

# Bruce County Planning & Economic Development Annual Update

2020 Year in Review  
Priorities for 2021



# Overview

## Land Use Planning

- 2020 Highlights
- Plan the Bruce - the next 25 years

## Economic Development

- 2020 Highlights
- Economic Recovery - 2021 Priorities

# Planning: 2020 Highlights

- Land Use Division Role and Structure Review
  - Draft MoU Deferred
- Quarterly Planning Dashboard
- Local Official Plan Approval Delegation By-law
- Development Application Fee Review
- Local Planning Service Delivery Review

## 2020 Planning by the Numbers

Applications Processed (Peninsula Hub)	111
Applications Processed (Lakeshore Hub)	112
Applications Processed (Inland Hub)	76
<b>TOTAL COUNTY APPLICATIONS</b>	<b>299</b>
New Lot or Units Created	260

## Planning Applications 2015-2020

Municipality	2015	2016	2017	2018	2019	2020
Saugeen Shores	56	71	81	79	59	65
Kincardine	28	46	32	46	64	47
Brockton	19	32	38	31	40	26
South Bruce Peninsula	23	26	21	42	32	47
Huron-Kinloss	23	24	36	27	29	25
South Bruce Peninsula	23	35	21	32	28	25
Northern Bruce Peninsula	28	25	11	16	28	37
Arran-Elderslie	26	28	19	20	15	27
<b>BRUCE COUNTY</b>	<b>226</b>	<b>287</b>	<b>259</b>	<b>293</b>	<b>295</b>	<b>299</b>

## Huron-Kinloss Highlights

- Draft approval of Hellyn Development Inc. residential subdivision in Lucknow with 66 to 74 new residential units
- Conditional approval of consent applications in Ripley to finalize the lot layout, road and servicing requirements in the former McTavish subdivision
- Pre-consultation meetings that have laid the groundwork for new development applications in 2021



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# Planning: 2021 and Beyond

--- PLAN <sup>the</sup> BRUCE <sub>GPS</sub> ...



45.0°N 81.3°W

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# Plan the Bruce: Agriculture



## ENSURING THE FUTURE OF FOOD THRIVES HERE...

Good planning decisions now will help us support local food producers and expand their opportunities beyond our borders to create markets for a thriving, healthy agricultural community.





45.0°N 81.3°W

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# Plan the Bruce: Homes



## **INCREASING AVAILABILITY AND MIX...**

Good planning decisions now can have a positive impact on housing diversity and availability over the next 20 years.

# Plan the Bruce: Natural Legacy



**MANAGING WHAT WE INHERITED FOR  
FUTURE GENERATIONS...**

Good planning decisions now will ensure our natural environment is protected, balancing needs today with the greater good for generations into the future.

# Plan the Bruce: Good Growth



**COMBINING DEVELOPMENT WITH PRESERVATION  
OF CHARACTER...**

Good planning decisions now will help us inspire growth and development innovation in the right proportions and the right places while sustaining our quality of life.



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# Plan the Bruce: Heritage



## HERITAGE

### IDENTIFYING AND PROMOTING OUR CULTURE...

Good planning decisions now will help us inventory and protect our heritage assets, celebrate achievement and nurture our cultural heritage.

# Plan the Bruce: Connecting



**BRINGING OUR COMMUNITIES CLOSER TOGETHER...**

Good planning decisions now will help us move  
Information, goods, services and people between our  
communities with more ease and an eye to the future.

# Plan the Bruce: Communities



## MAKING HEALTHY COMMUNITIES A PRIORITY...

Good planning decisions now will help us ensure access to the services, facilities and resources that support all Bruce County lifestyles, and that include flexibility for what's next.

# Plan the Bruce: Business



## GROWING ECONOMIC HEALTH THROUGH BUSINESS DIVERSITY

Good planning decisions now will help Bruce County attract and sustain a diverse economy, entrepreneurial vibrancy and employment for generations to come.

## Engagement Activity

- [www.planthebruce.ca](http://www.planthebruce.ca)
- Upcoming stakeholder workshops

--- PLAN the BRUCE GPS ---



# Planning 2021

Complete Ontario Modernization Fund projects

- Online development applications to save applicant's time
- Use technology to connect local building permit information
- Land Use Planning Strategic Plan
  - Return to Local Service MoU

## Economic Development - the Macro Approach

The “Find Yourself in Bruce County” Economic Development Strategic Plan acknowledges the “Macro Approach” - working together to succeed.

2020 was year 4 of the 5 year  
“Find Yourself in Bruce County”  
Economic Development Strategic  
Plan.



# Economic Development 2020 - A look back

- With the endorsement of County Council, Bruce County Economic Task Force led the creation of *Support the Bruce: Business Sustainability Fund*.
- This 1.75M fund included an array of grants and a loan option to help entrepreneurs in challenging times due to the COVID-19 pandemic.
- 382 businesses accessed a total of \$1,327,866 to continue to operate, adapt, pivot, incorporate health requirements or re-imagine their businesses.

# BRUCE COUNTY FACES OF RESILIENCE

*Showcasing the Support the Bruce: Business Sustainability Fund*





## By the Numbers - Supporting Economic Recovery

- Emergency Business Sustainability Loan - 22 businesses accessed \$409,500 to continue operations.
- Starter Company Plus/ Business Pivot Adaptation Grant - 68 businesses accessed \$318,366 to expand product lines or move online.
- Spruce the Bruce Pandemic Response Grants - 101 businesses accessed \$250,000 to make enhancements and improvements to adapt.
- Business Safety Supplies Grant - 180 businesses accessed \$250,000 to adapt to new safety requirements.
- Special Edition Tourism Innovation Lab Spark Grant - 11 tourism businesses accessed \$100,000 to adapt and/or enhance their tourism operations, offerings, & products.

## Business to Bruce - Services

Connected with Entrepreneurs in Record Numbers:

- 1,333 business-related inquiries handled
- 537 outreach connections made
- 510 one-on-one business advice consultations held
- 200 attended Women's Day event
- 200 attended Bridges to Better Business virtual event
- 41 business events, webinars and seminars hosted

## Business to Bruce - Services

- Economic Impact of Business Support:
  - 152 new businesses opened
  - 48 business expansions
  - 77 new jobs created
  - 811 entrepreneurs trained
- The Summer Company Initiative in partnership with the Province of Ontario granted 4 students a total of \$12,000.
- The Starter Company Plus Initiative in partnership with the Province on Ontario granted 7 start-up businesses a total of \$35,000 along with mentorship and training.

# Business to Bruce - Entrepreneurship Attraction

- Paisley - "Express Your Talents" Business Recruitment Strategy Launched
- Paisley - Officially onboarded to Business to Bruce attraction engine [www.businessstobruce.com](http://www.businessstobruce.com)





# Spruce the Bruce Pandemic Response

Elimination of 50 percent contribution.

- 101 main street small businesses accessed grants to help make needed modifications as a result of the pandemic
- 51 Facade Improvements
- 19 Outdoor Patio and Take-out Windows
- 14 Perpendicular Signs
- 11 Awnings
- 6 Collaborative Marketing Campaigns

