



TOWNSHIP OF NORTH HURON

REPORT

Item No.

REPORT TO: Reeve Vincent and Members of Council
PREPARED BY: Connie Goodall
DATE: 20/11/2017
SUBJECT: Rural Economic Development (RED) Grant Application – North Huron
Community Improvement Plan

ATTACHMENTS:

RECOMMENDATION:

THAT the Council of the Township of North Huron hereby supports an application to the Rural Economic Development (RED) Program for \$7500 towards the creation of a Community Improvement Plan for the Township of North Huron.

EXECUTIVE SUMMARY

Applications for the current round of Rural Economic Development Funds are due on December 1, 2017. RED funds are intended for projects that assist rural communities to remove barriers to community economic development. Completed projects better position rural communities to attract investment and enhance economic growth.

DISCUSSION

An identified item in the North Huron Strategic Plan is to develop Community Improvement Plans for Blyth and Wingham. An additional action plan was to implement the recommendations of the Blyth and Wingham Business Retention and Expansion (BR+E) Reports. Both BR+Es identified the need for a completed Community Improvement Plan.

Community Improvement Plans (CIP)s are planning tools that allow municipalities to offer financial incentive to encourage private sector investment in specific geographic areas. Often CIPs are utilized to encourage downtown property owners to upgrade their signage and/or improve the façade of their buildings. CIPs allow municipalities to leverage public dollars with private investment to enhance development and restoration activities that effectively use, reuse and restore lands, buildings and infrastructure.

FINANCIAL IMPACT

The total recommended budget for this project is \$15,000, with 50% (\$7,500) being included in the draft 2018 Economic Development Budget for Council's consideration. If the application is approved however, Council decides to remove this item from the draft 2018 budget, the funds can be declined. The deadline for applications is December 1, 2017. The next round of intakes for this program is July, 2018.

FUTURE CONSIDERATIONS

If the application is successful and Council decides to approve their portion of this project as part of the 2018 budget, the municipality will be in a position to encourage private sector investment by financially contributing to improvement projects undertaken by property owners. This type of investment will improve the attractiveness of our communities for new businesses and will

encourage further investment. If successful, the Business Improvement Associations may be interested in becoming partners with this program.

RELATIONSHIP TO STRATEGIC PLAN


Our community is attractive to new businesses and residents.

Outcome: We foster a positive business environment that retains, promotes and attracts business and investment.

Outcome: Our downtown revitalization initiatives are consistent with planning guidelines and branding initiatives and create a desired image throughout the community.

Connie Goodall

Connie Goodall, Economic Officer



Dwayne Evans, CAO