



Staff Report

Report Title: September 2021 Project Update

Prepared By: Taralyn Cronin

Department: BED

Date: Oct. 4, 2021

Report Number: BED-2021-10-41

File Number: D02

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-10-41 prepared by Taralyn Cronin, Business and Economic Officer.

Background:

September 2021 Project Updates.

Discussion:

Business Recruitment

We've been working with Master Your Message over the past couple of months to develop clear messaging for our business recruitment marketing materials. This messaging will be used to create a business recruitment booklet, similar to the resident attraction booklet that was created earlier this year. We hired a photographer to take some photos at the end of September that highlight our local businesses to be used in the booklet.

Window dressings similar to the ones that were created for vacant commercial spaces in Ripley, are being produced for downtown Lucknow to connect entrepreneurs with available business supports. Window dressings were made for Lucknow in 2012/2013; however, they are now outdated, and the new designs align with our recently developed Business to Bruce brand guidelines.

[Explore H-K](#)

Our 2021 Explore H-K Program wrapped up in September with the completion of the 31 Days of Giveaways contest and the start of fall. Over the course of the summer, we shared our bucket list of 100 things to do in Huron-Kinloss during the summer (100 Ways to Explore H-K) on our website, social media, e-newsletters and other online channels. The 31 Days of Giveaways program ran during the month of August and was again very successful. An average of 277 people participated each day by liking and sharing our business feature posts on the Do Business in Huron-Kinloss Facebook Page. Our Facebook Insights show that our daily posts reached between an estimated 7,000 and 28,600 people! The post that was shared the most was the business feature highlighting Green's Meat Market in Lucknow.

Ice Cream Trail™

The Ice Cream Trail™ wrapped up on September 30th. Participants have until October 8th to submit their photos and entry forms. We have received over 160 entries so far. A final report will be brought forward at the next Committee of Council meeting.

New Businesses

We would like to welcome For the Love of Lashes and Beauty Bar and Bruce County Wine Seller to downtown Ripley. For the Love of Lashes and Beauty Bar offers eyelash extensions, tanning, waxing and hair extensions. Bruce County Wine Seller offers ferment on-site wine brewing and has a selection of Spinrite Yarns. We are excited to have these new businesses in our Township and wish the owners all the best.

Point Clark Lighthouse

On September 15th, we launched our virtual tour of the Point Clark Lighthouse! We've received many positive comments about the video and hope that it will inspire people to visit the Point Clark Lighthouse in the future. The English tour has been viewed 332 times on our You Tube channel so far and the French tour has had 21 views. A special thank you to Bruce Power for funding this project.

We also released the video about the Point Clark Lighthouse tower restoration project from 2010 to 2015 on our You Tube channel in September. So far, this video has been viewed 44 times.

Blue Rhino Designs Inc. has completed their review of the Point Clark Lighthouse Museum and will be bringing forth their recommendations later this month. We submitted an application, in partnership with the Point Clark Beach Association, to Community Foundation Grey Bruce mid-September to revitalize an area of the Museum. We are currently investigating other funding opportunities.

In anticipation of opening the Lighthouse to the public in 2022, we applied to Bruce Power's Corporate Social Responsibility Program in September for the Lighthouse Children's Program and some summer entertainment events.

Spruce the Bruce/Downtown Improvement Program

\$25,000 was allocated in the 2021 budget for the Downtown Improvement Program. Each year, we partner with Bruce County and their Spruce the Bruce Program, so that our eligible businesses have access to more funding. We did have some funds left over from last year's program that were brought forward to support some projects this year. Below is a list of businesses that will be receiving funding through our Downtown Improvement Program, the project type, and the pre-approved amount (our contribution only). The projects have been pre-approved for a total of \$29,014.38

1. Everlasting Flowers and Gifts, Lucknow
 - Also supported by Spruce the Bruce
 - Façade improvement (flat sign)
 - \$1,733.33
2. Lucknow Chiropractic and Wellness
 - Also supported by Spruce the Bruce
 - Façade improvement (new accessibility ramp)
 - \$3,333.33
3. Shoreline Chic, Ripley
 - Also supported by Spruce the Bruce
 - Perpendicular sign
 - \$300
4. Halo Health and Wellness, Lucknow
 - Community Energy Efficiency (new ductless heat pump)
 - \$1,997.5
5. Son and Pop Auto Shop, Lucknow
 - Community Energy Efficiency (new garage doors)
 - \$3,000
 - Façade improvement (new windows)
 - \$1,448.82 and also supported by Spruce the Bruce
6. Mayfair Training, Lucknow
 - Also supported by Spruce the Bruce
 - Façade improvement (new brickwork, new siding)
 - \$4,000
7. 68 Huron St., Ripley (currently vacant)
 - Also supported by Spruce the Bruce
 - Façade improvement (new brickwork)
 - \$1,450
8. Precision Carpentry, Lucknow
 - Also supported by Spruce the Bruce
 - Façade improvement (new flat sign)
 - \$1,083.33
9. 590 Campbell St., Lucknow (two storefronts, which are currently vacant)
 - Also supported by Spruce the Bruce
 - Façade improvement (repainting, removal of siding and trim)

- \$2,616.67
- 10. Lucknow Health and Fitness
 - Also supported by Spruce the Bruce
 - Perpendicular sign
 - \$129.07
- 11. Motion Electrical Contracting, Point Clark
 - Also supported by Spruce the Bruce
 - Façade improvement
 - \$1,760
- 12. 607 Campbell St., Lucknow
 - Also supported by Spruce the Bruce
 - Façade improvement
 - \$4,000
- 13. For the Love of Lashes Beauty Bar, Ripley
 - Also supported by Spruce the Bruce
 - Façade improvement (new flat sign)
 - \$183.33
- 14. MacAdams Mini Mart, Ripley
 - Also supported by Spruce the Bruce
 - Façade improvement (brickwork, painting)
 - \$1,979

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