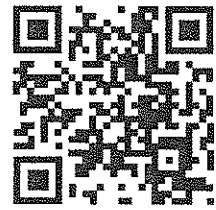




Huron-Kinloss Business Banner

Summer 2011



Welcome to the first Huron-Kinloss Business Newsletter!

Welcome to the first newsletter developed specifically for businesses operating within the Township of Huron-Kinloss. The purpose of this newsletter is to inform you of some of the initiatives that the Township is undertaking, which affect your business.

The Township recognizes the important contribution your business makes to this community. Business retention and expansion is a priority for the Township and to support that priority the Township recently created the position of Business

and Economic Officer. My role as Business and Economic Officer is to concentrate on supporting our current businesses and to promote economic development within the Township.

You will find a number of resources on the Township's website www.huronkinloss.com that may be helpful to you. A business directory is also maintained on the website and I encourage you to notify me of any changes that need to be made to your contact information. If you send me

your e-mail address, I will add you to a business subscribers list so that you can stay informed of any news that may impact your business and/or opportunities relating to employment training, funding, etc.

If you have any questions or want more information about the initiatives described in this newsletter, please do not hesitate to contact me. My contact information is provided on the second page of this newsletter.

- Taralyn Martin, Business & Economic Officer

Please Note:

- Send me your e-mail address to receive updates related to business development.
- Check your information on our business directory to ensure that it is correct and complete.

Spruce the Bruce – Community Toolkits – Lucknow & Ripley

Spruce the Bruce is a county-wide program established to support and enhance downtown areas. The process over the last year leading to the development of the toolkits in the Township included town hall meetings with the public and interviews with business owners to obtain input into the community's view on revitalization and management of

their downtown and neighbourhood commercial districts. Ripley was identified as a community that is "homemade and hands on" and Lucknow was identified as a "general store".

A number of actions are given in the community toolkits to strengthen these identities. The toolkits are available online from: www.explorethebruce.co

m/community-design-toolkit.php. Included in the *Spruce the Bruce* program are grants for signage, façade improvements, beautification, etc. Individual businesses are encouraged to apply for these grants. Businesses may also partner with each other to apply for destination marketing grants. See www.explorethebruce.co



m/grants-with-applications.php

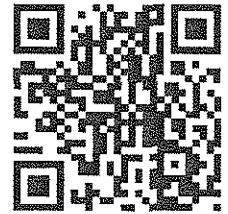
Intake of applications occurs monthly, so be sure to take advantage of them! Together, we will accomplish revitalization and beautification of our downtowns.

Huron-Kinloss Ice Cream Trail

The Township recently launched the Huron-Kinloss Ice Cream Trail. This family photo scavenger hunt takes participants to eight locations that sell ice cream in Huron-Kinloss. The objective is to find Sammy Sprinkles at each of the locations and take a picture with him. Once participants have taken four pictures, they can submit an entry form to the Township of Huron-Kinloss and receive a free 9" Frisbee. If they

complete the trail, they can enter to receive a free t-shirt (first 1000 participants). All entries will be eligible for the grand prize of 250 Huron-Kinloss dollars to spend at local merchants. Huron-Kinloss Dollars are a local currency for use only at Huron-Kinloss businesses. One Huron-Kinloss Dollar holds the same economic value as one Canadian Dollar; however, it is designed to support local busi-

nesses and stop some of the retail leakage to other areas. If someone makes a purchase at your business with Huron-Kinloss Dollars, please accept them and contact the Township to be reimbursed. The Ice Cream Trail is a marketing initiative launched by the municipality to showcase what Huron-Kinloss has to offer for residents and visitors alike. Participants will be travelling to



all the locations in the municipality that serve scooped ice cream, as well as new and fun destinations. We are confident that our local rural businesses will see increased traffic and sales as a result of the Huron-Kinloss Ice Cream Trail. For further details see: www.icecreamtrail.ca

Business Retention and Expansion Project

Over the next few weeks, we will be preparing to initiate a Business Retention and Expansion (BR+E) project. Through the BR+E project, surveys are conducted with local business owners to identify, among other items, the businesses' needs, concerns, and criticisms about the

community. BR+E is an action-oriented and community-based approach to business and economic development. It promotes job growth by helping communities learn about issues and concerns of, as well as opportunities for, local businesses and set priorities for projects to ad-

BR+E

BUSINESS RETENTION AND EXPANSION

dress these needs. Ultimately, communities will have greater success in attracting new business if existing businesses are content with local economic conditions and community support.

The short-term BR+E objectives are to:

- Provide community support for local business and improve profitability
- Identify and address immediate

concerns of individual business

- Let local businesses know how much they are valued in the community

The long-term BR+E objectives are to:

- Increase the competitiveness of local businesses
- Establish and implement a strategic action plan for economic development

We are seeking volunteers to:

- Participate in the BR+E survey
- Join the BR+E Task Force. The Task Force is responsible for determining what businesses to survey, deciding what content to include in the surveys, assisting with analyzing data and identifying actions.

Contact Information:

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