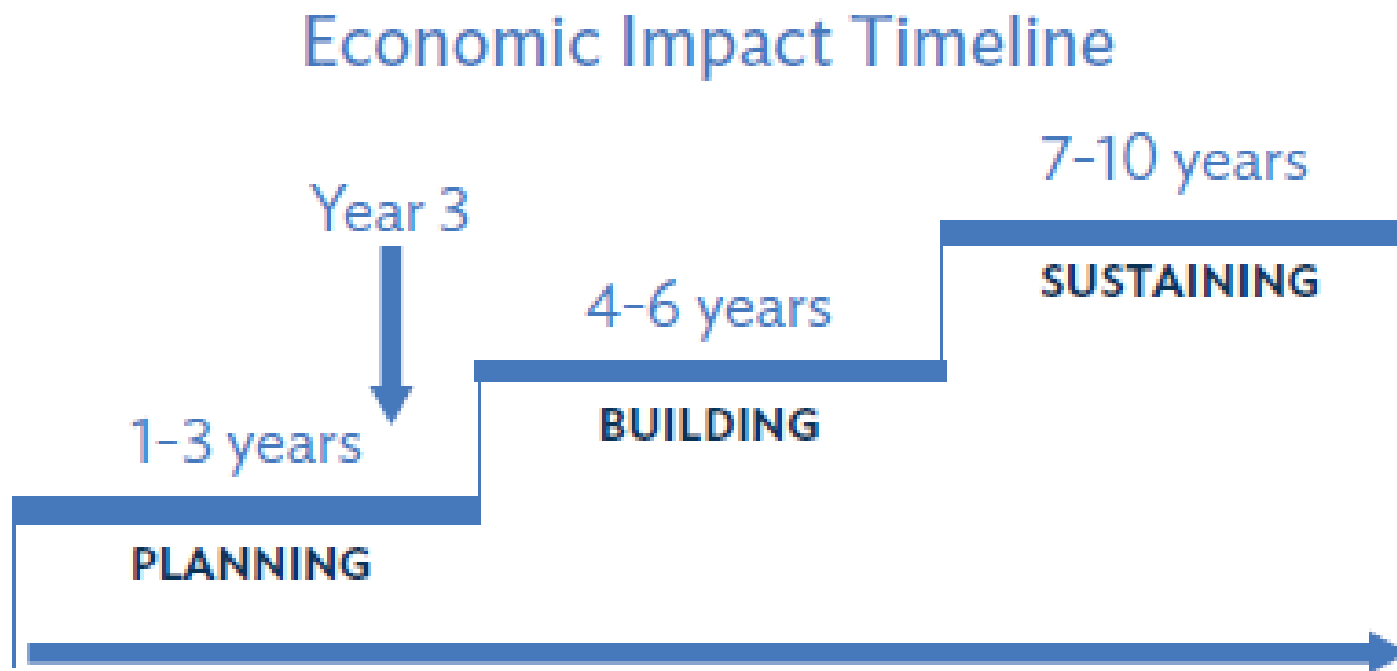


Bruce County Economic Development Annual Report 2019

January 23, 2020



Economic Impact Timeline



2019 Highlights

- Business to Bruce services through one-on-one consultations and training helped 25 businesses open and supported in creating 71 new jobs
- Through our community development program Spruce the Bruce, 35 projects were granted over \$100,000 with a vision to create vibrant communities people want to call home
- Explore the Bruce granted over \$10,000 to five projects under Collaborative Marketing efforts

2019 Highlights

- Partnered to launch Bruce County Tourism Innovation Lab to advance sustainable tourism on the Peninsula to support 3 sustainable tourism businesses
- Partnered to launch Nuclear Innovation Institute
- Partnered to advance a hydrogen economy
- Won 1 EDAC and 3 EDCO awards

Our Macro Approach

- The “Find Yourself in Bruce County” Strategic Plan embraces the entire Bruce community
- It acknowledges a “Macro Approach” that supports working together in order to succeed as a region.





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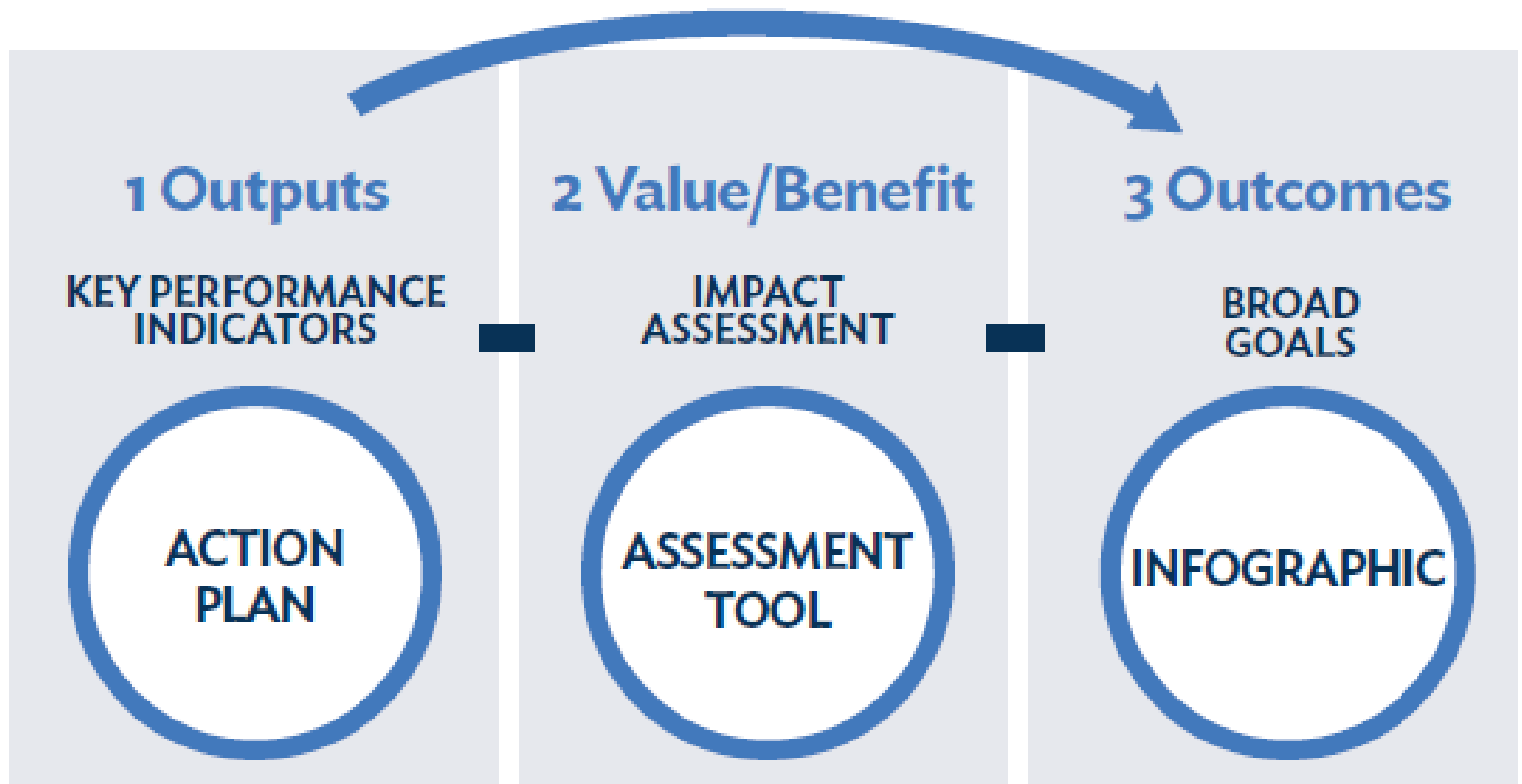
Our Audiences

- Visitors
- Residents
- Entrepreneurs



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Measuring Success





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Outputs

Outputs measure “what business we are in”. They are the activities that we do and how we achieve our long term goals to economic development. They are a direct project activity or work in process.

Economic Development Action Plan

Objectives around:

- Business Foundations
- Business Marketing and Promotion
- Support/Outreach/Education
- Tourism Attraction and Product Development
- Community Development
- Energy Cluster Development
- Support Agriculture Opportunities



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Marketing and Communications



Spruce the Bruce

\$101k in grants to support community development:

- Mensch, Port Elgin
- Amicis Coffee Bar, Sauble Beach
- Brannan Wealth Management Inc., Southampton
- Klassy Lady, Mildmay
- Tomboi Ice Cream, Paisley
- Nathan Vance, Walkerton
- K Interiors, Port Elgin
- Queen St. Eats, Ripley
- The Queen's Bar and Grill, Port Elgin
- Brockton Community Improvement Committee, Walkerton
- Eco-Adventures, Lion's Head
- The Fish & Chip Place, Tobermory
- Legion Branch 208, Warton
- Luscious Bakery Deli Café Inc., Sauble Beach
- The Bridge, Kincardine
- The Dragonfly Spa, Paisley
- Ottewell Lynn Frook Mullin P.C., Kincardine
- Rory Chappelle, Walkerton
- Bottled Up Craft Winemaking Inc., Port Elgin
- Lion's Head Promotions Group, Lion's Head
- Mildmay Chamber of Commerce, Mildmay
- Twochicks Café, Sauble Beach
- Danceology, Lucknow
- Municipality of Brockton
- Municipality of Kincardine
- Municipality of South Bruce
- Municipality of Arran-Elderslie
- Township of Huron-Kinloss



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Business to Bruce

\$12,000 in grants for students through Summer Company initiative in partnership with the Province of Ontario:

- Bruce County Barn Board Signs, Tara
- DroneFX, Lion's Head
- Black Wolf Poutine, Neyaashiinigmiing
- GardenzUp, Paisley



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HELD **31**
BUSINESS SEMINARS
AND EVENTS



PROVIDED TRAINING
FOR
554
ENTREPRENEURS

200
ATTENDEES
INTERNATIONAL
WOMEN'S DAY EVENT



80
ATTENDEES
INSPIRING INNOVATION
EVENT



9 EON
INCUBATOR
PARTICIPANTS



1 EON
ACCELERATOR
PARTICIPANT





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71

JOBS CREATED
THROUGH OUR SUPPORT

Photo Credit: BruceLife News



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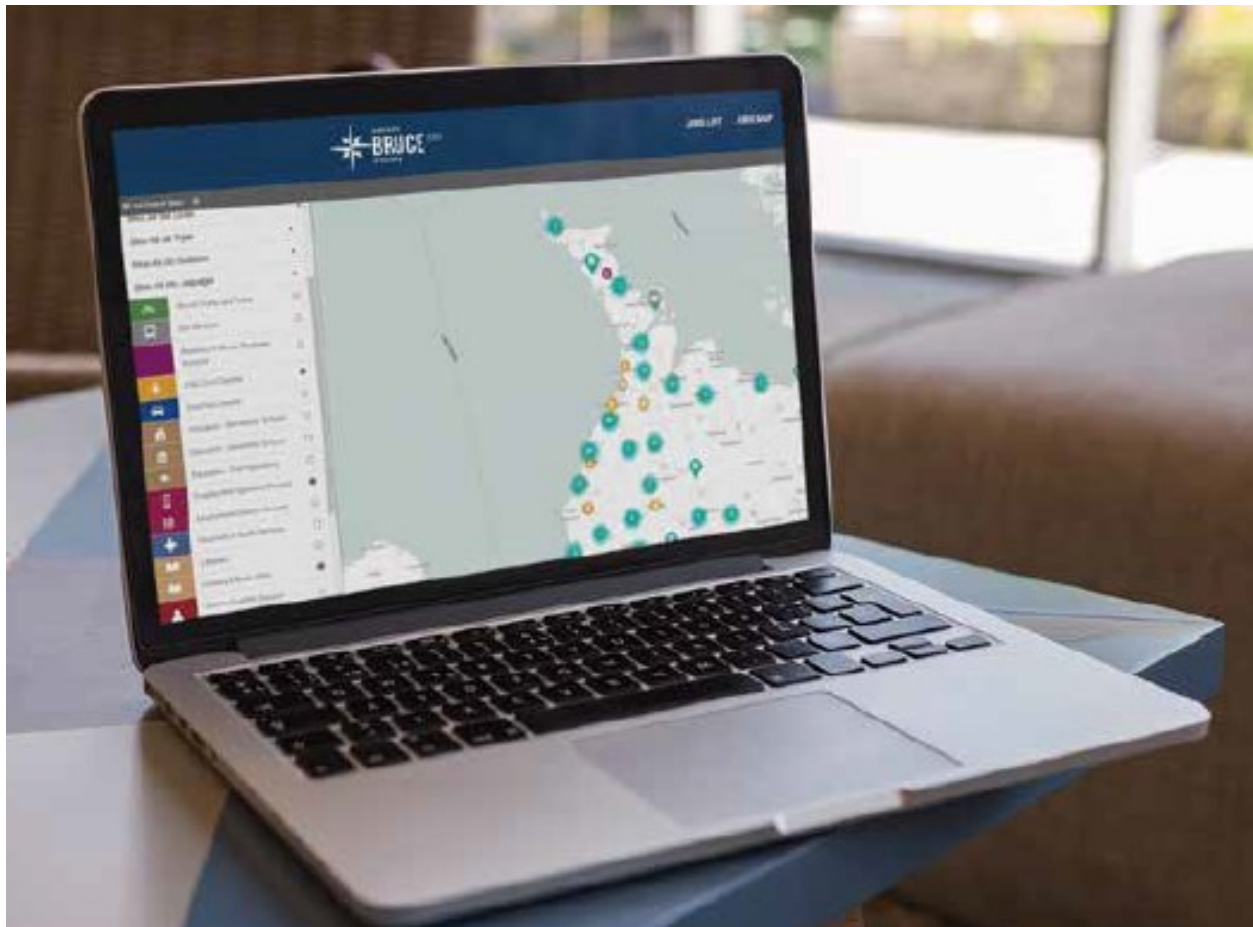




