Committee Report

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

From: Kara Van Myall
       Director of Planning and Development

Date: December 19, 2019

Re: 2019 December Communications in the Field

Recommendation:
The 2019 December 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:
N/A

Link to Strategic Goals and Elements:
N/A

Approved by:

Bettyanne Cobeanc
Acting Chief Administrative Officer
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.

### Activities/Results

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<tr>
<th>TOURISTS // VISIT</th>
<th>ENTREPRENEURS // WORK</th>
<th>RESIDENTS // LIVE</th>
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<td>Adventure Passport: The Adventure Passport celebrated its 15th and final year. There was a total of 2,797 submitted Passports.</td>
<td>Starter Company Plus Initiative: Staff are working with several entrepreneurs by providing training, resources, guidance, and mentorship to assist with their new businesses, and give them the opportunity to earn a $5,000 grant.</td>
<td>Rural Ontario Job Fair 2019: Staff attended Rural Ontario Job Fair in Mississauga on November 19th and talked to approximately 150 job seekers and created awareness about the job opportunities in Bruce County.</td>
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<td>Meetings with Municipal EDOs: Staff met with local EDOs and completed the annual report cards to identify the areas of focus for 2020 and how the County can support the lower-tiers in implementing action items.</td>
<td>Outreach: Staff met with several community partners and organizations and attended open houses and events to help inform community members of the programs and services available to assist entrepreneurs.</td>
<td>Jobs in Bruce: In the month of November, 473 jobs were posted on <a href="http://www.jobsinbruce.ca">www.jobsinbruce.ca</a> website, the majority of which were in retail and service sectors.</td>
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<td>Be An Explorer videos: These videos highlight Bruce County’s innovative entrepreneurs in different sectors and these businesses are demonstrative of their community’s Business to Bruce strategy. These videos will encourage prospective entrepreneurs about why Bruce County is a great place for business and will enhance business /community collaboration.</td>
<td>Regional Working Group meeting: The final Bruce County Economic Development Regional Working Group meeting of 2019 took place in Wiarton on 29th November. This was a collaborative meeting with the Regional Working Group members of Grey County. 23 members from both Bruce and Grey Counties attended the meeting.</td>
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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.

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<th>COMING UP</th>
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<td>Outreach: Staff will continue to meet with business owners in the Peninsula, Lakeshore, and Interior regions to offer insights to services and resources Bruce County has available to assist their businesses.</td>
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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**

- There are no updates to the laws or regulations around planning to report on at this time.

**LAND USE TRANSFORMATION PROJECTS**

- Once approved, the County-initiated change to the County Plan to simplify certain process policies will reduce or eliminate the need for site-specific Official Plan Amendments that deal mainly with technical or legal matters.

- Planning is underway for a public launch of the Official Plan project, named Plan the Bruce, in January 2020.

- Work on the Plan the Bruce: Agriculture discussion paper continues with the second Advisory Committee meeting held on December 17th.

- The technical work for the Plan the Bruce: Natural Legacy Discussion Paper is underway. The next milestone will be a report in January that will discuss mapping and environmental targets.

- Timmins Martelle Heritage Consultants were recently retained and have started the background work on the Archaeological Master Plan and Cultural Action Plan project which will be a major contribution to the Plan the Bruce: Heritage Discussion Paper.

- There will soon be a posting for the Request for Proposals for a consulting assignment for growth forecasts and strategy for the Plan the Bruce: Good Growth Discussion Paper.

**PLANNING APPLICATIONS**

Application volume continues to be high and at forecasted levels.

We recently received a significant application in Mildmay for a residential subdivision of about 140 units.

The Hampton Woods Subdivision in Southampton was recently Draft Approved. This medium density development consists of 39 townhomes, including 6 affordable housing units.