



TOWNSHIP OF NORTH HURON

REPORT

Item No.

REPORT TO: Reeve Vincent and Members of Council
PREPARED BY: Connie Goodall
DATE: 20/11/2017
SUBJECT: Economic Development Activity Report November 2018
ATTACHMENTS:

RECOMMENDATION:

THAT the Department Activity Report of the Economic Development Office dated November 20, 2017 is hereby received for information purposes.

EXECUTIVE SUMMARY

The Economic Development Officer provides periodic updates to Council on activities within the Economic Development Department.

DISCUSSION

Destination Blyth Project:

Regional Tourism Organization 4 (RTO4) is leading a branding exercise for the Village of Blyth. RTO4 has invited several stakeholders, organizations and business operators to the table to share their vision for the village. Two workshops have been held to date, on October 12th and November 2nd (on November 2, an afternoon and evening session was held to accommodate the working schedules of business owners). The third and final workshop of this series will be held at Cowbell Brewing Co. on November 30, 2017 from 1:30 – 4:30pm. The purpose of the meeting will be to review key findings to date and identify, prioritize and begin scoping projects that offer the best potential to yield results based on the agreed-upon vision.

Wingham BIA Community Cash Program:

Wingham BIA Community Cash is once again available at Libro Credit Union until December 22, 2017. A book of \$200 can be purchased for \$180. Community Cash can be spent all year at participating North Huron businesses. The program is intended to promote shopping locally. The Wingham BIA covers the 10% discount that shoppers realize by using the community cash for their purchases.

Employer Round Table and Job Fair:

The County of Huron will be holding a job fair in London on January 20, 2018. Huron County businesses who are interested in attending will have jobs in hand ready to be filled and will have participated in an Employer Roundtable on November 20th hosted by the County of Huron and the Huron County Local Immigration Partnership. The purpose of the roundtable was to work with employers and start the conversation about how to deal with short, medium and long term workforce needs in the county.

New Business

New Aromatherapy Store opened at 288 Josephine Street.

Economic Development Committee:

As Council is aware, an Economic Development Committee has been established and members have been appointed including 3 community representatives, municipal appointees and appointees by the Wingham and Blyth BIAs. Staff are aiming to hold the first meeting of the committee in November 2018. Agenda items for the first meeting will include, but not be limited to, the election of a chair and vice-chair and a review of the committee terms of reference.

Social Media Report

Facebook – Current number of follows 668

Twitter – Current number of followers 1,191

Coming Events:

- Wingham Santa Claus Parade: Saturday, November 25 @11am.
- Wingham & District Horticultural Society Bake Sale: Friday, November 24 9am – 3pm at the North Huron Museum
- Blyth Lions Club Christmas Dinner & Dance @ Blyth Community Centre - Dec 9 @ 6:00 pm
- Community Christmas Dinner: December 16 at Wingham Columbus Centre
- Blyth 140th Anniversary Finale Event: December 31 at the Blyth Campground
- Wingham Regional Silverstick Atom Tournament: November 26 – December 3, 2017 (Blyth and Wingham arenas).

FINANCIAL IMPACT

Financial considerations for the above have been included in the 2017 Economic Development Budget.

FUTURE CONSIDERATIONS

RELATIONSHIP TO STRATEGIC PLAN

GOAL: Our community is attractive to new business and residents

Outcome: Our downtowns are attractive retail and commercial destinations.

Outcome: Tourism is a driver in economic development.

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

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

Connie Goodall

Connie Goodall, EDO



Dwayne Evans, CAO