

Bruce County Economic Development Annual Report 2020





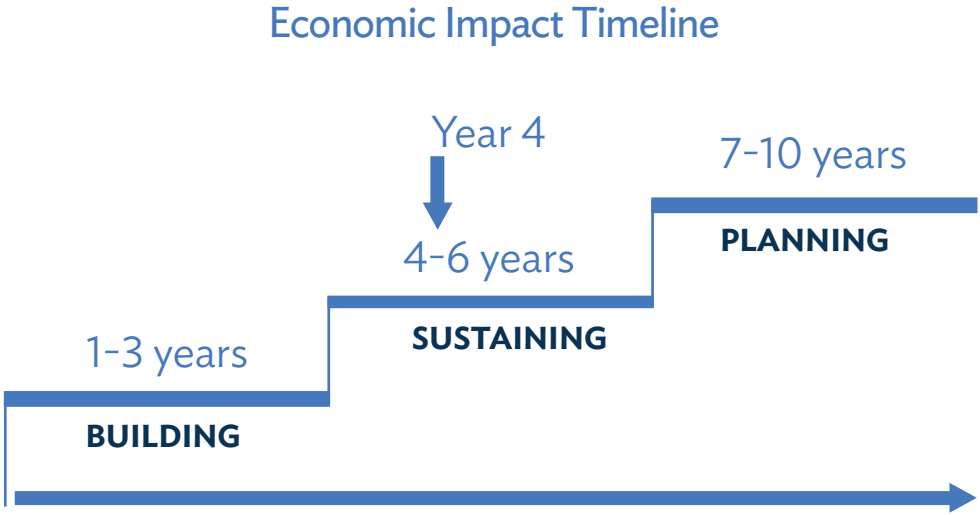
Be an Explorer.

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How is Bruce County Doing?

The Bruce County Economic Development Annual Report measures the performance of programs, the impact they have on the communities and their influence on business growth. 2020 marks the fourth year of the “Find Yourself in Bruce County” Economic Development Strategic Plan, 2017 – 2021. This report shows the progress made on the goals outlined in the strategic plan. The report also details the accomplishments achieved in 2020 and shows an overall illustration of how effective collaboration drives economic prosperity in Bruce County.



2020 was an unprecedented year with the onset of the COVID-19 pandemic that forced business closures and nearly crippled the local economy. Beginning in March, efforts were immediately focused on how to support businesses that would help stabilize the economy while health restrictions and lockdowns were implemented. This led to the formulation of the Bruce County Economic Task Force, a County wide committee that included a hub and spoke model to represent public, private, and sector-specific interests. This group was convened to enact three phases; stabilize, rebuild, and grow.

The first action led through this group and endorsed by County Council, was the development of the *Support the Bruce: Business Sustainability Fund*. This \$1.75M fund included a unique suite of supports created to help businesses pivot, adapt, enhance, or reimagine their business models. This fund included an array of grants and a loan option, built to help entrepreneurs in a variety of ways combat unique situations as they navigated the adverse economic impacts of the pandemic on their businesses. A situation they continue to push towards resiliency.

While managing these unprecedented times, the economic development programs have continued with a deep focus on business and community support measures.

- Paisley was onboarded as the tenth community to the Business to Bruce attraction site.
- The Spruce the Bruce program provided financial support to business owners in making modifications due to the pandemic and eliminated the 50 percent requirement.
- Bruce County has continued to support innovation around tourism by promoting the Tourism Innovation Lab.
- The Planning and Development committee endorsed its first ever Workforce Development and Attraction Strategy to address the critical labour force shortage in the region.
- The Grey Bruce Local Immigration Partnership was established to address the isolation of newcomers in the Grey Bruce region. This partnership will help to increase the capacity for coordination, connection, and collaboration to foster a welcoming community for all newcomers.

The Bruce County Economic Development team is embarking on 2021 with a promise to continue to help and support businesses through resources, business advice, training, and mentorship. These are indeed unparalleled times for the businesses but together with collaboration, commitment, and teamwork, rebuilding and eventual recovery can be realized.

