



Committee Report

Report CAOR-ED-02-17

To: Economic Development Advisory Committee
From: Savanna Myers, Manager of Economic Development
Meeting Date: January 24, 2017
Subject: **Proposed Municipal Partnership Fund**
Status: Endorsed by the Economic Development Advisory Committee;
Endorsed by Committee of the Whole February 9, 2017 per
Resolution CW31-17; Endorsed by County Council February 23, 2017
per Resolution CC09-17;

Recommendation

- 1. That Report CAOR-ED-02-17 regarding a proposed municipal partnership fund be received and that the County of Grey support the Municipal Partnership Fund program in the amount of \$45,000 to come from the Economic Development Reserve.**

Background

The vision for Grey County's economic development activities in the 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 improve our investment readiness as measured by the [investment readiness toolkit](#) presented to the Economic Development Advisory Committee in September 2016. 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. Furthermore, we recognize that each of our member municipalities has their own strengths, weaknesses and opportunities for improvement.

Grey County Economic Development Staff are recommending the creation of a Municipal Partnership Fund as a new pilot project. The proposed municipal partnership fund project is geared to providing support for our member municipalities to undertake

projects that will meet their specific requirements for improvements in their investment readiness.

Municipal projects which provide local impact aligned to the broader county 'Open for Business' vision would be eligible to receive up to \$5,000. This fund is intended to demonstrate the County's commitment to collaborating with member municipalities in an effort to implement regionally inspired economic development initiatives at the local level.

As each municipality improves their investment readiness, there is a benefit to the region as a whole. Projects would be 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. Projects are not meant to 'make-work' for municipal staff. Instead, the funds are there to show County support for economic development actions that add value at the local level and to move projects forward more quickly than might be possible without additional support. Grey County Economic Development Staff are happy to discuss options with municipal partners and identify collaborative ways to realize implementation where local staff resources may not be readily available.

Precedent exists for a funding program of this nature. The neighbouring counties of Bruce, Simcoe and Wellington have each offered similar programs for their lower tier municipalities. Results are showing greater regional alignment, demonstrating an enhanced ability to deliver strategic economic development at both the local and county level. A table outlining the comparable programs is attached to this report.

Financial/Staffing/Legal/Information Technology Considerations

The Economic Development 2016 surplus has been projected to total \$75,000. \$45,000 of the surplus will be used to support the development of this pilot program, allowing up to \$5000 per municipality in 2017.

Project measurement will track outcomes, and with success, the fund could move from a pilot to a formal program for the duration of the economic development plan (2020). The maximum funding amount will be reviewed along with program success prior to any continuation and/or enhancement recommendation to Council during 2018 budget deliberations.

Staff will review applications and make recommendations for approval to the Economic Development Advisory Committee.

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.

Attachments

Municipal Partnership Fund Guide, Application Form and Final Report Template.

Comparable County Programs

Respectfully submitted by,

Savanna Myers
Manager of Economic Development

Kim Wingrove, CAO



Economic Development

Municipal Partnership Fund

Introduction

The 2015 'Made in Grey' Economic Development Strategy presents a vision that Grey County is 'Open for Business'. This vision will be achieved as a direct result of open and transparent communication, real collaboration and true partnerships, Grey County, together with municipal and community partners, will be fully engaged and working together to continually create a positive environment where businesses and investors have the information, the resources and the support needed to succeed.

The Municipal Partnership Fund allows Grey County Economic Development to facilitate and support municipal projects, which provide local impact aligned to the broader County 'Open for Business' vision. Each of our nine member municipalities will have the opportunity to access up to \$5,000 to in support of economic development implementation. This fund is intended to demonstrate the County's commitment to collaborating with member municipalities in an effort to implement regionally inspired economic development initiatives at the local level.

Eligibility

Funding is available to member municipalities of Grey County.

Project money must be used to build upon the vision established in the Grey County economic development strategy at the local level, aligning with at least one 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

For a full description of each theme, please review the [Made In Grey](#) Economic Development Strategy.

Guidelines

- Municipalities may submit single or multiple requests up to a total of \$5000.
- All partnership funds will be assessed for both local impact and alignment to *Made in Grey*.
- Funds can be used towards capital or operations or a new project or new addition to an ongoing project.
- Funds cannot be retroactively applied, or used towards something already ongoing.
- Funds are not required to be matched by the municipality, though projects are encouraged to use these programs to leverage additional resources (financial, in-kind, human resources, etc).
- Taxes are the full responsibility of the applicant and cannot be included as part of the total amount requested.
- Funds must be used before the fiscal year end and cannot be rolled over for use beyond December 31.
- Applications will be reviewed by County Economic Development staff and final approval will be granted by the Economic Development Advisory Committee.
- The Grey County logo will be included on funded initiatives to co-brand and visually align the municipality and county.
- Funds will be distributed to successful applicants upon completion of the project and submission of paid invoice(s).

