



Staff Report

Report Title: August 2021 Project Update

Prepared By: Taralyn Cronin, Business and Economic Officer

Department: BED

Date: Sep. 8, 2021

Report Number: BED-2021-09-36

File Number: D02

Attachments: Tourism Student End of Season Report Accessible

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-09-36 prepared by Taralyn Cronin, Business and Economic Officer.

Background:

August 2021 Project Update

Discussion:

31 Days of Giveaways

The 31 Days of Giveaways contest that we have been running on the Do Business in Huron-Kinloss Facebook Page, ended on August 31st. This contest has been extremely popular again this year! On Day 20, when we featured Green's Meat Market in Lucknow, the post reached over 27,300 people and was shared 695 times. Similarly, when we featured Shoreline Chic in Ripley, the post reached over 19,200 people and was shared 570 times. A more detailed report on the results of the program will be shared in my October Committee of the Whole report.

Community Mural Project

All three butterfly murals are now complete and the grants that we received from the Province through the Rural Economic Development (RED) Fund and Community Foundation Grey Bruce, were announced at the end of August. Once the Chamber of Commerce has completed their mural, we can submit our final report to RED. Their contributions will be noted on a plaque to be installed beside each mural.

Ice Cream Trail™

To date, we have received 129 entries into the Ice Cream Trail™ contest and between 14 and 25 people have completed each of the mini scavenger hunts. We continue to advertise the Trail locally in the newspaper, on the radio and on social media.

Lucknow Tourism Office

The Lucknow Tourism Office is now closed for the season. It was a short season with the Tourism Office opening on July 29th, but it was great to have this centre open for residents and visitors, even just for a short period of time. Our summer student, Hart McFarlane, completed an end-of-season report, which is attached and details the traffic through the office.

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