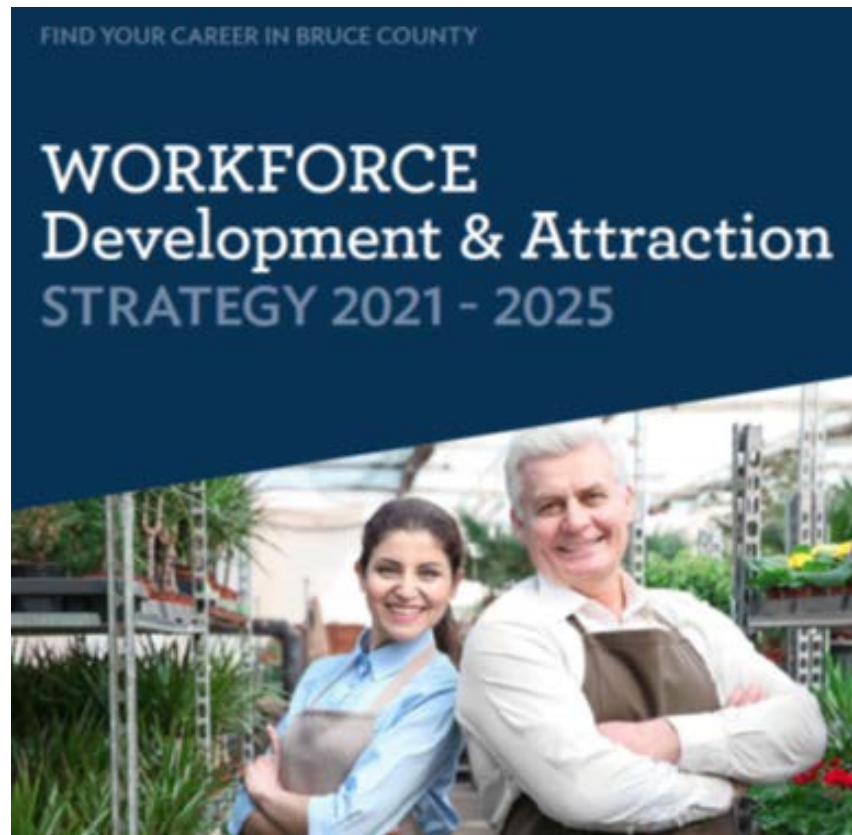


OUTDOOR PATIO



**FAÇADE IMPROVEMENT &  
PERPENDICULAR SIGN**

# The Find Your Career in Bruce County Workforce Development and Attraction Strategy 2021- 2025 Launched



# Grey Bruce Local Immigration Partnership

- Grey Bruce Local Immigration Partnership was established to foster welcoming communities throughout Grey and Bruce Counties and develop opportunities to support newcomers.
- Addresses the isolation of newcomers by increasing the capacity for coordination, connection, and collaboration to foster a welcoming community.
- 52 individuals representing 46 organizations formed the Grey Bruce Local Immigration Partnership Council.



## Explore the Bruce

- Messaging to visitors was in line with Public Health and adjusted throughout the year accordingly.
- An overall increase of 25% of pageviews and a 32% increase of users on ExploretheBruce.com compared to 2019.



# Round 2 Bruce County "Spark" Mentorship and Grants Program

Supporting innovation in tourism by awarding 3  
businesses a total of \$9,000.



## Won Three Hermes Creative Awards

- 1 Platinum Award for Welcome Home video
- 1 Gold Award for Bruce Peninsula Ecoadventures: choose to call Bruce County home video
- 1 Gold Award for Grassroots Farm: choose to call Bruce County home video





# Annual Assessment: 2021 Area of Focus

Community	Organization	Business Development	Community Development	Marketing and Promotions
Chesley	X			
Kincardine				X
Lion's Head			X	
Lucknow				X
Mildmay				X
Paisley				X
Port Elgin			X	X
Ripley			X	
Sauble Beach				X
Southampton			X	X
Teeswater				X
Tobermory			X	
Walkerton		X		
Warton				X

## Economic Development: Priorities in 2021

- Continue to support Bruce businesses impacted by the COVID-19 pandemic.
- Continue to monitor the pandemic's impact on businesses and the broader Bruce County economy to determine ongoing mechanisms necessary to move into full recovery and growth.
- Research and Formulate the next 5 Year Economic Development Strategic Plan
- Review the current STB Community Development program with the potential for enhanced program
- Continue to market the county as a place to visit, live and build a business.

## Economic Development: Upcoming in 2021

- Continue to attract and support potential and existing entrepreneurs via the Business to Bruce Program.
- Execute the short-term actions outlined in the “Find Your Career in Bruce County” Workforce Development and Attraction Strategy.
- Working towards making the region welcoming and inclusive for all via the Grey Bruce Local Immigration Partnership.
- Fostering sustainable tourism advancement and innovation through Bruce County’s Tourism Innovation Lab’s spark grant and mentor program.



## Conclusion

- There are no stand-alone initiatives
- Building capacity with partners and in our communities is integral
- Together, we can ensure Bruce County's future is strong and vibrant for generations to come





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Thank you