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Jobs in Bruce



Explore the Bruce

Over \$10,000 in Collaborative Marketing Grants:

- Community branded signage for Brockton
- Kincardine After Dark Campaign
- Eco-Adventures tour program and map
- Paisley Business Brochure
- Lion's Head Community Videos

ENGAGED WITH
55,000
FOLLOWERS ON
SOCIAL MEDIA



60,000
BROCHURES
DISTRIBUTED



Bruce County Tourism Innovation Lab

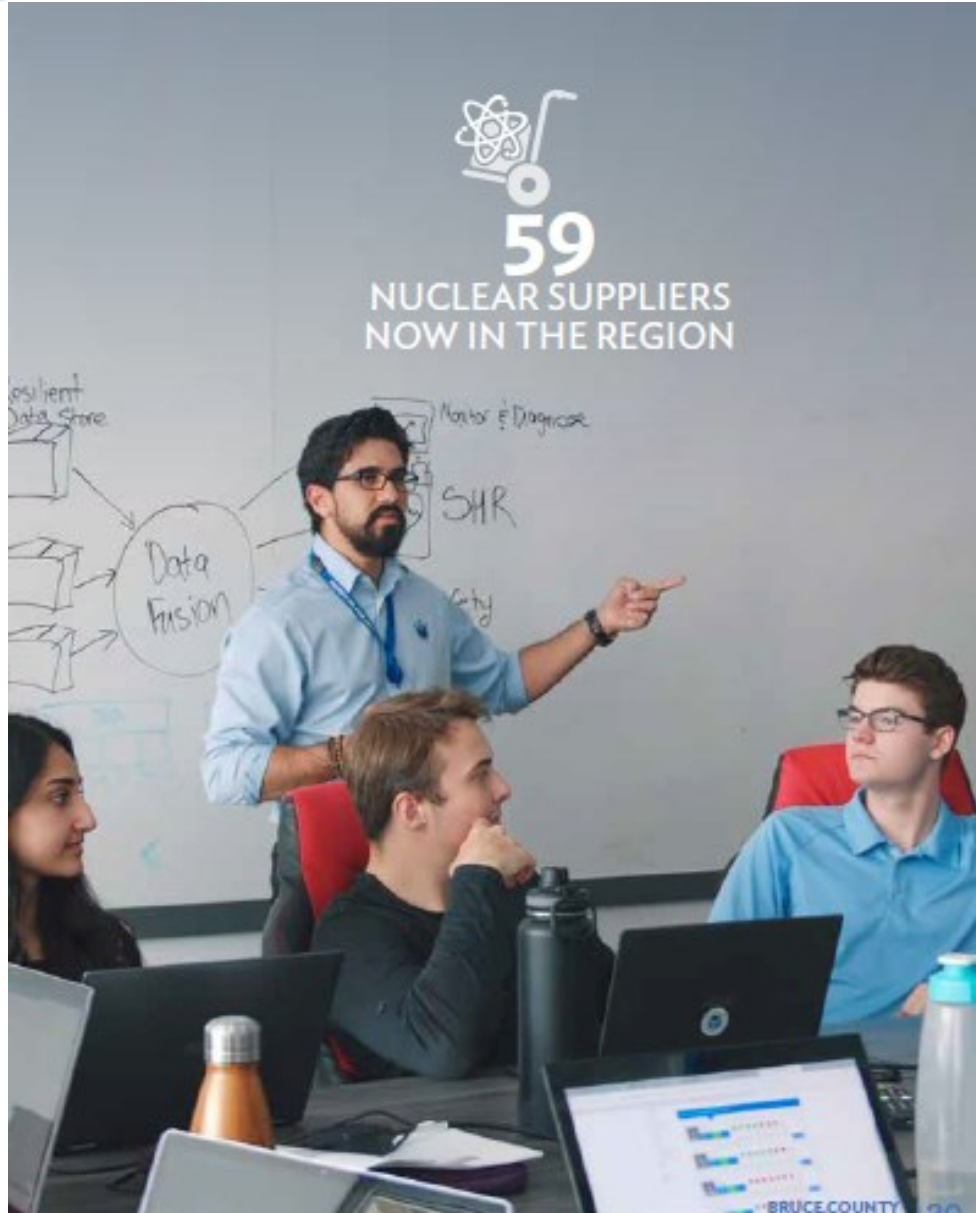


Clean Energy Capital of Canada

- Nuclear Investment Strategy
- Nuclear Innovation Institute
- Foundational Hydrogen Infrastructure Project



