



## Committee Report

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

**From:** Kara Van Myall  
Director of Planning and Development

**Date:** June 20, 2019

**Re:** Communications in the Field Report

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### Recommendation:

That the Communications in the Field Report is for information.

### Background:

The Economic Development and Land Use Planning Communications in the Field Reports are included below.

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

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

### Interdepartmental Consultation:

### Link to Strategic Goals and Elements:

Written by:

Approved by:

Murray Clarke  
Acting Chief Administrative Officer



## ECONOMIC DEVELOPMENT

# Communications in-the-Field Report

June 2019

There are three objectives driving economic development communications in Bruce County: 1) Attract more tourists 2) Attract more new and expanding businesses 3) Attract more young families and other residents over time.

### TOURISTS // VISIT

### ENTREPRENEURS // WORK

### RESIDENTS // LIVE

#### Activities

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| <ul style="list-style-type: none"> <li>• Brochures Distribution: staff distributed Bruce County Maps along with mountain bike, trails and paddling brochures to visitor centres and local tourism operators.</li> <li>• Media: in partnership with South Bruce Peninsula, staff helped Travie Magazine, a Korean based magazine geared to travel enthusiasts around the world, plan their visit to Bruce County.</li> <li>• Economic Impact of Tourism surveys have begun. The summer patrol staff are attending events and major attractions around the County to reach as many visitors as possible.</li> </ul> | <ul style="list-style-type: none"> <li>• Brochure Swap - May 8<sup>th</sup>: in partnership with Grey County, we hosted the annual brochure swap where local operators exchange their brochures with one another. This saves on the cost of shipping brochures in addition to offering a great networking opportunity.</li> <li>• Staff presented to two schools in Saugeen Shores and promoted the Summer Company program while teaching students about entrepreneurship.</li> <li>• Bruce County Economic Development Regional Working Group Meeting was held on May 23rd (members from each municipality and local business champions). The meeting took place at the Walkerton Clean Water Centre.</li> </ul> | <ul style="list-style-type: none"> <li>• Bruce County GIS Steering Committee held its quarterly meeting in Port Elgin to discuss the annual GIS Day, meet new GIS students and to discuss possible collaborative GIS projects. The steering committee is comprised of the County and all lower tier GIS staff</li> <li>• As part of the Spruce the Bruce program, staff worked with community groups and businesses to help them take their projects a step further to ensure that they support their community's development as a great place to live. This is done by helping applicants embrace each community's unique brand and help them provide opportunities to enhance product development that support a thriving community.</li> <li>• Multicultural Event: staff attended the Kincardine Multicultural Celebration on May 14.</li> <li>• Paisley Artscape Meeting: staff attended the first Artscape meeting. The goal of this group is to "create, maintain and update public works of art within the community of Paisley".</li> </ul> |
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#### Results

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| <ul style="list-style-type: none"> <li>• Brochures Distribution: brochures showcasing area activities are easily available to visitors where they look for information. Having this information strategically and available to inquiring visitors</li> </ul> | <ul style="list-style-type: none"> <li>• Brochure Swap - May 8<sup>th</sup>: 136 business owners representing 89 businesses attended the brochure swap. This event is a great kick off to summer and allows business owners to connect to one another</li> </ul> | <ul style="list-style-type: none"> <li>• GIS Steering Committee: The committee will be hosting two GIS Days in 2019. One in September for public leaders and one in November for students. Additionally, members are working together to develop the GIS "Business Opportunities Map"</li> </ul> |
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<p>encourages more favorable experiences and longer stays.</p> <ul style="list-style-type: none"> <li>• Media: Travie’s media writer wrote an article about Bruce County geared to its’ adventure seeking audience and showcased many of the County’s attributes. This is great exposure to a foreign market. The article, written in Korean, is here: <a href="http://www.travie.com/news/articleView.html?idxno=20923">http://www.travie.com/news/articleView.html?idxno=20923</a></li> <li>• Economic Impact of Tourism Survey: staff have attended 8 events so far and have gathered data that will be used towards the Economic Impact of Tourism report for this year.</li> </ul>	<p>learning about all the great experiences and products available in the region.</p> <ul style="list-style-type: none"> <li>• 50 students learned about “becoming their own boss” and the opportunity to experience entrepreneurship through a summer business. The presentation piqued the interest of several students and some have begun the application process.</li> <li>• Regional Working Group meeting: 15 members attended and learned about Walkerton’s business recruitment and expansion strategy, the Welcoming Community’s New Resident Toolkit, the County’s marketing and communications plan and the “Jobs in Bruce” database.</li> </ul>	<p>which shows vacant commercial and industrial properties. Lastly, Bruce County is working on a sub-license agreement with Teranet Inc., so that each municipality will have access to the digital registered plans on their map.</p> <ul style="list-style-type: none"> <li>• 6 grants were given out to local community groups, municipalities and businesses to make their communities attractive to residents, businesses and visitors.</li> <li>• Multicultural event: Staff connected with people of different cultures and learned about the County’s vast diversity featuring a variety of different cultures and backgrounds. The Kincardine Multicultural Celebration is a great way for attendees to learn about the different tourist attractions in the area and encourage ‘staycations.’</li> <li>• Paisley Artscape Meeting: over 50 residents and artists attended the meeting with over 20 who signed up to help further develop the public art initiative and the “Artistic River Village” community vision.</li> </ul>
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## Coming Up