Process

Funding applications will be distributed to the economic development contact in each municipality. Dollars are meant to promote 'boots on the ground' action aligned to the broader county vision. The county will not dictate projects; rather support projects that have been identified as valuable at the local level.

The fund promotes regional action through collaboration and championing. Projects would be 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. Projects are not meant to 'make-work' for municipal staff. Instead, the funds are there to show County support for economic development actions that add value at the local level. Grey County Economic Development Staff are happy to discuss options with municipal partners and identify collaborative ways to realize implementation where local staff resources may not be readily available.

Applications can be submitted at any time to County staff and will be reviewed for approval by the Economic Development Advisory Committee in February, June and September. All funds must be used prior to year-end, December 31.

Once a project has been accepted, an approval letter will be attached to the original application and forwarded to the municipal contact.

Successful applicants will be required to submit a final report, documenting project accomplishments within 30 days of completion.

The County will publish success stories following completion of the projects to promote the economic development work accomplished.

Municipal Partnership Fund

Application

Please complete one application form per project. Multiple projects are welcome, though the combined funding remains the \$5000 maximum.

Municipality	
Contact Name & Position	
Contact Phone & Email	
Project Title	
Project Lead	
Project Partners	
Project Start Date	
Project Completion Date	
Amount Requested	
Percentage of total project/operations budget requested	
Please describe how your project enhances your local economy both in the short and long term. (Attach additional page if necessary).	

Municipality		
Please check the appropriate box(es) below and describe how your project will deliver more broadly to Grey County Economic Development Strategy.		
<input type="checkbox"/> Becoming Investment Ready <input type="checkbox"/> Developing Grey's Workforce	<input type="checkbox"/> Creating a business friendly environment <input type="checkbox"/> Better communicating and marketing Grey's greatness	<input type="checkbox"/> Ensuring key infrastructure is in place <input type="checkbox"/> Tourism <input type="checkbox"/> Agriculture, Farms & Local Food
Description:		

Please attach:

- Draft budget outlining expected project revenue and expenses.

CAO

Signature

MM/DD/YY

Municipal Partnership Fund

Final Report

All projects must be completed by December 31. Please complete this final report within 30 days of project completion and submit to ecdev@grey.ca .

Municipality	
Contact Name & Position	
Contact Phone & Email	
Project Title	
Project Lead	
Project Partners	
Project Start Date	
Project Completion Date	
Amount Requested	
Percentage of total project/operations budget requested	
Please describe the outcomes of your project, including the local and regional impact. (Attach additional page if necessary).	

Municipality	
Did your project proceed as planned and meet or exceed intended objectives? Please describe.	
How were the funds utilized? Please outline the final budget showing all income and expenses for the project.	

Please attach:

- A copy of any materials created/documented as part of this project (marketing materials, photos, strategies, testimonials, etc).



Economic Development

Appendix A

Comparable County Programs

County	Fund	Description	Funding
Bruce	Façade Improvement & Sidewalk Patio Grant	Matching grant funds up to 50% of eligible project expenses. Focus – beautification, wayfinding, marketing.	\$3000 + \$1000 projects over \$10k
	Streetscape Beautification		\$10,000
	Perpendicular Signage & Awning		\$1000
	Co-Operative Marketing		\$2500
	Destination Infrastructure		\$2500
	Gateway & Public Signage		\$5000
Simcoe	Economic Development Fund	One time fund. No matching funds required. Focus – plans, strategies, physical infrastructure, festivals and events investment, creation of EDO positions	\$100,000 (2013/2014)
	Economic Development Fund	Transition fund. Funding provided on a declining scale as municipal funds increase according to the same scale. Focus – municipally-driven economic development	\$50,000 (2016) \$25,000 (2017) \$12,500 (2018) \$0 (2019)
Wellington	BR+E Municipal Implementation Fund	No matching funds are required. Multiple projects are possible, to a maximum \$25k.	\$25,000 (2015)

County	Fund	Description	Funding
		Focus – downtown revitalization, business incubation, workforce training/business support, regional marketing, newcomer attraction, youth engagement, employment attraction, investment attraction, strategic planning.	
Proposed Grey	Municipal Partnership Fund	<p>No matching funds are required. Multiple projects possible, to a maximum \$5,000.</p> <p>Focus – municipally-driven economic development. Quick wins, leveraged investment to implement regionally inspired economic development actions at the local level.</p>	<p>\$5,000 (2017) X 9 municipalities \$45k</p> <p>\$5-\$10k X 9 (2018 to 2020) if feasible and a proven successful model. \$45k-\$90k</p> <p>Total investment possible: \$45k-\$315k over four years</p>