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Business Opportunities Map


Bruce County Business Opportunities A Story Map | [Social Icons]

[Bruce County](#) | [About Us](#) | [Contact Us](#) | [Home](#) | [About Us](#) | [Knowledge](#) | [Northern Bruce Peninsula](#) | [Wingham/Elgin](#) | [South Bruce](#) | [South Bruce Peninsula](#)

Business Opportunities In Bruce County A Story Map | [Social Icons]


[Coloured tags represent a Mobile opportunity also available here where:](#)
[RED - For Sale](#) | [ORANGE - Business Opportunity](#) | [YELLOW - For Lease](#) | [GREEN - New Development](#)

[Coloured dots represent MLT listings:](#)
[Green - Commercial Listing](#) | [Blue - Farm Listing](#) | [Red - Land Listing and are not yet rideable](#)




Development Opportunity - 89 Queen Street, Ripley

Coming Soon - 200 - 10,000 square foot commercial spaces. Contact Tony J. Ford at 519-996-3456 for details.




Map showing various business opportunities across Bruce County, including locations like Ripley, Wingham, and Elgin.


Bruce County, County of Huron, Ontario, 2016. All rights reserved. [ESRI]




Commercial Building for Lease - 100 Huron St. Elgin




Aggry Information




Ripley Subdivision




Farm Back Subdivision




Commercial Property for Sale - Lucknow




Commercial Space for Lease - 100 Campbell St. Lucknow




400 Sq. Foot Retail Store for Sale - 122 Brock St. T



Commercial Residential Property for Sale



Development Opportunity - 89 Queen Street, Ripley



15-Block Retail

Value/Benefit

The Value/ Benefit is the “impact on our client or target group” over time. We measure this in our communities and compare year over year.



Area of Focus in 2020

COMMUNITY	ORGANIZATION	BUSINESS DEVELOPMENT	COMMUNITY DEVELOPMENT	MARKETING AND PROMOTIONS
Chesley				
Kincardine				
Lion's Head				
Lucknow				
Mildmay				
Paisley				
Port Elgin				
Ripley				
Sauble Beach				
Southampton				
Teeswater				
Tobermory				
Walkerton				
Wiaraton				

Outcomes

Outcomes reflect the advancement of Bruce County's long term goals:

1. Growth of Tax Base/ Tax Assessment
2. Growth of Population Base
3. Diversify the Economic Base
4. Business Retention and Expansion



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EDAC Award
FOR DIGITAL MARKETING

3 EDCO AWARDS

- PAISLEY COMMUNITY TOOLKIT
- PROJECT INNOVATE
- NUCLEAR ECONOMIC DEVELOPMENT AND INNOVATION INITIATIVE

PROVINCIAL TOURISM
RECOGNITION AS A FINALIST
FOR TOURISM

**Innovator
of the Year
Award**



Upcoming in 2020

- Showcasing Bruce County as a place not just to visit, but also a place to live and build a business
- Addressing critical labour shortages with a Workforce Strategy
- Enhancing Bruce County's position as the Clean Energy Capital of Canada through a Foundational Hydrogen Infrastructure Project
- Strengthening our agriculture sector by addressing issues identified in the Bruce, Grey, Simcoe Agri-food BR&E Study

Upcoming in 2020

- Exploring regional options for community development
- Continuing to support innovative entrepreneurs and new opportunities for our business community
- Fostering sustainable tourism advancement through Bruce County's Tourism Innovation Lab

Economic Development Action Plan 2020

Objectives around:

- Business Foundations
- Business Marketing and Promotion
- Support/Outreach/education
- Tourism Attraction and Product Development
- Community Development
- Energy Cluster Development
- Support Agriculture Opportunities

Conclusion

- There are no stand alone initiatives
- Building capacity with partners and in our communities is integral
- Together, we can ensure Bruce County's future is strong and vibrant for generations to come





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Thank you