



Staff Report

Report Title: July 2021 Community Development Officer Status Update

Prepared By: Michelle Goetz

Department: BED

Date: Jul. 5, 2021

Report Number: BED-2021-07-29

File Number:

D02

Attachments: Grey-Bruce Settlement Strategy

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information report number BED-2021-07-29, prepared by Michelle Goetz, Community Development Officer.

Background:

This report provides the Committee with an update on the Community Development Officer's current projects.

Discussion:

Grey-Bruce Local Immigration Partnership Council

The Township was invited to sit on the Grey-Bruce Local Immigration Partnership Council as we supported the two counties RED grant application for the project. The background information, strategy and action plan are now complete. The strategy is attached. All members of the Council were invited to participate in a sub-committee that will move the action plan forward. The Community Development Officer will support the project on the Community Connections sub-committee. The priorities of this sub-committee are:

- Objective 3: Engage all municipalities in Grey & Bruce to integrate welcoming communities' characteristics to help newcomers settle into their new home and community.
- Objective 10: Engage communities in opportunities to host events that acknowledge the strength of diversity.

Resident Attraction Campaign

We launched our resident attraction campaign in the Spring by handing out the resident attraction brochures to Realtors in Lucknow, Point Clark and Kincardine.

We also finished our first social media campaign on June 28th, 2021. This social media campaign was created on Facebook and ran for two weeks. The cost of the campaign was \$100 and the results were:

- Reach: 9,274 Facebook users
- Post Engagements: 256
- Link Clicks: 157 (directed to www.huronkinloss.com/live-here)
- Demographics: 25-54 year olds, 87% women and 13% men
- Location: Ontario; Kitchener-Waterloo, Guelph, London

A second social media campaign will begin in July and run for an additional two weeks. The final summer campaign will include the resident attraction video and will be sponsored on Facebook once finalized.

We are continuing to plan the Realtor/Developer open house in the fall, if the provincial guidelines permit us to do so.

Communications Strategy

A Communications Team has been created with staff members from most departments. The team will be creating the action plan that will be presented to Council in the Fall.

We will also be participating in a pilot project with the Kincardine Independent beginning July 7th. Elyse Dewar, Project Coordinator, will be the lead on this project. She will be providing a weekly editorial with project updates (400 words, no images). The focus of the column will be project or construction updates that the public might be interested in learning more about, or content that is generally hard to find in Council agendas/minutes. The team and the Kincardine Independent will review the results of the pilot in September to determine if it's a valuable communication channel to continue, specifically for those residents that are not online.

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 & 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:

S2.1 Resident Attraction

A6.1 Communication Plan

Respectfully Submitted By:

Michelle Goetz, Community Development Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer