



TOWNSHIP OF NORTH HURON

REPORT

Item No.

REPORT TO: Reeve Vincent and Members of Council
PREPARED BY: Connie Goodall
DATE: 05/12/2016
SUBJECT: Economic Development Activity Report December 2017
ATTACHMENTS:

RECOMMENDATION:

THAT the Department Activity Report of the Economic Development Officer dated December 5, 2016 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

1. Rural Employment Initiative

The EDO attended Diversity Training on November 29. Offered through Huron Business Development Corporation in partnership with The Newcomer Centre of Peel Region, the training was to better equip Huron County representatives to assist newcomers to the area when they relocate locally for a job opportunity.

2. Wingham BIA Community Cash Program

Wingham BIA Community Cash is now available through their partnership with Libro until December 23, 2016. Books of \$200 in Community Cash is available for \$180 at Libro Credit Union. Community Cash can be spent at participating local stores year round. The 10% savings is paid to local merchants by the Wingham BIA.

3. BIA Governance Session

Three representatives from the Wingham BIA and the EDO attended a session on BIA Governance in Mitchell recently. The session put on by OBIAA and OMARFA provided a good background for the Wingham and Blyth BIA to move forward and create strategic plans.

4. BIA Train the Trainer Strategic Planning Sessions

OMAFRA and the OBIAA will be offering a Strategic Planning Train-the-Trainer Program to the BIAs of Huron and Perth. The four training sessions will be done by Webex with local BIAs participating remotely then completing homework and planning with their own membership. North Huron will be hosting the Webex locally and will invite the Wingham and Blyth BIA training teams (5 representatives each) to participate in the training together. The representatives will complete networking and information gathering with their own membership. At the completion of the project, each BIA will have a strategic plan for moving forward for the next 4 – 5 years.

Program Outline:

Session 1 – Monday, January 16, 2017 ESTC, Blyth

- Preparation

Session 2 - Monday, February 6, 2017 North Huron Museum, Wingham

- Develop Vision and Mission

Session 3 - Monday, February 27, 2017 ESTC, Blyth

- Collect and Analyse Information
- Develop Goals

Session 4 – Monday, March 20, 2017 North Huron Museum, Wingham

- Develop Action Plans
- Implement and Monitor

5. Upcoming Events

Blyth 140th New Year's Day Kick-Off – January 1, 2017

Wingham/Walkerton First Impressions Exchange Report to Community – March 2017

Alice Munro Festival of the Short Story – June 1 – 4, 2017

6. Social Media Report

Facebook – Current number of page likes (North Huron) 582

Twitter – Current number of followers 1,019

FINANCIAL IMPACT

Financial considerations for the 2017 events above will be considered for the 2017 Economic Development Budget.

FUTURE CONSIDERATIONS

N/A

RELATIONSHIP TO STRATEGIC PLAN

GOAL: Our community is attractive to new business and residents

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

GOAL: Our residents are engaged and well informed

Outcome: Investigate ways to provide more accessible, timely communications that appeal to a variety of audiences