

Bruce County: Planning and Development

Annual Update - 2018 in Review

Look forward to 2019

April 9, 2019



Overview

- Economic Development Strategic Plan / Macro Approach
- Land Use Planning Initiatives
- Economic Development Initiatives
- Measuring Success
 - Outputs
 - Value / Benefit
 - Outcomes
- What To Look Forward to in 2019

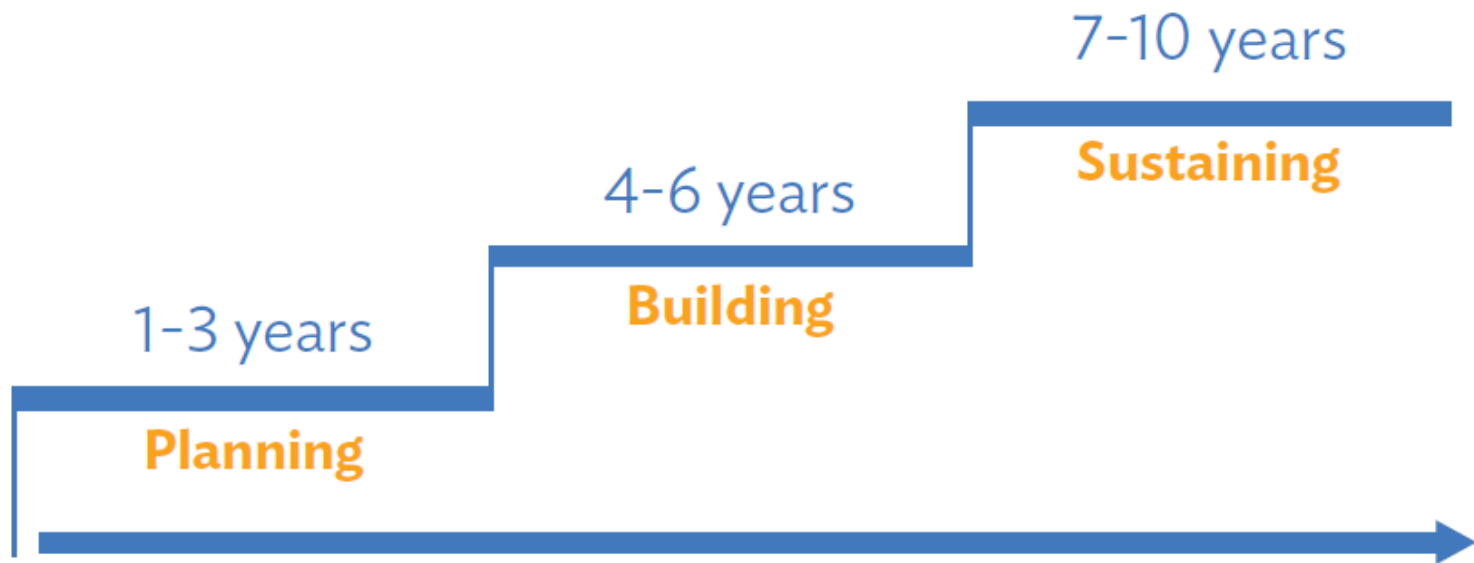


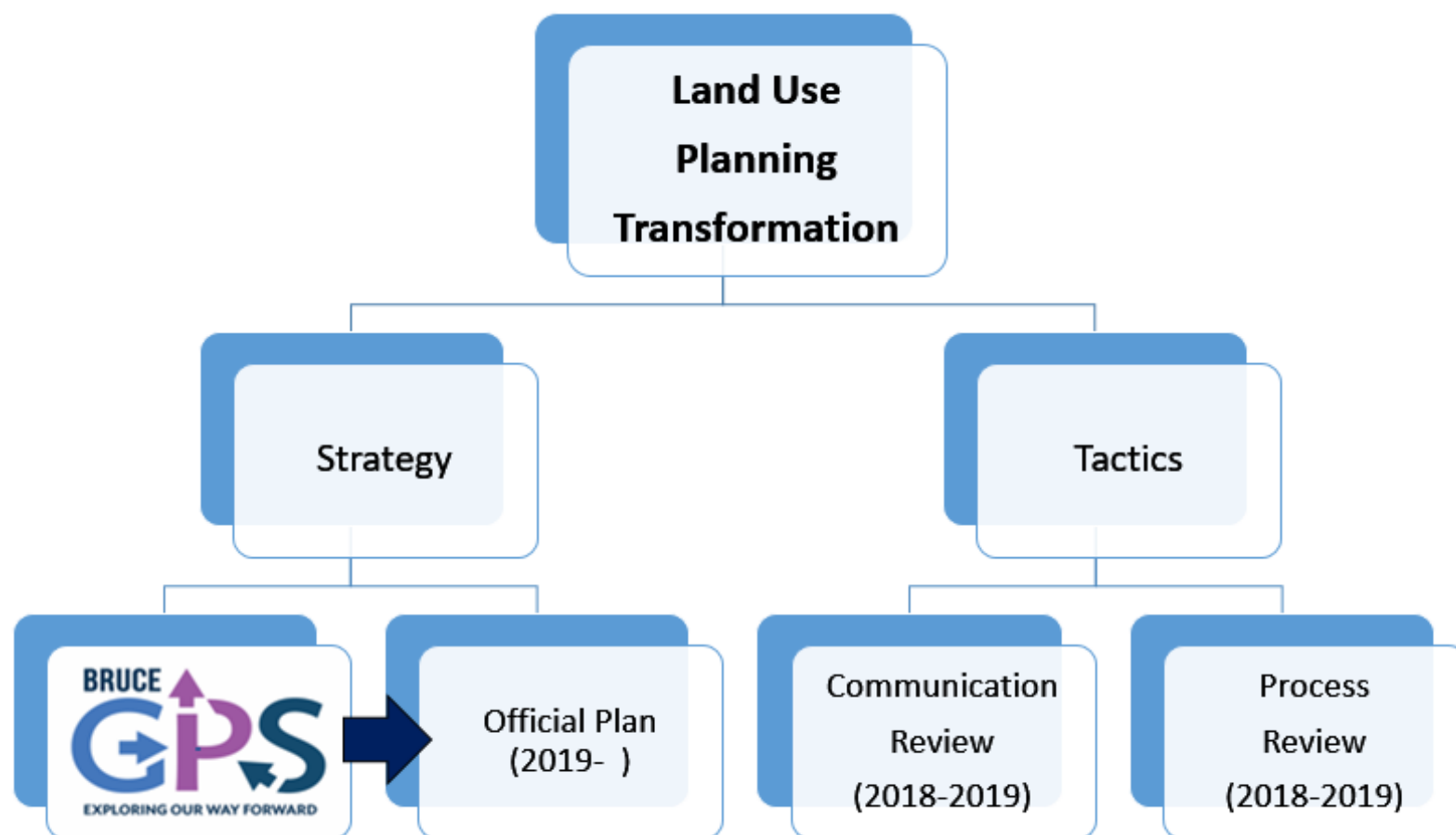
The Macro Approach

- The “Find Yourself in Bruce County” Strategic Plan embraces the entire Bruce community
- It acknowledges a “Macro Approach” that supports working together in order to succeed as a region.



Economic Impact Timeline





Planning and Development

- Build vibrant and healthy communities
- Market Bruce County as a region to visit, live, and grow a business
- Foster Business Development - Inspire, attract, and support
- Grow existing assets:
 - Sustainable Tourism
 - Energy
 - Agriculture



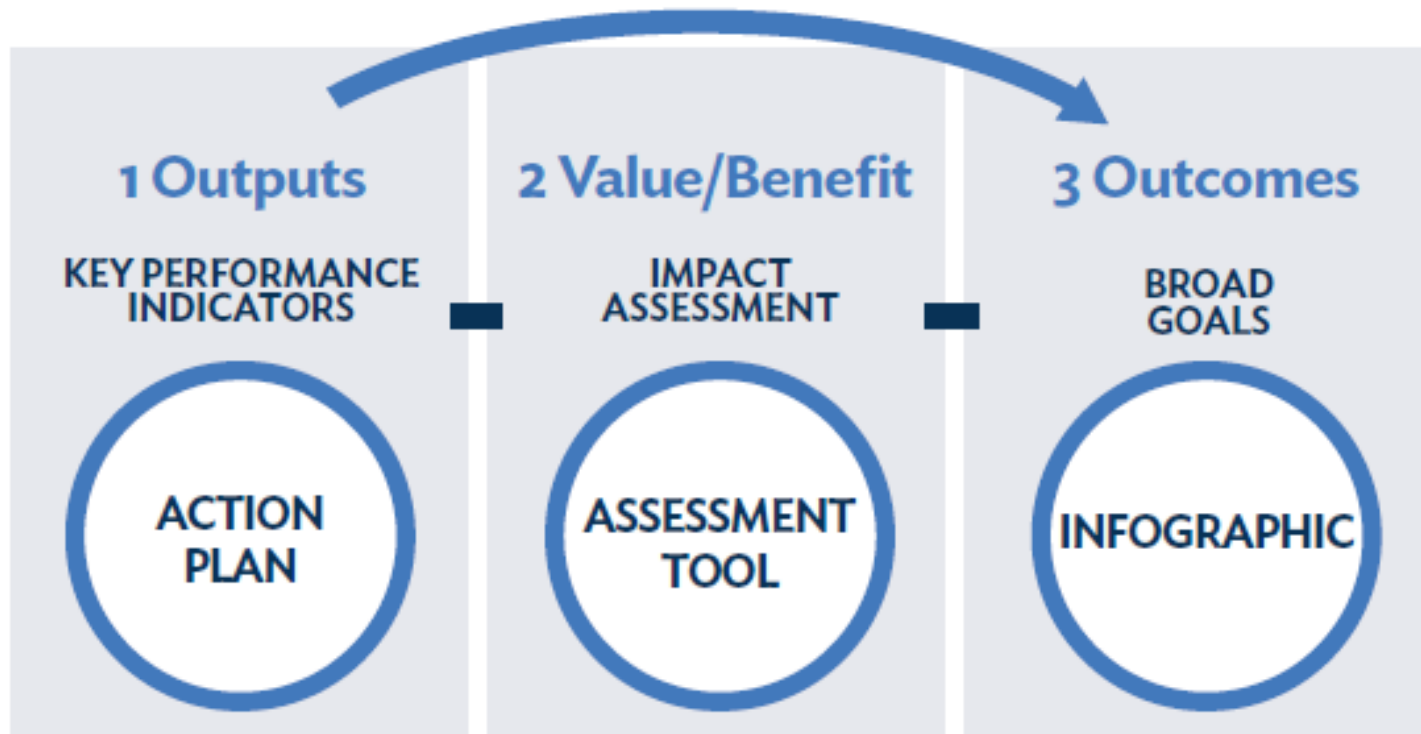
Economic Development Programs



BUSINESS to BRUCE

explore
the BRUCE

Measuring Success



BUSINESS **to** BRUCE

Business Development - Helping Businesses Grow

- Inspires, attracts, and supports business, entrepreneurs, and investors
- Development of a Business Recruitment Strategy for Bruce County communities



BUSINESS **to** BRUCE

214

CONSULTATIONS

78

NEW JOBS CREATED

535

TRAINING
ENGAGEMENT

8

BUSINESS
EXPANSIONS

32

NEW BUSINESS
START UPS

29

BUSINESS EVENTS



\$90,000

TOTAL GRANTS
StarterCompany **PLUS**

\$873,265

PRIVATE INVESTMENT

BUSINESS **to** **BRUCE**

- 2 workshops/ seminars
- 20 consultations
- 4 business start-ups
- 5 new jobs



Community Development - Building Vibrant Communities

- Motivates lasting community revitalization and development
- Brings stakeholders together to work collaboratively towards greater community capacity
- Leverages investment that ignites improvements and makes communities more attractive to:
 - locals, visitors, and existing business owners
 - future residents, future visitors, and potential business owners



41

GRANTS

\$106,816

PUBLIC INVESTMENT

\$9,815

AVERAGE COST
PER PROJECT

\$295,607

PRIVATE INVESTMENT

\$1 : \$2.34

AVERAGE RATE OF
RETURN
RATIO

\$402,423

TOTAL INVESTMENT

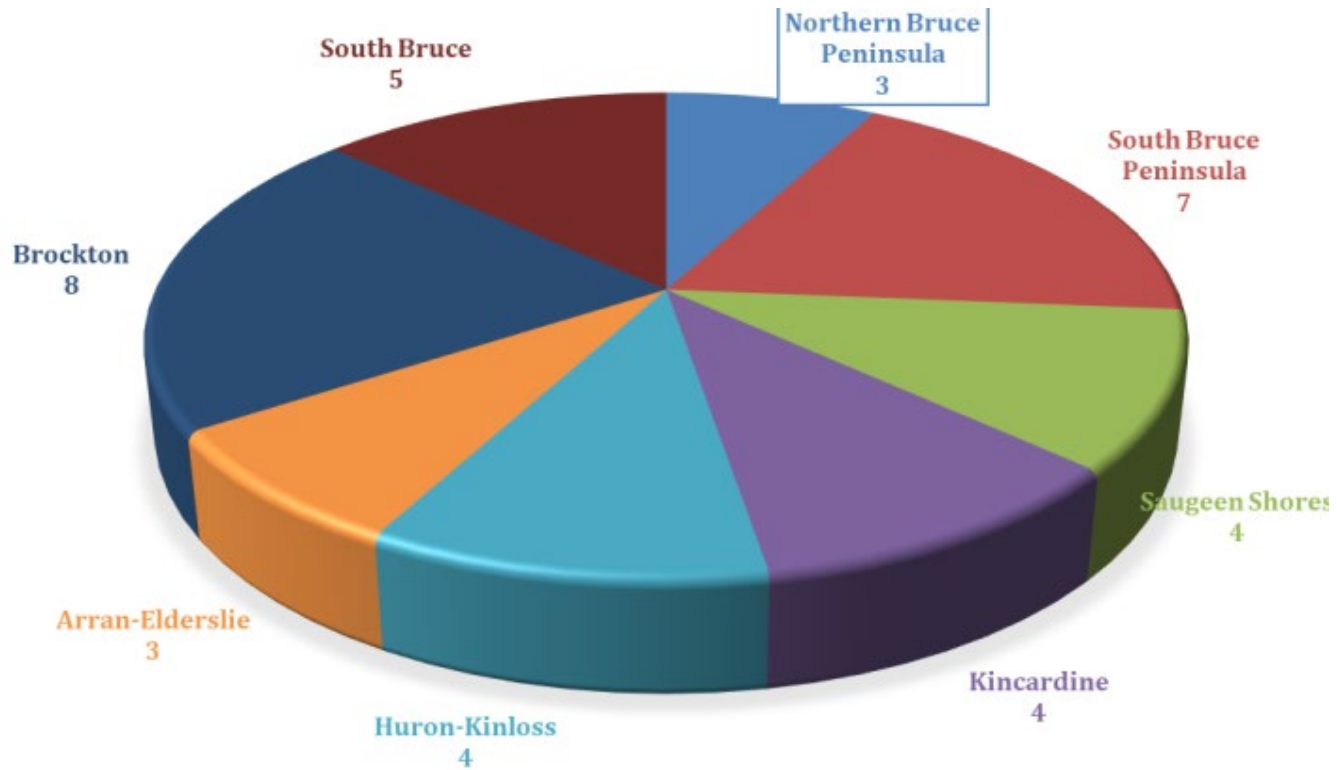




BRUCE
county



SPRUCE the BRUCE



explore the **BRUCE**

ETB Website



Page Views **541,286**

Sessions **185,130**

Page Views **635,454**

Sessions **234,257**

Facebook - # of followers



Instagram - # of followers



 2017  2018

explore the **BRUCE**

Print Materials



10,000
MAPS



4,200
WINTER ACTIVITIES
GUIDES



10,000
TRAILS BROCHURES



10,000
PADDLING BROCHURES



10,000
MOUNTAIN BIKE
BROCHURES



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explore the **BRUCE**

12 Passport
Stops
1 unforgettable adventure

2639 participants completed
the Adventure Passport
spending approximately \$1.3
million in Bruce County.

