

Report CAOR-ED-07-17

To: Economic Development Advisory Committee
From: Savanna Myers, Manager of Economic Development
Meeting Date: April 18, 2017
Subject: **Municipal Partnership Fund Intake One Projects**
Status: Recommendation adopted by Committee as presented per Resolution ED05-17; Endorsed by Committee of the Whole April 27, 2017 per Resolution CW77-17; Endorsed by County Council May 11 2017 per Resolution CC22-17;

Recommendation

- 1. That Report CAOR-ED-07-17 regarding applications for the Municipal Partnership Fund be received and that the projects from Grey Highlands, Southgate, Chatsworth and Owen Sound as outlined in the report, be supported.**

Background

The vision for Grey County's economic development activities in 2015 'Made in Grey' Economic Development Strategy is that Grey County is open for business. As a direct result of open and transparent communication, real collaboration and true partnerships, Grey County, together with municipal and community partners, will work together to create a positive environment where businesses and investors have the information, the resources and the support needed to succeed.

Grey County is currently collaborating with municipal partners to become investment ready. Though there has been success through regional job fairs, training and marketing efforts for example, many economic development initiatives are still required to create a balanced foundation for future efforts. This project provides the support necessary to take the first step.

To address this opportunity, Grey County Economic Development Staff recommended the creation of a Municipal Partnership Fund as a new pilot project where municipal projects, which provide local impact aligned to the broader County 'Open for Business' vision, would be eligible to receive up to \$5,000.

On January 24, 2017 the report CAOR-ED-02-17 was endorsed by the Economic Development and Planning Advisory Committee and subsequently approved by County Council on February 9, 2017.

The fund promotes regional action through collaboration and championing. Projects are identified and operationalized at the local level. Funds can be used to support the creation of new projects, enhance the delivery of current projects or be used to leverage additional project dollars.

Intake One

In this first intake, four member municipalities submitted applications for major projects. Combined, project money will be used to build upon the vision established in the Grey County economic development strategy at the local level, aligning with each of the seven themes:

- Becoming investment ready
- Creating a business-friendly environment
- Ensuring key infrastructure is in place
- Developing Grey's workforce
- Better communicating and marketing Grey's greatness
- Tourism
- Agriculture, farms and local food

The Grey County Economic Development team has reviewed the applications and is fully supportive of the proposals, seeing tremendous value at both the local and regional levels. Complete applications will be shared with the Economic Development and Planning Advisory Committee for review and approval at the April 18, 2017 meeting. Staff will maintain communication with each of the municipalities and provide support as requested throughout the process. Full details of each project will be communicated in the final report, due upon project completion or by December 31, 2017.

The remaining member municipalities are also planning projects. These applications will be reviewed and submitted for approval during future intakes.

The following briefly outlines each of the member municipality projects received to date.

The Municipality of Grey Highlands

Grey Highlands plans to develop an Economic Development Strategy as well as Community Improvement Plans (CIP) for each of seven identified communities within Grey Highlands, utilizing the Grey ED CIP template (pending). The Strategy will guide the municipality to become more investment ready through identifying roles and

responsibilities with established county protocols with the municipality and its partners. The project will also create a business-friendly environment by enhancing capacity, through partnership with the Chamber of Commerce. Grey Highlands will be utilizing the \$5000 (or 8.2% of the total project budget) to leverage provincial and partner funding. This project is subject to RED approval.

Township of Chatsworth

Chatsworth plans to undertake a Municipal Branding exercise. By creating and adopting a municipal brand and identifying their unique qualities as a further step towards being investment ready, Chatsworth will be more in a position to work with Grey County partners in showing potential investors that 'they are ready to do business', and that Chatsworth is a community of choice. Chatsworth will be utilizing the \$5000 (or 25% of the total project budget) to leverage provincial and municipal funding.

Township of Southgate

Southgate plans to design and install a Municipal Decorative Display sign on Highway 10 that welcomes businesses and tourists to the Township of Southgate and Grey County. The project will better communicate and market Grey's greatness with a primary objective of communicating greatness as a place to do business. It will also provide the trigger to help businesses and tourists identify that they have officially entered Southgate and Grey County. Southgate will be utilizing the \$5000 (or 33.3% of the total project budget) to leverage provincial and municipal funding. This project is subject to discussions with Grey County Tourism and Transportation and MTO approval.

The City of Owen Sound

Owen Sound plans to develop and promote a targeted people and workforce attraction marketing campaign. The aim is to encourage relocation, enhance the workforce and market Grey's greatness. Owen Sound will be utilizing \$5000 (or 25% of the total project budget) to enhance the creative development and delivery potential of the campaign.

Financial/Staffing/Legal/Information Technology Considerations

2016 economic development surplus totaled \$52,000. \$45,000 of the surplus will be used to support the development of this pilot program, allowing up to \$5000 per municipality in 2017.

The four applications received in this first round of intake propose full use of their \$5000 allowance in support of major projects, totaling \$20,000 of the budgeted \$45,000 fund.

Link to Strategic Goals/Priorities

Goal 1 – Grow the Grey County Economy: Enhance and diversify economic opportunities by becoming investment ready and promoting Grey County’s exceptional assets.

Specifically, this pilot program aligns with priority outcome number three, partnerships with key stakeholders to provide coordinated support for economic development and tourism.

Respectfully submitted by,

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Director Sign Off: *Kim Wingrove*