



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: Business and Economic Officer April Status Report

Prepared By: Amy Irwin

Department: BED

Date: Apr. 4, 2022

Report Number: BED-2022-04-21

File Number: C11 BED 22

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2022-04-21 prepared by Amy Irwin, Business and Economic Officer.

Background:

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

Discussion:

In recognition of International Women's Day in March, a very successful social media campaign was executed on our "Do Business in Huron-Kinloss" Facebook page. Ten Huron-Kinloss women, spanning various industries and professions were profiled, with the posts being positively received by the page's Facebook followers.

Katie Worthen has been hired to fill the Point Clark Lighthouse Museum Heritage Coordinator position and Rosalind Mayhew for the Lucknow Tourism Office/Events and Marketing position, both positions to start on May 2.

Lucknow Chamber of Commerce and the Ripley Business Community both met in March and have spring events planned. The Ripley Business Community is hosting an Easter Egg Hunt in Lewis Park on April 16, Lucknow Chamber is hosting a Spring Open House downtown on April 8 and 9, with businesses open late April 8, an Easter Egg hunt on April 16 and town-wide yard sale on April 30.

Support continues with the Lucknow Music in the Fields Committee, with the Business and Economic Officer acting as Secretary. The Committee announced their line-up on social media for the August 26-28 event, on March 31.

The Downtown Improvement Committee met and approved a marketing grant for Ripley Pharmacy.

Staff continues to support the County of Bruce with the roll out of the enhanced Spruce the Bruce program and is working towards exploring execution details with County staff.

Information was provided to three new business inquires in March and ongoing support with new and established businesses continues.

A business survey for local businesses was created on the "Have your Say" platform and emailed to the Huron-Kinloss Business Directory contacts. Ongoing monitoring of responses continues.

The quarterly Huron-Kinloss Business Banner was emailed to all subscribers.

Support for the Huron-Kinloss Discovery Guide was provided with content creation and edits.

Business and Economic Officer coordinated with Community Services on the removal of the vandalized Ripley Historical Mural on the old Courtney Grain and Seed building on Queen St., and with Communications Coordinator on a press release and social media update.

RFP's were received and reviewed for Secrets of the Back 40 Branding and recommendations are in report **BED-2022-04-21**

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