



## Committee Report

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

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

**Date:** September 19, 2019

**Re:** 2019 September Communications in the Field

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### Recommendation:

The Communications in the Field Report is for information

### Background:

The Economic Development and Land Use Planning Communications 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:

# Communications in-the-Field Report

September 2019

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

TOURISTS // VISIT	ENTREPRENEURS // WORK	RESIDENTS // LIVE
<p><b>Activities/ Results</b></p> <ul style="list-style-type: none"> <li> <b>Economic Impact of Tourism Survey:</b> A survey to businesses has been sent out as part of the Economic Impact of Tourism Study. The results from the business survey will be compiled and added to the equation and will be reported on in the annual Economic Impact of Tourism Report (available in Q1, 2020).         </li> </ul>	<ul style="list-style-type: none"> <li> <b>Youth Leadership and Entrepreneurship in the 21<sup>st</sup> century seminar:</b> Presenter Amy MacFarlane emphasized the importance of entrepreneurship and youth leadership by talking about entrepreneurship as a career path. This gave students an insight to what it takes to be a successful entrepreneur.         </li> <li> <b>Kincardine Chamber of Commerce Women in Business Event:</b> staff sat on a panel to present Bruce County’s entrepreneurial supports, programs, and resources to a group of female entrepreneurs. 30 people were in attendance.         </li> <li> <b>Huron Kinloss Jobs and Career Fair:</b> Staff attended the fair to promote entrepreneurship and spoke with 23 job seekers.         </li> <li> <b>Business Success Story videos:</b> These videos highlights Bruce County’s innovative entrepreneurs in different sectors and these businesses are demonstrative of their community’s Business to Bruce strategy. These will encourage prospective entrepreneurs about why Bruce County is a great place for business and will enhance business community collaboration. Two videos have been completed so far featuring Eco-Adventures in the Bruce Peninsula and NPX in Kincardine.         </li> </ul>	<ul style="list-style-type: none"> <li> <b>“Jobs in Bruce”:</b> The platform launched in August. An example of some of the insights that can be gained are: 33% of the jobs posted were management positions; and there were 230 vacant jobs in Kincardine.         </li> <li> <b>GIS Steering Committee (Aug 20, Kincardine):</b> The members of the committee helped develop the Vacant Commercial Buildings and Industrial Lands Story Map: <a href="https://arcg.is/10PLiq">https://arcg.is/10PLiq</a>. This map shows the business opportunities in Bruce County. This will be valuable to potential investors.         </li> </ul>

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## COMING UP

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| <ul style="list-style-type: none"><li>• <b>Events:</b> In September, staff will be attending the Tobermory Trail race to conduct the last of the Economic Impact of Tourism Surveys</li><li>• <b>Tourism Industry Association of Ontario (TIAO):</b> Staff will be sharing the methodology of the Economic Impact of Tourism at the annual Conference on October 28 - 30.</li></ul> | <ul style="list-style-type: none"><li>• <b>Bruce County Tourism Innovation Lab:</b> “Spark” grant Applications closes and Pitch Session taking place on November 6<sup>th</sup> in South Bruce Peninsula.</li><li>• <b>Agri-Food &amp; Tourism Experience 101 Workshop:</b> October 18<sup>th</sup>, Walkerton</li><li>• <b>Business Walks:</b> Staff will continue to meet with business owners in the Peninsula, Lakeshore, and Interior areas to offer services and resources that Bruce County has available to assist their businesses.</li><li>• <b>Starter Company Plus Initiative:</b> This initiative will be launching in September 2019. This initiative provides training, mentoring and Micro-Financing opportunities for entrepreneurs to start, expand or buy a small business.</li></ul> | <ul style="list-style-type: none"><li>• <b>Resident Attraction:</b> “Be An Explorer” Digital Campaign will motivate people to think about living in Bruce County.</li><li>• <b>GIS Day September 25<sup>th</sup>:</b> for municipal senior management and councilors. It will take place at the Clean Water Centre in Walkerton from 10 to noon to demonstrate what GIS can do.</li><li>• <b>Youth GIS Day is November 13:</b> and the event will take place at the Arran-Elderslie Municipal Office from 10 to noon, featuring GIS learning stations staffed by committee members targeting grade 9-10 students from local high schools. Saugeen Shores is issuing the invitations to schools.</li></ul> |
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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

- The Provincial Policy Statement is under review and changes have been proposed to Increase housing supply, support jobs and streamline development approvals. The proposed changes have been posted to the Environmental Registry of Ontario (ERO) with a 91-day commenting period ending October 21, 2019.
- New Regulations to implement Bill 108, More Homes, More Choice Act are expected to be approved this Fall, beginning in September.

## LAND USE TRANSFORMATION PROJECTS

- The Bruce GPS Engagement Initiative is now complete. A Vision Statement and Guiding Principles were developed that will inform future growth and development in the County. Next steps will involve the preparation of discussion papers for each of the Guiding Principles for input with the public and stakeholders, that will include policy options to bring to life the Guiding Principles in a new Official Plan in 2020-21.
- Staff will work with an Advisory Committee to ground-truth mapping provided by OMAFRA that will form the basis for an Agricultural System in the County of Bruce. The Committee will begin to meet in September to examine the mapping provided by OMAFRA and identify improvements, as required.
- Co-consultants North-South Environmental and Meridian Planning have been selected to undertake a natural heritage study for the County of Bruce. Selection of Advisory and Technical Committee membership will be done in September with meetings planned on a bi-monthly basis. The study will be completed early in the 2nd Quarter of 2020.
- The Planning application processes have been configured in Cityworks PLL, and automated reports, notices, etc. are now being developed to increase the level of feedback, reminders, alerts; and other time saving features to add value, which will continue through September. Data input and testing is expected to begin in September with self-serve components of the database continuing through Q4 with testing and full implementation by year end.
- Land Use Planning's collaborative project with Tenzing Inc. is in the final stage of development with proposed changes to our website and introduction of plain language materials to keep Council and the public informed moving forward in September.

## PLANNING APPLICATIONS

Planning Act application volume dipped sharply in August, but year to date activity is comparable to last year (higher than 5-year average) with anticipated numbers approaching 285 applications by the end of 2019. Application revenue exceeded the same time last year primarily caused by a substantially higher than expected number of subdivision/condominium applications.