



LAKE HURON SUMMER

FROM THE DIRECTOR'S DESK

AUGUST 2022

A Business Retention and Expansion study is a traditional economic development tool.

Sometimes this work is called a “BR&E”. If you talk about BR&Es with passionate economic development professionals, you’ll hear them say “business retention and expansion efforts are never done”, and that’s totally right. **Building meaningful connection and establishing relationships with business owners and operators help economic development staff do their jobs.**

When an ec dev professional knows how a business is doing, what they might need in the future, where the barriers may exist—this sets an action plan forward.

Later this year, the Clean Energy Frontier program, **in partnership with Bruce Power, will be advancing a BR&E for the clean energy sector across Bruce, Grey and Huron.** This project is moving forward with the support of economic development leaders for all three counties, and this group of passionate leaders can't wait to get their hands on the data.

So, what's the outcome of a BR&E study? **A strong understanding of the clean energy sector in the tri-county region.**

Further, **the study will help the Clean Energy Frontier program and local economic development leaders build an action plan** to support the sector across Bruce, Grey and Huron. It will identify barriers, gaps, challenges and areas for growth and diversification. This means our team of collaborative and strategic thinkers can work toward solutions and advance support systems that matter.



The Clean Energy Frontier supports **15 communities** across the tri-county region.



DID YOU KNOW...

With summer swimming in full swing at Kincardine's beautiful Station Beach, the Municipal Innovation Council and the University of Windsor are ramping up their Smart Beach efforts. A survey team is beach-combing to learn about user behaviour and generate awareness surrounding the project. Learn more **here!**

Advancing Plugging In 2.0

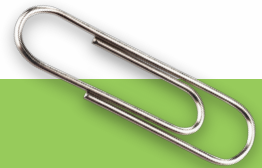
Research is underway and further discussions are set to take place in September. With the help of Mellor Murray Consulting, the Clean Energy Frontier program is doing **a deeper dive into the EV economy** in Bruce, Grey and Huron counties. You can expect to learn more in the Plugging In 2.0 report, to be released later this year.



How do we talk about Clean Energy?

So, we have a clean energy economy, and we know it's exciting, but **how do we talk about clean energy with residents, potential investors, the business community and other stakeholders?** The attached two-page summary was developed in partnership with Bruce Power to support elected officials and economic development professionals with clean energy conversations.

These notes and stats are wonderful examples of opportunities and proof of clean energy leadership right here in the Clean Energy Frontier region of Bruce, Grey and Huron.



IMPORTANT DATES

- SEPT 14** Round Table discussion regarding EVs in Bruce, Grey and Huron, in person at NII
- SEPT 23** Regional Steering Committee meeting, in person at NII
- OCT 1-4** Economic Developers Association of Canada Conference, Clean Energy Frontier presentation, Kingston

IN CASE YOU MISSED IT

1

SWERVE – a **free community festival** where visitors can get a hands-on feel for how we will live and work in the future. Learn more about this event, designed to share and inspire our communities. Coming Sept. 9 - 11.



2

The NII Explore team has been busy! With camps, community programming, markets and more, you'll find this talented and engaging team **bringing children's STEM activities and education** to a neighbourhood near you.

3

The **2022 Green Ribbon Panel Report** – a comprehensive study with actionable recommendations to combat climate change while growing the Canadian economy. This report was developed and distributed by partners of the Green Ribbon Panel at the end of June.



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