



Staff Report

Report Title: July 2021 Project Update

Prepared By: Taralyn Cronin, Business and Economic Officer

Department: BED

Date: Aug. 4, 2021

Report Number: BED-2021-08-35

File Number:

D02

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-08-35 prepared by Taralyn Cronin, Business and Economic Officer.

Background:

July 2021 Project Update.

Discussion:

Community Mural Project

The Point Clark and Lucknow butterfly murals are now complete. 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. We have seen lots of photos of residents and visitors in front of the murals on social media and have received a lot of positive feedback. Ripley's mural is scheduled to be completed in August.

Explore H-K Program

The 31 Days of Giveaways contest launched on August 1st. Each day in August, we are featuring a Huron-Kinloss business. Residents and visitors are encouraged to "like" and "share" the business feature posts for a chance to win a great prize. Prizes are awarded daily.

Great Waterfront Trail Adventure

The Waterfront Regeneration Trust is hosting a Great Waterfront Trail Adventure August 6-11 along the Great Lakes Waterfront Trail in Simcoe, Grey and Bruce and Manitoulin. Just over 70 cyclists will be participating in this adventure, following the Trail starting in Blue Mountains and ending in Point Clark on August 11th. Staff from the Waterfront Regeneration Trust have been working with Grey Bruce Health Unit to ensure that all COVID-19 safety protocols necessary are in place. Cyclists will be staggered and less than 20 riders at a time will be arriving at the finish line at the Point Clark Lighthouse. The Township will be providing drinks and individually wrapped treats to riders when they finish their journey. Busses staged at the Point Clark Community Centre, will take riders and their gear back to Blue Mountains.

Ice Cream Trail™

We have had over forty entries so far for the Ice Cream Trail. We have also had multiple entries into our community mini scavenger hunts. The Ice Cream Trail™ runs until September 30th. Marketing of this promotion is being concentrated locally. We would normally print 10,000 copies of the brochure; however, we are not distributing them to tourism information centres across Ontario this year. We printed 2,500 copies this year and they are available at the Ice Cream Trail™ stops and at our tourism kiosks.

During the week of July 26th, the Ice Cream Trail™ was featured on MYFM as part of their Destination Local campaign, which highlights area activities. We will be advertising the Trail on 101.7 The One as well. We are also advertising the Trail over a five-week period in July and August in the Lucknow Sentinel and Kincardine News and will be running targeted ads on Facebook in August.

Lucknow Tourism Office

The Lucknow Tourism Office is now open. The Tourism Office is open Wednesday to Friday, 12:00p.m.-6:00p.m and Saturday and Sunday, 10:00a.m.-4:00p.m.

It will be closed on Sunday, August 15th and will close for the season on August 26th.

Point Clark Lighthouse Museum Revitalization

The Letter of Intent that was submitted in partnership with the Point Clark Beach Association was accepted by Community Foundation Grey Bruce and we have been invited to submit an application to their Capital Grant. The application deadline is September 15, 2021. We have requested letters of support from various community groups and individuals with a connection to the Lighthouse. Since a municipality is ineligible to apply for this grant, the Point Clark Beach Association will be applying, and we will sign a Declaration of Affiliation Agreement as their sponsor or qualified doner.

Point Clark Tourism

Point Clark was featured as a “road trip” destination in the July/August 2021 issue of Lifestyle Magazine. 25,000 of these magazines are distributed to businesses and magazine stands across Ontario.

The new Point Clark Lighthouse webcam has proven to be very popular. Our website analytics show that a total of 4,359 visitors have viewed the webpage where the webcam footage is displayed over the past two weeks; 2,174 of these visitors were directed to this page from our advertising.

Spruce the Bruce/Downtown Improvement Program

Businesses applying now to Spruce the Bruce and our Downtown Improvement Program are being placed on a waitlist. Based on pre-approval amounts, we have exhausted our 2021 Downtown Improvement Program funds. In partnership with Spruce the Bruce, we have pre-approved eleven projects, with the majority being façade improvements.

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 and Economic Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer