

**Economic Development Budget – 2021 Resident and Business Attraction Initiatives**

Project Name	Project Description	Alignment to Strategic Plan
<p><b>New Resident Initiatives</b> \$5,000</p> <p>Open House: \$2,500 (includes booking auditorium and light breakfast refreshments from FIG or Ripley’s Variety).</p> <p>Marketing campaign through social media (video) \$500</p> <p>Business marketing campaign; develop messaging and social media ads. \$2,000</p>	<p><b>Resident Attraction</b></p> <p>January – March: Community Development Officer to distribute booklets to realtors and developer’s (depending on pandemic either open house, breakfast style or just drop off to offices. We would prefer an in-person event so we have an opportunity to talk about all the new developments, where they are, amenities and any other interesting information ie. business opportunities).</p> <p>April-May: Finalize plan for resident attraction video and book models.</p> <p>Work with Business and Economic Officer to develop a marketing campaign aimed at spouses of Bruce Power workers and full or part time business opportunities – this will be marketed hand in hand with resident attraction pieces for recruitment to HK.</p> <ul style="list-style-type: none"> <li>• Homebased businesses</li> <li>• Hands on homemade (Homestead marketplace)</li> <li>• Downtown opportunities</li> <li>• Food related opportunities (build vendor base then look into indoor market)</li> <li>• Investment opportunities</li> <li>• Service based businesses</li> </ul>	<p>This project aligns with the 2019-2023 Strategic Plan Action Plan by meeting the following goal:</p> <p><i>Goal S2.1: Resident Attraction</i></p> <p>This project aligns with the Economic Development Action Plan by contributing to the following action items:</p> <p><i>Action 1.4 “Create a marketing and promotional program to attract new residents”</i></p> <p><i>Action 3.1 “Conduct a campaign aimed at residents to stimulate interest in starting a business.”</i></p>

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<p>Business Recruitment \$30,000</p>	<p>Business and Economic Officer to re-evaluate the Win this Space Program in 2021. We have run this Program three times since 2017 and have had four businesses open in our downtown areas as a direct result of the Program. Two businesses have since closed; the COVID-19 pandemic was a factor in the closures.</p> <p>Investigate/Collaborate for Creative Use of Space</p> <ul style="list-style-type: none"> <li>- Research opportunities for use of vacant space</li> <li>- Create promotional material for events</li> <li>- Marketing campaign</li> </ul> <p>Promotion of the Downtown Improvement Program</p> <ul style="list-style-type: none"> <li>- Design/Print of program information pamphlets</li> <li>- Mail-out to all commercial property owners</li> <li>- Downtown Art Renderings</li> <li>- Design/art renderings of Ripley and Downtown Lucknow including commercial storefronts to “sell” the need to upgrade (coincides with promotion of Downtown Improvement program)</li> </ul> <p>Research, development, design and print</p> <ul style="list-style-type: none"> <li>- WHY Huron-Kinloss campaign</li> <li>- Marketing activities for WHY Huron-Kinloss campaign</li> <li>- Create “New Business?” package – design, print</li> <li>- Develop marketing campaign strictly for current residents</li> </ul>	<p>This project aligns with the Economic Development Action Plan by contributing to the following action items:</p> <p>Action Item 2.2 <i>“Recruit new businesses through Win This Space to occupy available space in both Ripley and Lucknow.”</i></p> <p>Action Item 2.1 <i>“Create ways to encourage landlords to accelerate the development of tenant-ready, attractive downtown space.”</i></p> <p>Action Item 3.1 <i>“Conduct a campaign aimed at residents to stimulate interest in starting a business.”</i></p>

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	<ul style="list-style-type: none"> <li>- Review Business Recruitment Strategy by Tenzing for other marketing ideas</li> </ul>	
<p>Downtown Improvement Program \$40,000</p> <p>\$100,000 to be allocated to this Program over the next four years.</p>	<p>The downtown improvement program will continue using remaining funds (\$40,000) that were allocated for this program in the 2020 budget. An additional \$25,000 to be added to the 2021 budget for this Program.</p>	<p>This project aligns with the 2019-2023 Strategic Plan Action Plan by meeting the following goal:</p> <p><i>Goal P2: We are a prosperous community by diversifying our economy.</i></p> <p>This project aligns with the Economic Development Action Plan by contributing to the following action items:</p> <p><i>Action Item 2.1: “Create ways to encourage landlords to accelerate the development of tenant-ready, attractive downtown spaces.”</i></p>
<p>Promotions and Development \$16,500 (\$8,700 from reserve)</p>	<p>Image Development \$2,000 Virtual Job Fair \$1000 Tim Hortons Billboard \$5,000 Ripley Industrial Park Billboard \$7,000 Social Media marketing campaigns - \$1,500</p>	<p>This project aligns with the 2019-2023 Strategic Plan Action Plan by meeting the following goal:</p> <p><i>Goal P1.3: Business Opportunities for Bruce Power Suppliers</i></p> <p><i>Goal P4.1: Ripley Industrial Park</i></p> <p><i>Goal A6.1: Communication Plan</i></p> <p>These projects align with the Economic Development Action Plan by contributing to the following action items:</p> <p><i>Action Item 3.11 “Job Fair”</i></p> <p><i>Action item 4.3 “Image and Video Development”</i></p>

## Economic Development Budget – 2021 Tourism & Marketing Initiatives

Project Name	Project Description	Alignment to Strategic Plan
Ice Cream Trail \$10,000	We will celebrate the 10 <sup>th</sup> anniversary of the Ice Cream Trail™ in 2021 since it was postponed in 2020. We will take participants on a “walk down memory lane” as we reminisce about past stops, points of interest and all the great memories on the Trail since its inception in 2011.	This project aligns with the Economic Development Action Plan by contributing to the following action items:  Action Item 3.10 “ <i>Ice Cream Trail</i> ”
Holiday Shopping Pass \$5,000	The Holiday Shopping Pass is an annual promotion that is well received by the Huron-Kinloss business community and residents. This funding will cover administration of the promotion and any increase in costs related to pivoting it due to the COVID-19 pandemic.	This project aligns with the Economic Development Action Plan by contributing to the following action items:  Action Item 3.8 “ <i>Holiday Shopping Pass</i> ”
Lucknow Tourism Office \$10,000 (Nuclear Waste Management Organization)	<p>\$10,000 Lucknow Tourism Office Operations/Tourism Student \$2,000 Lucknow Chamber of Commerce Allotment</p> <p>The Lucknow Tourism Office welcomes over 500 visitors each year. One seasonal staff member is hired to manage the Office and work on economic development and tourism initiatives for the Lucknow Chamber of Commerce and the Township of Huron-Kinloss. At this time, no decision can be made regarding the re-opening of the Lucknow Tourism Office in 2021. The Lucknow Chamber of Commerce will commit \$2,000 towards the hiring of a student if the Tourism Office opens this year. Regardless of whether we open the Tourism Office, we will hire a Tourism Student to assist with tourism and marketing initiatives.</p>	This project aligns with the Economic Development Action Plan by contributing to the following action items:  Action Item 4.1 “ <i>Plan for, staff and manage the Lucknow Tourism Office.</i> ”

<p>Tourism and Marketing Strategy \$22,500 \$10,000 (NWMO)</p>	<p>Hire a consultant to provide direction on tourism and marketing initiatives for the next five years.</p>	<p>This project aligns with the Economic Development Action Plan by contributing to the following action items:</p> <p>Action Item 4.4 <i>“Expand tourism attraction and marketing initiatives.”</i></p>
<p>Community Murals \$19,662.00</p> <p>\$10,000 Spruce the Bruce (pending approval)</p> <p>\$10,200 Rural Economic Development Fund (pending approval)</p>	<p>Commission an artist to create a mural in each community, Lucknow, Point Clark and Ripley to beautify the downtown/tourist areas of the municipality and attract new visitors.</p>	<p>This project aligns with the Economic Development Action Plan by contributing to the following action items:</p> <p>Action Item 4.4 <i>“Expand tourism attraction and marketing initiatives.”</i></p>
<p>Explore H-K</p>	<p>\$2,500</p> <p>Explore H-K is a promotion that was introduced in 2020 to encourage local shopping and support and promote businesses in Huron-Kinloss through the ongoing COVID-19 pandemic. It was very well-received, and we would like to offer this promotion again with a few changes to decrease the budget amount.</p>	<p>A new initiative added to 3.0 of the Economic Development Action Plan with the goal to “Increase Business” under “Priority: Support retailers in the downtowns”</p>

Economic Development Budget – 2021 Administrative Initiatives		
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Website \$1,000	ECrew - \$1,000 Pre-paid eSolutions, eScribe and See click fix	This project aligns with the 2019-2023 Strategic Plan Action Plan by meeting the following goal: Goal A6.1: <i>Communication Plan</i>
Have Your Say HK \$5,000		This project aligns with the 2019-2023 Strategic Plan Action Plan by meeting the following goal: Goal A6.1: <i>Communication Plan</i>
Discovery Guide \$7,500	The Discovery Guide for 2021 will be a Municipal Guide only.	This project aligns with the Economic Development Action Plan by contributing to the following action items:  Action Item 3.12 “ <i>Annual Discovery Guide</i> ”
Communications Strategy \$10,000 (Nuclear Waste Management Organization)	Develop corporate communications plan Staff training Video creating software	This project aligns with the 2019-2023 Strategic Plan Action Plan by meeting the following goal: Goal A6.1: <i>Communication Plan</i>