<ul style="list-style-type: none"> <li>• Parks Canada Training: Staff will attend training to ensure that our websites, social media pages and front-line staff communicate the correct information to visitors.</li> </ul>	<ul style="list-style-type: none"> <li>• July 3<sup>rd</sup> - Bruce County Tourism Innovation Lab Media Launch.</li> <li>• GIS Business Opportunities Story Map will be available in August.</li> <li>• Provincially funded entrepreneurial programs will begin through <b>BusinesstoBruce</b>: <ul style="list-style-type: none"> <li>○ Starter Company Plus Program</li> <li>○ CORE Program</li> <li>○ Summer Company Program</li> </ul> </li> <li>• BtoB onboarding process to onboard Paisley and Sauble Beach begins in June.</li> </ul>	<ul style="list-style-type: none"> <li>• Workforce Development ‘Jobs in Bruce’ database connects employers with job seekers and is a tool that helps quantify the labour shortage issues in Bruce County and provides active and live data. This helps visualize the ongoing workforce demands. The database launch is planned for July.</li> </ul>
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# Communications in-the-Field Report

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There are three general areas that will be reported monthly, including: Legislative changes and other trends that are likely to affect land use planning; progress of the Land Use Transformation projects; highlights or interesting planning applications that have been recently approved.

### PLANNING HIGHLIGHTS

A subdivision application was received in Saugeen Shores that included 15 single detached lots and a block that would include condominium townhomes and a 24-unit apartment building. In response to feedback at the public meeting, the developer and with the support of Planning and Town staff, the application was redesigned to eliminate the apartment and replace it with stacked townhomes (a relatively new type of housing for Bruce County). This change resulted in an additional 4 units in the block for a total of 58 units in addition to the 15 detached lots. Based on market research, the applicants believe approximately 30 of the units will be at or under 90% of the average price in the area and nearly all units will be affordable to the 60th percentile of earners.

### LEGISLATIVE CHANGES

- Nothing to report on Provincial Policy changes at this time.
- Bill 108, More Homes, More Choice Act changes have been provided by separate report.
- The Province has given first reading to Bill 108, the More Homes, More Choice Act, which is proposing changes to 13 separate pieces of legislation including the Conservation Authorities Act and the Planning Act. Negotiations have been underway for several months with Grey Sauble, Saugeen Valley and Maitland Valley Conservation Authorities (CAs) for the provision of hazard review (mandated service) and natural heritage review services for the County planning functions (development applications, etc.). A 'new' draft agreement was prepared and has been shared with the CAs for their response.
- The announcement of reductions (Provincial budget) to funding of Conservation Authorities has preoccupied the CAs in recent weeks. A Memorandum of Agreement (MOU) would be a requirement of Bill 108 if approved, whenever CAs undertake non-mandatory services for a municipality, which it seems would include natural heritage review services. A complete draft agreement (MOU) and fee schedule is expected to be complete in June, with a deadline of July 31st, 2019 for final approval.

### LAND USE TRANSFORMATION PROJECTS

- The Bruce GPS Engagement Initiative has completed the final phase of public engagement. This final phase involved a verification, in the form of a survey of the information received in Phase 1 and 2 (more than 1500 individual comments from pop-up events, stakeholder meetings, etc.), with over 700 surveys completed in Phase 3, in response to a draft Vision statement and Guiding Principles for how the County should develop over the next twenty years. The survey results have been compiled, and a draft Final Report will be delivered to Planning staff at the end of May. Bang the Table's Engagement HQ online engagement platform will continue to host the Bruce GPS website and will transition with further research and development of the proposed Guiding Principles.

- Staff are working on a collaborative project with OMAFRA to complete a Land Evaluation and Area Review (LEAR) that will form the basis for an Agricultural System in Bruce County. OMAFRA has prepared a draft map of the Bruce County Agricultural System. Staff have assembled a steering committee to administer the project with the first meeting of the Committee is planned for June. Similarly, a second Steering Committee will administer a consultant-led Natural Heritage Study for Bruce County. A Request for Proposals (RFP) has been posted with selection of a consultant to perform a Natural Heritage Study beginning in July. A separate information report on these activities has been provided. Both projects will form background studies and mapping for the County Official Plan review in 2020.
- The Planning application processes are currently being configured in Cityworks PLL and is expected to continue through June/July. The move to Cityworks PPL will transform the land use planning process from paper to digital format and link to our existing mapping tools, which promises to provide greater efficiency and enhanced access to planning/property data, in effect expanding 'corporate memory' in this area. Additional funds have provided a public facing extension of the program that will facilitate online applications and monitoring by the public, providing additional value to clients.
- Land Use Planning is collaborating with Tenzing Inc. in gathering material and background/supporting information for an engagement guide, called 'Navigator'. The Navigator will provide an educational component as it relates to planning processes and the work of Planners, as well as being a guide to improved communication. Work is also continuing to develop plain language documents and reports and is expected to be complete in June.