



## Committee Report

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

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

**Date:** January 23, 2020

**Re:** 2019 Economic Development Annual Report

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### Staff Recommendation:

The 2019 Economic Development Annual Report is for information.

### Background:

In November of 2016, Bruce County Council adopted the ‘Find Yourself in Bruce County’ Economic Development Strategic Plan. 2019 represents the third year of implementation. The Plan highlights the County’s “Macro Approach” to Economic Development, a model that acknowledges the latent leadership potential with the County’s communities and addresses support and resources required to harness that potential and generate new ideas. The “Macro Approach” is about bringing collaboration to life in Bruce County:

- Bruce County’s role is to cast a wide net, position the region, build capacity, create awareness at the broader level, and facilitate and filter opportunities. The County acts in a leadership capacity by administering the overall strategy in collaboration with community partners.
- Each municipality is responsible for ensuring the community is ready for business, selling their community’s business brand, managing recruitment tools, and supporting local leaders.
- Local leaders need to work to foster a business culture with ambassadors on the ground, nurturing and guiding new and current business opportunities

This is year three of the “Find Yourself in Bruce County” Economic Development Strategic Plan, 2017-2021. As staff have highlighted through the “Plan the Bruce” Official Plan process, the “Business” Guiding Principle is scheduled to advance in Q4 2020 and lead to a new Economic Development Strategic Plan in Q3 of 2021 which is aligned with the 5 year plan implementation revitalization.

## Overview:

The 2019 Economic Development Annual Report shows the progress towards the goals outlined in the 'Find Yourself in Bruce County' Economic Development Strategic Plan and highlights the results of the activities completed. The report summarizes the impacts made via the County's three economic development programs, Explore the Bruce, Spruce the Bruce and Business to Bruce. Each has a specific role and function as follows:

### 1. Explore the Bruce

The objective of the Explore the Bruce Program is to increase the length of visitors stays and to increase the amount they spend while in Bruce County. 2019 was the inaugural year of the overarching Marketing and Communications plan that invites targeted audiences to "Be An Explorer" through strong delivery of Bruce County brand and messaging; to visit here, live here and start or move a business here. The way the message is delivered, and the supports put in place to ground truth that message and is incorporated throughout the tactical plan. Bruce County will continue to market and promote the region as a place to visit and further to consider Bruce County as a place to live and work. Knowing that our visitor market is a key audience to convey the possibility of living in the County, messaging to this audience plays a key role in converting visitors into residents.

To encourage the development of sustainable tourism initiatives, Bruce County partnered with the Ontario Tourism Innovation Lab, The Municipality of Northern Bruce Peninsula, The Town of South Bruce Peninsula, and Regional Tourism Organization 7 to create the Bruce County Tourism Innovation Lab. This Program inspired tourism entrepreneurs through their creative ideas to address the sustainable, experiential and enhanced tourism activities that fosters a strong tourism sector while also protecting the natural environment

### 2. Spruce the Bruce

The Spruce the Bruce Program supports local community efforts to facilitate long-term community revitalization plans, bringing together stakeholders to build community capacity and assist with strategic policy and capital investment. The program provides communities with the resources to develop strategies and implementation methods necessary to maintain and grow healthy commercial areas in association with the County and various partners. It is a community development program helping to build the kind of vibrant communities' people want to call home. The strength of the program is through its organization and partners that maximize the local capacity to respond to the frequent change in human capital, while keeping the residents and community's vision top of mind.

The Economic Development team continues to work with a number of organized municipalities with various projects ranging from community identity / branding to facilitating and supporting specific projects or initiatives that add to the quality of life for that community. Numerous examples prove that a clear, collective vision works, and this does not happen overnight. The program continues to bring forward the characteristics and attributes that lead to growing communities, building places people choose to live in, work in and build businesses in. 2019 saw a total public / private investment through Spruce the Bruce of \$527,529.59. This equates to a ratio of \$1: \$5.03.

### 3. Business to Bruce

The function of the Business to Bruce Program is to support business development, business recruitment and business enhancement. This program focuses on inspiring, attracting and supporting business owners and entrepreneurs by engaging and mobilizing the local business communities and municipalities using County level resources to give the project reach and scale.

Of special note, is the partnership between Bruce Power and Bruce County, which continues to remain strong. Initially launched in 2016, the Nuclear Economic Development and Innovation strategy has facilitated the expansion of a nuclear supply chain throughout the region. This partnership continues to acknowledge the great opportunity for the entire region as a result of Bruce Power's multi-billion-dollar, multi-year Life Extension Program. In 2019, 12 new nuclear suppliers located in Bruce County as a result of this initiative.

Additionally, 2019 also saw the launching of the Nuclear Innovation Institute (NII). Another acknowledgement of the strong partnership between the County and Bruce Power. This year saw additional partners to the NII when Kinectrics, BWXT, and ES Fox Ltd joined in as well.

Finally, 2019 marked a pivotal year in advancing Bruce Innovates: Foundational Hydrogen Infrastructure with Saugeen First Nation. The impact of this initiative will become an important element to advance the region as an energy powerhouse and continue to spur growth in the region.

The detailed Bruce County Economic Development Annual Report 2019 accompanies this report.

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

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

#### **Interdepartmental Consultation:**

No interdepartmental consultation required.

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

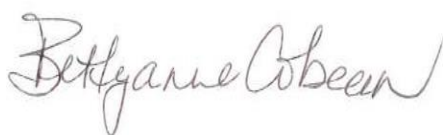
Goal #3 - Find creative new ways to engage our public

Goal #6 - Explore alternate options to improve efficiency, service:

Goal #7 - Stimulate and reward innovation and economic development

Written by: Manpreet Kaur Sangha, Economic Development Officer, Planning and Development

#### **Approved by:**



Bettyanne Cobean  
Acting Chief Administrative Officer