



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: March 2021 CDO Status Update

Prepared By: Michelle Goetz, Community Development Officer

Department: BED

Date: Mar. 1, 2021

Report Number: BED-2021-03-13

File Number:

Attachments: Resident Attraction Booklet

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED2021-03-13 prepared by Michelle Goetz, Community Development Officer.

Background:

The Community Development Officer/Executive Assistant is providing an update on the Resident Attraction project.

Discussion:

The next step in the Resident Attraction project was to host a Realtor's and Developer's breakfast where we could showcase all the new developments taking place in Huron-Kinloss and also distribute the resident attraction booklets. Due to the evolving pandemic situation and the progress of the subdivision developments, staff is recommending a different approach to distributing the booklets this spring. We would prefer to contact the local Real Estate Agents and Brokerages to determine if they would like copies of the resident attraction booklets and deliver copies to them instead. We feel this route is more appropriate given the current circumstances and to ensure the booklets are available during the most suitable phase of subdivision development.

Staff will continue to monitor the progress of the subdivision development sales and resident attraction initiatives to determine if a Realtor's and Developer's breakfast is appropriate to host in the Fall. We will also be launching a marketing campaign around resident attraction once we have the social media pieces and video finalized, this will be scheduled for later this Spring.

Financial Impacts:

None at this time. Staff will deliver the booklets to the interested parties.

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, accessible community.

Projects in this report assist staff in achieving the following projects in the 2019-2023 Strategic Plan Action Plan:

P5.5 Subdivision Development (through Resident Attraction Strategy)
S2.1 Resident Attraction

Submitted By:

Michelle Goetz, Community Development Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer