



Staff Report

Report Title: June 2021 Project Update

Prepared By: Taralyn Cronin, Business and Economic Officer

Department: Business and Economic Development

Date: Jul. 5, 2021

Report Number: BED-2021-07-30

File Number: D02

Attachments: Owen Sound Rotary Club Thank You; Tourism Student May June Report

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-07-30 prepared by Taralyn Cronin, Business and Economic Officer.

Background:

June 2021 Project Update

Discussion:

Bruce County Strategic Planning

On June 25th, I participated in a virtual Bruce County Library strategic planning session. Bruce County library staff are meeting with community leaders to get their thoughts on the changes and challenges we believe our community will face over the next five years and the role that the library can play.

Community Mural Project

The Point Clark butterfly mural is scheduled to be completed the first week of July. We received some great ideas on our community engagement website of elements to include in the murals. We do not have installation dates for the Lucknow and Ripley murals yet. Residents and visitors are encouraged to take their picture with each of the murals and use the hashtag #CelebrateHK to share their photos on social media.

[Explore H-K Program](#)

We are running our Explore H-K Program again this summer. There will be two components to the program: 100 Ways to Explore H-K and 31 Days of Giveaways. We will not be running the Snapshot Photography contest this year. The 100 Ways to Explore H-K is a "bucket list" full of activities that will be sent out through our resident e-newsletter, shared on social media and will be available to download off our website. The 31 Days of Giveaways will launch August 1st and each day in August, we will be giving away prizes to people who "like" and "share" Huron-Kinloss business feature posts.

Ice Cream Trail™

The Ice Cream Trail™ launched on June 15th and will run until September 30th. New this year, we have added three mini scavenger hunts that can be completed using the app "Goose Chase" or online at www.icecreamtrail.ca. We are using an unlimited free Goose Chase account through Digital Main Street. We are promoting the Trail locally through newspapers, radio and social media. A limited number of brochures were printed and are available at all the Ice Cream Trail™ stops.

Lighthouse Presentation

I recently did a presentation about the history of the Point Clark Lighthouse at a virtual Owen Sound Rotary Club meeting. They frequently have guest speakers on various topics and contacted me to speak about the lighthouse. As a thank you, the Club made a donation to the Owen Sound Library in support of their children's literacy program. The letter from the Club is attached.

Lighthouse Museum Revitalization Project

Blue Rhino Design is currently reviewing our museum collection, remotely. Our tourism student, Hart, has been taking photos and videos of museum exhibits and sending them to Blue Rhino Design. This is a safe and efficient way to get them the information they need to complete an implementation plan for the Point Clark Lighthouse Museum.

Once the plan is complete, we are hoping to secure enough funds to implement the plan over the next year. We applied to the Canada Healthy Communities Initiative under their "safe and vibrant public spaces" for capital funding for the Point Clark Lighthouse museum revitalization project. We applied for \$35,000, which will go towards making significant improvements to the museum exhibits. We have also submitted a "Letter of Intent" to Community Foundations Grey Bruce in partnership with the Point Clark Beach Association for their Capital Grant. As a municipality, we can not apply directly for the grant; however, the Point Clark Beach Association can apply using the Township as a Sponsor. The Point Clark Beach Association has shown great interest in this project and they are happy to help us acquire funds to make improvements to the Lighthouse Museum.

Lucknow Tourism Office

The Lucknow Tourism Office will remain closed until we have reached Step 3 of the Province's Roadmap to Reopen. Hart has been busy working on tourism and marketing initiatives and his May/June Report is attached.

Financial Impacts:

All projects are included in the 2021 Budget and/or have received grant funding.

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 & Economic Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer