



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: 2020 January Communications in the Field

Recommendation:

The 2020 January 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 Cobean,
Acting Chief Administrative Officer

Communications in-the-Field Report

January 2020

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
Activities/ Results	<ul style="list-style-type: none">• Starter Company Plus Initiative: The program is well underway, and staff are working with several entrepreneurial clients in various sectors. Through this program, applicants are provided with training, resources, guidance, and mentorship that assists them with the startup and development of their businesses. The program is competitive providing grants up to \$5,000 to successful participants.• Be An Explorer Success Story Videos: These videos highlight Bruce County’s innovative entrepreneurs in different sectors. The businesses showcased are demonstrative of their community’s Business to Bruce strategy. The purpose of these videos is to motivate prospective entrepreneurs to see Bruce County as a great place for business. Two additional videos have been added to this series and include Grassroots Woodfired Pizza from Huron-Kinloss and Zettel Family Farms from Brockton.	

Communications in-the-Field Report

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COMING UP

- **International Women’s Day Celebration:** The theme of 2020 IWD is “Each for Equal”, an equal world is an enabled world. Bruce County in partnership again this year with Women’s house is celebrating International Women’s Day on Tuesday, March 3rd, 2020 at Lakeshore Recreation Centre in Port Elgin. Jamie McMillan of Kick-Ass Careers is the keynote speaker. Her mission is to engage, educate and encourage youth to consider careers in skilled trades and technology through school and community outreach.
- **Summer Company Initiative:** Staff will begin connecting with high schools and organizations to promote the Summer Company program. Summer Company provides coaching, mentorship, training and grants up to \$3,000 to enterprising students who want to start up and run their own summer business.

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

- A tangible outcome of our lean thinking about the development process was approval by County Council in December of policy changes to the County Plan that will eliminate or reduce the cost of certain site-specific applications that deal mainly with technical or legal matters that arise when lots merge on title.
- The Friends of the Greenbelt Foundation have given a \$40,000 grant to the Saugeen Ojibway Nation that will fund a Resource Associate to coordinate community participation in the County Official Plan project and engage experts to review natural legacy and heritage discussion papers. It also will fund a community workshop, with the support of the Shared Path Consultation Initiative, to support a more formal consultation relationship between Bruce County and SON on shared interests.
- Planning applications received in 2020 will be processed in the new Cityworks system. The public-facing view of the system, which will make it easier for the public to find information about development applications, is planned to be online by the end of the first quarter.
- The Plan the Bruce: Natural Legacy, Heritage, Agriculture and Good Growth projects are tracking on schedule.

PLANNING APPLICATIONS

- 2019 ended with a strong fourth quarter. As a result, nearly 300 applications were processed in 2019.
- Staff initiated outreach to Provincial Ministers to coordinate a meeting about recent provincial appeals of new lot approvals in the Agricultural Area.