



Committee Report

To: Warden Mitch Twolan
Members of the Planning and Development Committee

From: Kara Van Myall
Director of Planning and Development

Date: November 19, 2020

Re: November 2020 Communications in the Field

Recommendation:

The November 2020 Communications in the Field Report is for information.

Background:

The November Communications in-the-Field Reports for Economic Development and Land Use Planning - reporting on October activities and updates - are included below.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

None

Link to Strategic Goals and Elements:

None

Report Author:

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Economic Development Officer

Departmental Approval:

Kara Van Myall,
Director, Planning and Development

Approved for Submission:

Sandra Datars Bere
Chief Administrative Officer

Communications in-the-Field Report

There are three objectives driving economic development communications in Bruce County: **1)** Attract more young families and other residents over time; **2)** Attract new and expanding businesses; **3)** Encourage sustainable, longer stay and off-season tourism

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Support the Bruce: Business Sustainability Fund

In response to the urgent, critical needs of Bruce County’s business community in the wake of COVID-19, the Economic Task Force acted quickly after its inception on March 26, providing guidance on the components of the \$1.75M *Support the Bruce: Business Sustainability Fund*, endorsed by County Council on May 12. Numbers as of October 31st include:

Component	Total Available	Launched	*# of Applicants	*Approximate Funds Remaining
Emergency Business Sustainability Loan	\$750,000	May 21	21	\$360,500
Spruce the Bruce Grants	\$125,000	June 1	103	\$0
Tourism Special Edition “Spark” Grants	\$100,000	June 4	11	\$0
Business Pivot / Adaptation Grant	\$400,000	June 18	68	\$81,634
Business Safety Supplies Grant	\$250,000	July 23	180	\$0

The “Bruce County Faces of Resilience” (attached) illustrates the impact and success of this unprecedented initiative.

ACTIVITIES

- Business Consultation and Inquiry numbers continue to increase with - 119 inquiries and 47 consultation occurring during the month of October. New connections are continuing as business owners reach out for on-going support and guidance in the wake of COVID-19.
- The Business to Bruce webinar series was launched in October with registration numbers exceeding expectations. A total of 306 people accessed training as of October 31st. [Registration is open](#), with online webinars continuing to run through November.
- The *Economic Impact of COVID-19 in Bruce County Survey, Part 2*, was launched on October 1st. The results will provide insight into the current economic landscape and inform next steps with regards to *Support the Bruce: Business Sustainability Fund*.
- Annual Bridges to Better Business event, “Jump the Fence: The Power of Counterintuitive Thinking” is scheduled for December 4, 2020 from 11:30am-1:30pm with Terry O’Reilly, Host of CBC’s Under the Influence and Executive Producer of Apostrophe Podcast Co.

Communications in-the-Field Report

There are three general areas that will be reported monthly, including: 1) Legislative changes and other trends 2) Land Use Transformation project update 3) highlights or planning applications of interest.

LEGISLATIVE CHANGES

- There are no significant updates to the laws or regulations around planning in Bruce County to report on now.

PROJECTS

- The Plan the Bruce: Agriculture, Natural Legacy, Good Growth, Homes and Communities Guiding Principle projects are underway. The Plan the Bruce: Homes Interim Report will be presented at the December Planning and Development Committee meeting.
- The status of Municipal Modernization Fund projects are as follows:
 1. The consultants are finalizing the system design for sharing development/building permit information between County and Local Municipalities and the project is on track.
 2. The Review of Planning Application Fees Final Report will be presented at the Planning and Development Committee in November.
 3. The draft Update of the Memoranda of Understanding (MOU) for Local Planning Services was presented to a special November 5th Planning and Development Committee and the Final Report is planned for the Planning and Development Committee in December.

PLANNING APPLICATIONS

- New applications in October (26) were slightly higher than historical averages.
- Five new lots were certified in a Rural Recreation area at Berford Lake, with natural legacy features protected through zoning provisions and a development agreement.