



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: Business and Economic Officer Status Report – March 2022

Prepared By: Amy Irwin, Business and Economic Officer

Department: BED

Date: Mar. 7, 2022

Report Number: BED-2022-03-17

File Number: C11 BED 22

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2022-03-17 prepared by Amy Irwin, Business and Economic Officer.

Background:

This report provides the Committee with an update from the Business & Economic Officer.

Discussion:

The Business and Economic Development team is focusing on “Celebrating Success” in Huron-Kinloss in 2022. This initiative was kicked off with successful social media campaign, profiling local farmers and agricultural producers on our “Do Business in Huron-Kinloss” Facebook page, leading up to Canadian Ag Day on Feb. 22. This was followed up by executing a photoshoot with a professional photographer and local women business owners. A subsequent social media campaign celebrating local women in business, leading up to International Women’s Day on March 8 is currently ongoing on our “Do Business in Huron-Kinloss” Facebook page.

Moving forward with the approved Tourism Action plan, a “Secrets of the Back 40” branding RFP was created and is posted on our website until March 25.

Point Clark Lighthouse Museum Heritage Coordinator position and Lucknow Tourism Office/Events and Marketing position have been created and posted. Interviews are scheduled for the coming weeks. Two Ontario Summer Experience grants have been applied for to help support these positions.

Financial Impacts:

None

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.

Respectfully Submitted By:

Amy Irwin, Business and Economic Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer