



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: April 2021 Project Update

Prepared By: Taralyn Cronin, Business and Economic Officer

Department: BED

Date: May. 3, 2021

Report Number: BED-2021-05-24

File Number: D02

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-05-24 prepared by Taralyn Cronin, Business and Economic Officer.

Background:

April 2021 Project Update

Discussion:

Ambassador Program

This year our summer students will participate in a virtual ambassador program. This program was developed a few years ago to familiarize our students with “what we do” at the Municipal Office, what the Township has to offer visitors, and the facilities that they may use during their work term. In a normal year, we would take them on a short bus tour of Huron-Kinloss to introduce them to our attractions and amenities. This year, they will go on a virtual tour of the Township using GIS StoryMaps.

Community Mural Project

We have applied to the Community Foundation Grey Bruce Community Grant Program for funding for the Community Mural Project. We should hear sometime in the next month about our Rural Economic Development Fund application status.

ConnectOn

We now have access to the [ConnectOn](#) Agricultural and Manufacturing Asset Mapping Tool through Bruce County. ConnectON is a one system approach for municipalities to maintain data bases and augment local data with a regional lens. The ConnectON tool enables users to access accurate, current data used for both analysis and planning on a local and regional level.

Downtown Improvement Program/Spruce the Bruce

We continue to have a lot of interest in our Downtown Improvement Program this year. To date, we have received eight applications to the Program; six of these applications have been for façade or signage improvements and are being processed through Spruce the Bruce. Huron-Kinloss business owners are encouraged to apply now if they want Spruce the Bruce funding this year. A temporary maximum of \$30,000 is available for projects within each municipality until July 1st and Huron-Kinloss has almost reached that maximum funding amount. Once that amount has been allocated, businesses applying to program will be placed on a waiting list and it will be first come first serve until the funding is gone. Spruce the Bruce is covering 100% of project costs up to \$4,000 for façade improvements and \$1,000 for signage improvements.

Lucknow Tourism Office

Due to the Stay-at-Home Order that is currently in place, the Lucknow Tourism Office will not open before the May long weekend. We have offered the Lucknow Tourism Office Student position to someone and we will continue to monitor the situation surrounding the ongoing pandemic to determine the opening date of the Tourism Office. The student will work from home in the meantime, developing content for our website and social media pages as well as working on some shop local campaigns.

Ice Cream Trail

The Ice Cream Trail has also been postponed until the Stay-at-Home order lifts.

Financial Impacts:

None at this time.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision and Mission. The recommendations contribute to our goals in achieving a prosperous community, a vibrant community, and a spirited community.

Respectfully Submitted By:

Taralyn Cronin, Business and Economic Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer