



Huron-Kinloss Business Banner

Fall/Winter 2011



Business Retention & Expansion (BR+E) Project Underway

The BR+E Task Force met for the first time on Thursday, November 17 to finalize the community questions and confirm which businesses in the Township will be interviewed. Representatives from the Township, Bruce County, Saugeen Business Enterprise Centre, and Lucknow, Ripley and Point Clark's business community, sit on the Task Force.

The BR+E project involves conducting interviews with local business owners to identify the businesses' needs, concerns, and criticisms about the community. General questions about doing business in Huron-Kinloss, as well as sector-specific questions will be asked. Data collected from business owners are analyzed and a final report and action plan is developed based on the results.

The Township hired Genny Smith of GS Consulting to conduct the interviews with business owners. A total of 80 businesses will



BUSINESS RETENTION AND EXPANSION

be interviewed over a two month period, beginning the third week in December. These businesses have been randomly selected through a stratified sampling plan to ensure that businesses from all sectors and communities are interviewed.

If you are contacted for an interview, please consider taking an hour of time to voice your needs and concerns. Your feedback is important to us and will help us to develop strategies to improve the business climate and promote business development. If you have any questions about the project, please do not hesitate to contact us.

Cultural Mapping Project

In August, the Township was awarded a grant of \$20,150 under the Creative Communities Prosperity Fund. This grant will allow us to map our cultural and historical assets. These assets include: cultural occupations; cultural and natural heritage; cultural events and festivals; cultural facilities and spaces; cultural community organizations; and

intangible culture, such as stories and myths.

By identifying, recording and classifying Huron-Kinloss' cultural resources, we can promote and showcase the uniqueness of our communities to residents and visitors.

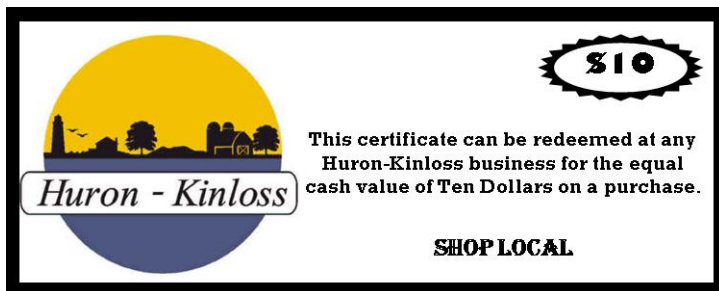
Our Cultural Research and Development Project has two phases. The first phase is to

create a cultural assets inventory and produce large-scale maps showing the location of each cultural resource. We will be establishing a steering committee to oversee the project and hiring a consultant to identify, describe and map all of our cultural assets.

The second phase is a cultural assets outreach program. This phase

involves holding a community forum to build appreciation for the importance of culture and cultural planning in the community and identify any further cultural resources and community stories. This project will take approximately one year to complete and is expected to begin in February 2012.

Huron-Kinloss Dollars and Ice Cream Trail Update



The 2011 Huron-Kinloss Ice Cream Trail wrapped up on October 15th with the grand prize draw. The Township is pleased to announce that Alden O'Cain of Kincardine is the winner of 250 Huron-Kinloss Dollars.

These dollars can only be spent at Huron-Kinloss merchants. **If your business receives Huron-**

Kinloss Dollars, please accept them as the equal cash value indicated in the top right corner on the certificate and contact the Township to be reimbursed. An authentic Huron-Kinloss Dollar Certificate has the Township's seal on it and looks like the image shown here.

Three Hundred Fifty (350) people participated in the Ice Cream Trail contest. Following the contest, a survey was distributed to participants and ice cream merchants to get their feedback. We received an overwhelmingly positive response from participants, who not only discovered some great new places to get ice cream, but also new activities, shops and restaurants. Business owners also reported benefiting from the Trail. The majority of business owners who had stops on the Trail, strongly

agreed or agreed that the Ice Cream Trail increased their ice cream sales, overall sales and foot traffic.

We will be bringing the Ice Cream Trail contest back next year. If you have any comments about the Trail or suggestions for improving it, please let us know. If you want to learn more about the Trail, or want to view some of the great photos we received from participants, please visit www.icecreamtrail.ca

Accessibility Standards for Customer Service

According to ONTARIO REGULATION 429/07 under the ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT, **if you employ one or more people, your business must comply with the Accessible Customer Service regulations by January 1st 2012.** The Accessibility for Ontarians with Disabilities Act is available at: http://www.e-laws.gov.on.ca/html/regs/english/elaws_regs_070429_e.htm

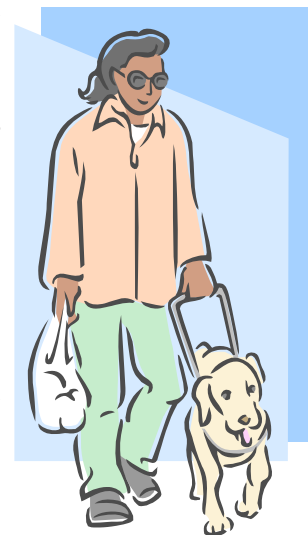
The Ontario Chamber of Commerce has created a free online toolkit that will allow your business to comply. You and your staff can complete the compliance

toolkit at <http://www.accessibilityworks.ca/compliance>

Non-Chamber members can access this toolkit, too - after you check "No" when you are asked if you are a member, be sure to type in NONE in the space where it asks for your Chamber name.

For more information about these regulations, please visit:

<http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/index.aspx>



Contact Information:

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Note:

Please forward this newsletter on to your local business contacts so that we may reach as many businesses in Huron-Kinloss as possible. This newsletter is also available online: www.huronkinloss.com

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