



Committee Report

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

From: Kara Van Myall
Director of Planning and Development

Date: October 17, 2019

Re: 2019 October Communications in the Field

Staff Recommendation:

The 2019 October 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:

None.

Link to Strategic Goals and Elements:

None

Approved by:

Bettyanne Cobean
Acting Chief Administrative Officer



ECONOMIC DEVELOPMENT

Communications in-the-Field Report

October 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 / Results

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| <ul style="list-style-type: none"> • Bruce County Tourism Innovation Lab, "Spark Grant": 17 applications were received and are currently under review. • Tobermory Trail Race: Staff attended the race and set up a booth, talked to over 40 people about their tourism experience in Bruce County. | <ul style="list-style-type: none"> • Regional Economic Development Working Group (RWG): Bruce County Economic Development RWG meeting was held on September 26 in Tobermory. The members got an update from Parks Canada on their new initiatives and learned about visitors to the Peninsula. Trade and Skilled Workforce Secretariat's action plan was also shared with the members by the Talent Development Officer. • Business to Bruce Fall Training Series: 14 training seminars will be held throughout the County between September 24 and November 21. | <ul style="list-style-type: none"> • FarmLink: As an outcome of the Bruce, Grey and Simcoe Agri-Food BR&E, Bruce, Grey and Simcoe are partnering with FarmLink to connect local farm owners in succession with land and experience seekers through a regional profile on the FarmLink: https://farmlink.net/region/brucegreyandsimcoe. There are currently over 400 farm seekers on the platform and three local farms listing their properties. |
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Coming Up

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| <ul style="list-style-type: none"> • Bruce County Tourism Innovation Lab, "Spark Grant": Pitch day is November 5. | <ul style="list-style-type: none"> • Business to Bruce Mentorship Networking Event: The event will be in Kincardine on October 24. The event is free and open for all to register. This event will bring together Mentors and Mentees to participate in and strengthen the Business to Bruce Mentorship program. • Bridges to Better Business Event: The event will be at the Bruce Power Visitor Centre on November 6. The theme of this year's event is "Inspiring Innovation". |
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