



## Committee Report

**To:** Councillor Steve Hammell, Chair and  
Members of the Planning and Development Committee

**From:** Derrick Thomson  
Acting Director of Planning and Development

**Date:** September 15, 2022

**Re:** Regional Support Economic Development Pilot

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### Staff Recommendation:

That the Acting Director of Planning and Development be directed to implement the following pilot program within the Economic Development division:

That the Regional Support Economic Development Coordinator role be created in the Economic Development Division for a temporary period of six months;

That Administration be authorized to execute Memorandum of Understandings, where necessary, to the satisfaction of the Chief Administrative Officer; and,

That the recommendations as outlined in the report be effective October 1, 2022

### Background:

In early 2022, Committee endorsed the Economic Development Strategic Plan. This plan set out a number of goals and strategies for assisting Bruce County to continue to grow. Through significant consultation, a core principle of this plan was to spend more time working together with our communities and local leaders.

Over the last number of years a number of economic development staff have been hired both within the county and local municipalities that continues to raise the profile of the County as a place to live, work and invest. Currently there are a number of vacancies in these positions across the county, with recruitment becoming more difficult.

The purpose of this report is to seek direction to undertake a pilot project related to supporting Local Municipalities on economic development priorities throughout the County. This pilot would take the form of a short term “relief” contract, hired as part of the Planning and Development department that would provide coordination and assistance on key economic development projects in conjunction with specific local municipalities.

This program would provide local municipalities with the support needed to undertake larger scale strategic projects such as economic development strategies, community improvement plan redevelopment, business retention program development and identification of developable lands and opportunities. The regional support program is not intended to

replace any existing municipal position and is structured in the following way in order to support continuing to build that capacity. Local municipalities with currently vacant economic development roles (at time of this report Northern Bruce Peninsula and Arran-Elderslie) will each receive the equivalent of 2 days a week of support from this position, while the remaining day will be distributed amongst others to provide target support on priority economic development projects. These projects will be defined by each individual local municipality.

For municipalities receiving the higher levels of support the following will be undertaken in addition to support on priority economic development projects: execution of an MOU outlining the priority projects and scope of work to be completed, as well as serving as an understanding of the full breadth of the pilot, dedicated time for assistance with both development of positions based on needs and the recruiting of these positions, and training with the existing position and county staff with the new resource who was successful at the local municipality. It is anticipated that there will be approximately 2 months of overlap to assist in training and onboarding these new resources.

Overall the pilot will create the temporary resources necessary to specifically assist the economic development efforts of the region.

#### **Financial/Staffing/Legal/IT Considerations:**

The impact of this report will result in a new contract staff person for a period of six months. This position is required to undertake the work outlined in this report.

The position can be 100% funded using surplus funds in the economic development salary budget line. No additional funds will be required.

#### **Interdepartmental Consultation:**

The Office of the CAO and Human Resources staff were consulted in development of this recommendation. Human Resources will work with Planning and Development Staff to implement the pilot program.

#### **Link to Strategic Goals and Elements:**

Goal #1 - Develop and implement tactics for improved communications B - One County, unified voice;

The Office of the CAO and Human Resources staff were consulted in development of this recommendation. Human Resources will work with Planning and Development Staff to implement the pilot program.

#### **Report Author:**

Jeff Loney  
Economic Development Manager

**Approved for Submission:**

Derrick Thomson

Chief Administrative Officer