



**Danielle  
Mulasmajic**  
Economic Development  
Officer

The Corporation of the Town of South Bruce Peninsula  
P.O. Box 310, 315 George Street  
Warton, ON  
N0H 2T0

Telephone: (519) 534-1400 ext. 123  
Fax: (519) 534-4862

e-mail: tsbpecodev@bmts.com

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## **REPORT RE: 2011 Work Plan**

### **REPORT NO: Economic Development (61)**

#### **Overview**

##### **Promotion**

- Budget reflects a decrease in 2011 due to funds being requested through the grant program.
- Continue to coordinate the overall promotion of South Bruce Peninsula with a focus on key points of interest and expansion of the shoulder (post high-tourist) seasons.
- Develop marketing strategies in accordance with new branding policies and develop advertising schedules.
- Provide tourism content for various publications.
- Attract, liaise and provide information for media. (local, regional, national/international), including the coordination of film crews to locations within the municipality.
- Attend trade shows with promotional materials on the municipality.
- Coordinate activities with partners at Bruce County Tourism and RTMP (Regional Tourism Marketing Partnership).

##### **Special Projects**

- Murals: develop murals in both Sauble Beach and Warton which reflect and promote the established brand for each community.

##### **Travel Expense – Mileage & Conventions and Seminars**

- There were a couple of conferences in 2010 that were unattended due to unforeseen circumstances. The 2011 budget amounts reflects the same as 2010 intended conferences.

##### **Conventions & Seminars**

- Continue professional development through various offered, relevant meetings, conferences and seminars.
- Take advantage of webinars when at all possible.
- Examples: Economic Development Council of Ontario (EDCO) conference, EDCO regional seminars, Ontario Tourism Summit, Downtown Revitalization Summits, Grey Bruce Regional Tourism Conference, etc.

### **Website**

- Continue to populate and update both the Town and Wiarton Willie websites (Economic Development, Community Life, Visitors, etc.).
- Provide up to date information to the new Grey Bruce Regional Economic Development Partnership website ([www.investingreybruce.com](http://www.investingreybruce.com)).
- Continue to submit town events and approve community events that are input to the Town's website.

### **Beautification**

- Approximately \$2000 will come from 2010 reserves.
- Continuation of the daffodil program.
- Coordinate beautification projects as required.

### **Façade Improvement Program**

- Due to a late start there was approximately \$5,000 that was disbursed in grants out of a \$15,000 budget; the remainder went into reserves for 2011.
- This year, in addition to Wiarton, the program will be open to Sauble Beach, Allenford and Hepworth.
- Continue to work with the Façade Improvement Review committee, develop a terms of reference and review program criteria.
- Program facilitation: including promotion, interviews with potential applications, review and reporting.
- Create a contest to promote the program and kick start the brand introduction. The contest winners would be entitled to have a concept sketch prepared for their business façade, incorporating the brand for that community.

### **BR&E**

- The Economic Development Committee will continue to investigate ways to complete a BR&E study.
- The budgeted amount reflects a small portion of the overall expected costs. Rural Economic Development (RED) funding and Job Creation Partnership funding would be applied for.
- If other grants are not received the \$5000 budgeted amount will not be expended.
- If successful, I would be responsible for overseeing the project, applying for funding and hiring/supervising the staff person.

### **Branding**

- The branding tool kit has been very well received but needs some further development.
- Expand the tool kit to include more specific guidelines, examples of local materials to be used, samples of completed projects, and a listing of local suppliers.
- Budget includes an allowance for additional copies to be made once the tool kit is updated.

### **Gateway Sign – Wiarton**

- The Wiarton entrance sign on the south/east corner of town is in disrepair. The chip board is breaking away, paint is peeling and the structure itself is no longer stable.

- The message 'gateway' gives the impression of 'passing through' which is something the Economic Development Committee, BIA and Chamber have identified as a real problem for Wiarton.
- A concept for the Wiarton Gateway sign was developed through the branding process.
- Budget is included to have the south end sign replaced first and future budget would be allocated for the north end of Town and in the other communities requiring gateway signs.

### **Downtown Revitalization**

- Implementation of the Downtown Revitalization plan commenced in 2009. In 2010 furnishings were sourced and purchased and will be installed this spring. There were some furnishings that could not be accomplished through the 2010 budget allowance.
- Budget has been included for works not completed in 2010 (trash/recycling containers for the beach at Sauble, bike racks, planters, etc.).
- Budget has been included to furnish the new plaza area and surroundings at Bluewater Park (tables, umbrellas, benches, etc.).
- Development of streetscape designs for Sauble Beach and Wiarton based on established brands. This will help both the municipality and business sectors to work towards a unified theme for the downtowns. The concepts will provide guidance in the purchase of future furnishings, sign style, façade improvements and landscaping. In addition, the concept can serve as a guide to types of desired business for those locations.

### **Wayfinding**

- Wayfinding schedules and purchase of signs for Wiarton (including Bluewater Park) was completed in 2010. The signs will be installed in the spring by Public Works staff.
- Sauble Beach has been identified as the next community for implementation.
- The full amount to complete Sauble Beach has been budgeted for. There is currently no budget allocation to reserves. If Council chooses not to fully complete Sauble Beach this year, consideration should be given to allocating a reserve amount.
- Mapping the location of the signs and developing the message schedule for the signs still needs to be completed.
- Wayfinding program will coincide with works being completed in Kincardine and Saugeen Shores.

### **Events**

- Comprehensive review of the Town's involvement with the Wiarton Willie Festival and other festivals and events. Recommendations to come forth out of this review.
- Requests for festivals and events funding have been steered to the Municipal Grant Program.
- Development of a Municipal Events Policy with input and cohesion between the various departments of the Town.

### **Development**

- Establish the EDO as the first point of contact for development inquiries.
- Work with County Planning staff to develop a tracking system for development inquires and handling.
- Continue appointment on the Grey Bruce Regional Economic Development Partnership (GBREDP).

- Continue to work alongside the Chambers/BIA to develop incentives for business development.

**Economic Development Committee**

- Assist the EDC with major projects (update of the 2005 Economic Development Plan, Communications Strategy, Review and compilation of previous studies).
- Continue to coordinate meetings, prepare agendas/minutes and correspondence.

**Grants & Funding**

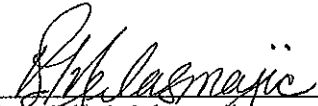
- Continue to apply for funding for various projects.
- Apply for Spruce the Bruce funding for all downtown revitalization efforts.

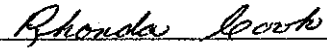
**Visitor Information**

- Continue to cover off tourism and area information during the off season when tourism staff is not working.

Respectfully Submitted,

Approved by,

  
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Danielle Mulasmajic  
Economic Development Officer

  
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Rhonda Cook, CMO  
CAO

Date: Jan. 14, 2011

Date: Jan. 12, 2011