



## Staff Report

**Report Title: Business and Economic Officer July Status Report**

**Prepared By: Amy Irwin, Business and Economic Officer**

**Department: BED**

**Date: Jul. 4, 2022**

**Report Number: BED-2022-07-33**

**File Number: C11 BED 22 D02**

### **Attachments:**

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### **Recommendation:**

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2022-07-33 prepared by Amy Irwin, Business and Economic Officer.

### **Background:**

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

### **Discussion:**

#### **Economic Development**

The Economic Development team continues to support local businesses by:

- regular check-ins
- attendance at the Ripley Business Community meeting, Lucknow & District Chamber of Commerce meeting and continued support on the Lucknow's Music in the Fields committee meetings
- Support provided to local organizations with applications to Spruce the Bruce grant program
- Creation and distribution of quarterly business banner newsletter

Networking opportunities with Economic Development and Tourism staff from other municipalities occurred with: Regional Tourist Chat meetings, presentation and tour at Bruce Power and Regional Economic Development event in Paisley.

#### **Key indicators of success:**

- Continued engagement and a positive working relationship with local businesses.

- Successful applications from Huron-Kinloss to Bruce County's Spruce the Bruce program, resulting in downtown beautification and consistent signage to support businesses.
- Execution of a successful event (Lucknow's Music in the Fields), selling at least 4500 tickets for the August 25-27 event.
- Collaborative working relationship with other Economic Development staff in the area resulting in joint problem solving and joint project opportunities.

## **Tourism**

### Secrets of the Back 40

- Branding project continues to move forward with the finalization of a new logo and branding, with contractor, Interkom.
- Engagement of BC Hughes Tourism consultant to develop a rural gravel-cycling route and Secrets of the Back 40 itineraries.

### The Point Clark Lighthouse Museum Revitalization Campaign

- Launched, with a goal of raising \$200,000 to develop and fabricate new exhibits.
- Sponsorship packages are prepared and businesses and organizations are being presented with sponsorship opportunities.
- A fundraising tracker has been installed at the Point Clark Lighthouse, with a call to action to donate to the cause: [www.huronkinloss.com/shinebright](http://www.huronkinloss.com/shinebright).
- The Point Clark Lighthouse Heritage Coordinator and Business and Economic officer are working with design firm, Blue Rhino, meeting weekly, to research and redevelop the exhibits at the Point Clark Lighthouse Museum.

Heritage Coordinator, Katie, has begun planning for (4) Friday afternoon craft activities for children at the Lighthouse, as well as (2) Sip and Paint events for adults this summer.

The Lucknow Tourism office is open for the season and the Events and Marketing student, Rosalind, is organizing events such as a town wide scavenger hunt, yard games, face painting, coupon booklets and downtown business brochure.

### Key indicators of success:

- Secrets of the Back 40 has a new logo and design concepts to market the new initiative.
- Secrets of the Back 40 tourism initiative moves forward with the development of a gravel cycling route and itineraries, with the goal of attracting new visitors to Huron-Kinloss, encourage local spending and invite locals to re-discover local producers and spend more time in our downtowns.
- Events at the Point Clark Lighthouse and downtown Lucknow are executed, attracting locals and tourists.
- The Point Clark Lighthouse Revitalization campaign meets the \$200,000 fundraising goal, to re-imagine new exhibits and revitalize the physical space

by the end of 2022, and will re-open to tourists in with an updated and fresh look in 2023, injecting money into our local economy.

- Surrounding municipalities and organizations are aware of what Huron-Kinloss has to offer and tourism cross promotion bring visitors to the area.

**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, a vibrant community, and a spirited community.

**Respectfully Submitted By:**

Amy Irwin, Business and Economic Officer

**Approved By:**

Mary Rose Walden, Chief Administrative Officer