



Staff Report

Report Title: October 2020 Project Update

Prepared By: Taralyn Cronin

Department: CAO Department

Date: Nov. 2, 2020

Report Number: BED-2020-11-30

File Number: 500

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2020-11-30 prepared by Taralyn Cronin, Business and Economic Officer.

Background:

October 2020 Project Update

Discussion:

Holiday shopping is definitely ramping up and local business Christmas Open Houses are being announced. Our businesses are showing some creativity with their Open Houses this year in response to the pandemic by scheduling "social bubble" private shopping opportunities. We will continue to focus heavily on promoting local shopping as we approach the holiday season.

Over the past month, we have had a couple new businesses open in Ripley. Welcome to Ripley Physical Therapy and Wellness, which provides health and wellness services including physical therapy, holistic nutrition, psychotherapy, and yoga. They are located at 19 Huron Street. For more information, please visit their website: <http://www.ripleyptandwellness.ca>. Royer's Department Store is set to open the first week of November in downtown Ripley at 77 Huron Street. They will be selling grocery and household items as well as some new clothing. For more information about this business, please search "Royers Department Store" on Facebook.

We would also like to welcome Halo Health and Wellness to the Lucknow business community! Halo Health and Wellness is located at 590 Campbell St. The owner,

Andrea, provides Reiki services and more information is available on Facebook. Lucknow Auction & Liquidation at 598 Campbell Street has also recently re-opened.

Holiday Shopping Pass

The Lucknow and Ripley Holiday Shopping Pass will be launched on November 12th. As in previous years, we are producing 5000 Passes which will be available for residents and visitors to pick up at businesses in Lucknow and Ripley. Passes will also be available for download off the Township website. When customers make a purchase at a participating business between November 12th and December 24th, the amount will be recorded on the Pass in \$10 increments. Once they have spent a total of \$150, they can submit their Pass to the Township for a chance to win one of three \$150 Huron-Kinloss Shopping Sprees. Passes must be submitted to the Township by January 8, 2021 to be included in the draw. There will be drop-off boxes at some businesses in Lucknow and Ripley.

We have pivoted the program slightly due to COVID-19. Instead of businesses punching customer Passes when they have spent \$10, businesses will be issuing stickers for every \$10 spent to the customer for them to place on their cards. This is so that employees at businesses do not have to handle customer cards. This promotion will be advertised in local newspapers, on social media, in the Bruce County Marketplace, on radio and on posters placed in the communities.

Snapshot Photography Contest Entry Winner

The Explore H-K Snapshot Photography Contest closed on October 12th. We had a total of 141 entries submitted through our Have Your Say HK platform. All entries were included in the draw on October 19th for the "Best of Huron-Kinloss" basket featuring various products and gift certificates from Huron-Kinloss merchants. The basket was valued at over \$500. Congratulations to Ingrid Wypkema who won for one of her entries, entitled "Sunflower and Hummingbird". There were so many incredible photos entered into the contest that we decided to offer one more prize. Beginning October 22, the public could vote on Facebook for their "favourite" photo from the top 34 contest photos, as chosen by the Economic Development Team. Voting closed on October 30th at noon. The person who submitted the photo with the most votes will receive 100 Huron-Kinloss Dollars.

Downtown Improvement Program

Over the past month, the Downtown Improvement Program Committee has approved one application to the Storefront Signage Grant. Michel Royer will receive 50% of the project costs for Royer's Department Store's new storefront sign upon project completion.

We have noticed several Downtown Improvement Program projects nearing completion and are excited to share the final results with the Committee of the Whole.

Business Recruitment

We had allotted \$15,000 of Nuclear Waste Management Organization funding to go towards the 2020 Win this Space Program. Since we are not going forward with this Program this year, we are going to redirect these funds to other business recruitment initiatives.

Our contract with Stellar Outdoor Advertising for the Business Recruitment Billboard on Highway 21 is up on November 30, 2020. We are currently looking at other locations for this billboard to target a different audience. If we find an appropriate location, we will utilize the NWMO funds for a new contract.

Financial Impacts:

The Holiday Shopping Pass received 2020 budget approval in the amount of \$4,000.

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