Area of focus for 2019

Walkerton: Business Development



Economic Impact of Tourism

Visitors

2.5
MILLION

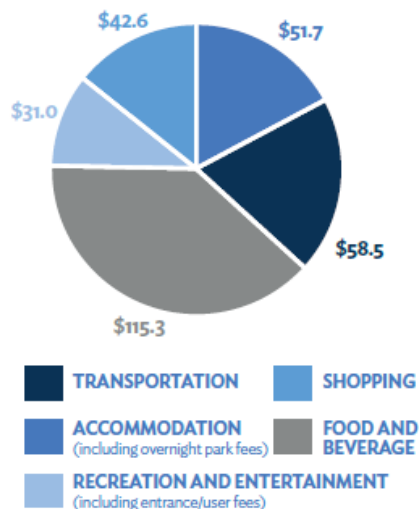


Economic Impact
Of Tourism

\$299.1
MILLION

Over **90%** are likely to visit
Bruce County again next year.

Total Visitor Spending
(in millions of dollars)



**Economic Impact
for Bruce County**

	DIRECT	INDIRECT	INDUCED	TOTAL
GROSS DOMESTIC PRODUCT (\$M)	121.9	21.3	30.8	174.0
LABOUR INCOME (\$M)	62.9	13.9	18.6	95.4
EMPLOYMENT (IN JOBS)	1,905	208	221	2,333

Fiscal Impact in Bruce County

	FEDERAL	PROVINCIAL	MUNICIPAL	TOTAL
DIRECT TAXES (\$M)	22.8	32.5	2.1	57.3
TOTAL TAXES (\$M)	32.5	39.6	5.1	77.3

Agriculture BR&E

What we Learned: Areas of Focus

1. Business Supports
2. Infrastructure
3. Agri-Tourism
4. Planning Processes / Building Permits
5. Workforce Development



Nuclear Economic Development and Innovation Initiative

17 New nuclear
suppliers
in the region



Over 120,000sqft

of under utilized office,
warehousing and
manufacturing space filled



300 new jobs to be added to
the regional economy as
a result of these expansions



NUCLEAR
INNOVATION
INSTITUTE

A Campus Style Community Hub.
Encouraging Active Inquiry & Research.
Fostering Creative & Dynamic Ideas.

ONTARIO'S NUCLEAR INNOVATION INSTITUTE

Bruce Power
Innovation at work

APPLIED RESEARCH
& TRAINING
CENTRE

BUSINESS
ACCELERATION &
INCUBATION

TALENT
DEVELOPMENT
& TRAINING

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Outcomes

Outcomes show the progress towards the broad goals set by County Council.

Including:

1. Growth of Tax Base/ Tax Assessment
2. Growth of Population Base
3. Diversify the Economic Base
4. Business Retention and Expansion

Land Use Planning - A look to 2019

1. Bruce GPS Public Engagement Project
2. Community Engagement Guide
3. Continuation of Process Improvements
4. Planning Application Database -
CityWorks PPL
5. LEAR Review
6. Bruce County Official Plan Review

Economic Development - A look to 2019

1. Entrepreneurial Programs and Support
2. Training and Education
3. Implementation of BtoB Strategies
4. Support community driven action plans through STB
5. Marketing Bruce County as a place to visit, live and do business
6. Advance Project Innovate
7. Develop an Agriculture Action Plan and Regional Work Plan
8. Launch the Bruce County Tourism Innovation Lab in the Peninsula

Conclusion

- There are no stand alone initiatives
- Building capacity with partners and in our communities is integral
- Together, we can ensure Bruce County's future is strong and vibrant for generations to come



Thank you