment in downtown Ripley and resident satisfaction.

Success of grant programs will be measured by completed projects by businesses in Huron-Kinloss.

Success of tourism will be measured by number of visitors recorded at the Point Clark Lighthouse and at the Back Forty Bazaars.

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:

- **Build Community Capacity**
- **Facilitate Community Well Being**
- **Encourage Economic Vitality**

Respectfully Submitted By:

Amy Irwin, Economic Development Officer

Michelle Goetz, Manager of Strategic Initiatives.

Report Approved By:

Jodi MacArthur, Chief Administrative Officer