



# TOWNSHIP OF NORTH HURON

# REPORT

Item No.

**REPORT TO:** Reeve Vincent and Members of Council  
**PREPARED BY:** Connie Goodall, Economic Development Officer  
**DATE:** 01/03/2017  
**SUBJECT:** Economic Development Activity Report 2017  
**ATTACHMENTS:** Wingham FICE Report

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## **RECOMMENDATION:**

THAT the Council of the Township of North Huron hereby receives the Department Activity Report of the Economic Development Office dated February 28, 2017, for information purposes.

## **EXECUTIVE SUMMARY**

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

## **DISCUSSION**

### **1. Wingham BIA Community Cash Program**

\$5800 in Community Cash was purchased in the weeks leading up to Christmas. Community Cash can be spent in participating local stores. A 10% discount for using the cash and shopping locally is covered by the Wingham BIA.

### **2. BIA Train the Trainer Strategic Planning Sessions**

Representatives from both the Blyth and Wingham BIA have been participating in the Train-the-trainer program and are working on a Strategic Plan for each organization. The representatives are doing the training sessions (provided by OMAFRA) together and are doing independent work with their own membership. The final training session will be held on March 20<sup>th</sup> at the North Huron Museum. Both BIAs will have a strategic plan by early summer, 2017.

### **3. Wingham First Impressions Report**

On February 8, 2017 representatives from Walkerton presented their First Impressions Exchange Report to Wingham business owners, BIA members, North Huron staff and Council representatives. The report is attached. The Wingham BIA will be using the report to do goal setting for the next few years. Information from the report will also be considered as the group finalizes their strategic plan.

### **4. Employment Buildings Tour**

The EDO hosted Andrew Kemp, Economic Development Manager for the County of Huron on a tour of available commercial and industrial property in North Huron. We had discussions with several property owners and real estate agents and will attempt to make some connections with businesses currently looking to locate locally.

## **5. Coming Events**

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

Musical Muskrat Festival June 9 – 11, 2017

East Wawanosh 150<sup>th</sup> – June 30, July 1 – 3, 2017

Blyth 140<sup>th</sup> Homecoming Weekend – July 28 – 30, 2017

## **6. Social Media Report**

Facebook – Current number of page likes 598 – Post reach this week 1980

Twitter – Current number of followers 1,072

## **FINANCIAL IMPACT**

n/a

## **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 business and investment.*

*Outcome: Our downtowns are attractive retail and commercial destinations*

*Outcome: Tourism is a driver in economic development*

GOAL: Our residents are engaged and well informed

*Outcome: We communicate and celebrate our successes in a positive way*

Connie Goodall - EDO

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Connie Goodall – EDO

A handwritten signature in black ink, appearing to read "Sharon Chambers", is displayed on a light gray rectangular background.

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Sharon Chambers, CAO