2020 Highlights

economic
TASK FORCE

**Support the Bruce:
Business Sustainability Fund**

\$1,327,866
GIVEN OUT

22
EMERGENCY BUSINESS
SUSTAINABILITY LOANS



68
BUSINESS PIVOTS/
ADAPTATIONS

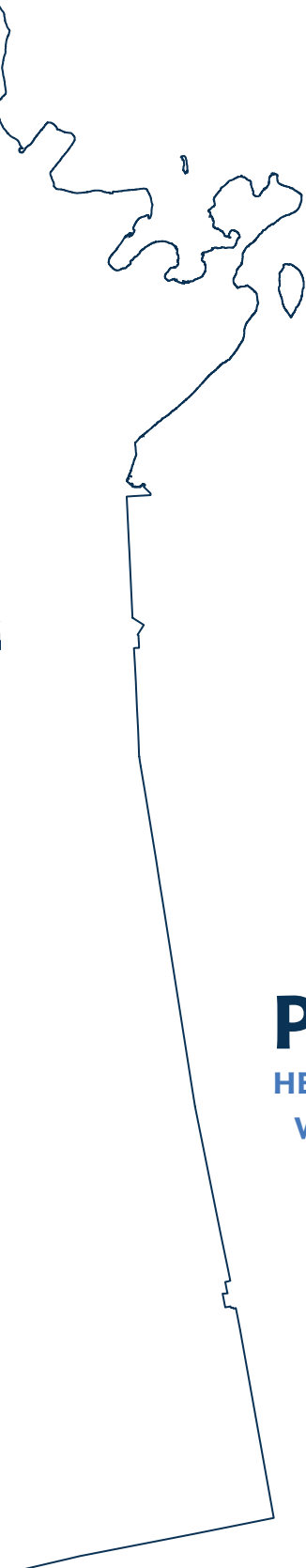


101
DOWNTOWN SMALL
BUSINESSES SUPPORTED

180
BUSINESS SAFETY
SUPPLIES GRANTS



11 BUSINESSES AWARDED
\$100,000
VIA THE “SPARK” GRANTS
TO ADVANCE SUSTAINABLE
TOURISM



BUSINESS **to** BRUCE

GRANTED
\$35,000
FOR BUSINESS
START-UPS

GRANTED
\$12,000
FOR YOUTH
ENTREPRENEURSHIP

IN PARTNERSHIP WITH THE PROVINCE OF ONTARIO

NEW
BRUCE COUNTY
WORKFORCE DEVELOPMENT
& ATTRACTION STRATEGY



1
PLATINUM
HERMES CREATIVE AWARD
WELCOME HOME VIDEO



2
GOLD
HERMES CREATIVE
AWARDS

GRASSROOTS FARM:
CHOOSING TO CALL BRUCE
COUNTY HOME VIDEO

BRUCE PENINSULA
ECOADVENTURES:
CHOOSING TO CALL BRUCE
COUNTY HOME VIDEO

The Macro Approach

Bruce County's Economic Development Strategic Plan acknowledges that Bruce County has latent leadership potential and that only by working together with lower-tier municipalities and businesses can we succeed as a region. Bruce County's role is to create awareness at the broader level and facilitate and filter opportunities. The overarching plan is to motivate Bruce County's audiences to visit, live, and start or move a business. The lower-tier municipalities are responsible for making communities ready for new business and residents, where local leaders are required to foster a strong and welcoming community for business and newcomers.





SUPPORTED **382** BUSINESSES
THROUGH THE SUPPORT THE BRUCE:
BUSINESS SUSTAINABILITY FUND

Audiences

Visitors

Bruce County inspires curiosity, nurtures exploration, and celebrates discovery. Visitors have an emotional bond with Bruce County that has the potential to last a lifetime.

Residents

Bruce County residents are the dreamers who take the roads less travelled and encourage their children to look under rocks. Bruce County's Economic Development Strategy welcomes new residents who want to explore farm life in the morning, beach life in the afternoon, and bright, starry skies all night long; who want to turn alternatives into sustainable choices; and who collaborate with their neighbours to create welcoming, thriving communities.

Entrepreneurs

Bruce County entrepreneurs see tried and true as an invitation to try something new. Their tinkering leads to invention, their art becomes industry, and their sweat becomes equity. In Bruce County, energy, nature, and innovation all combine to create fertile ground to build what is dreamed possible.

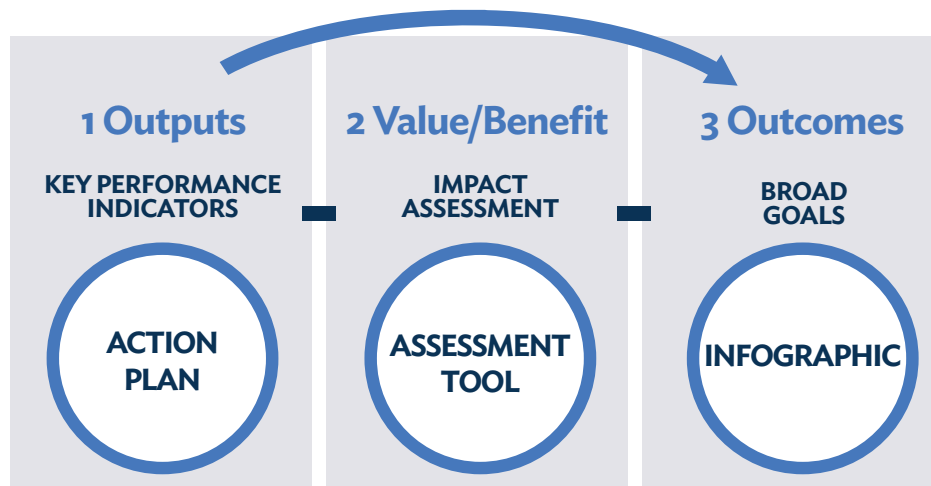
**510 ONE-ON-ONE
BUSINESS CONSULTATIONS
CONDUCTED**



Measuring Success

The success of the economic development programs is measured through the impact those programs have on Bruce County's communities and the broader Bruce County region.

This is done through the analysis of the Outputs (activities and programs indicated by key performance indicators); Value/ Benefit (the impact of the programs and activities on each community indicated by the Impact Assessment) and the Outcomes (the impact on the long-term economic development goals).

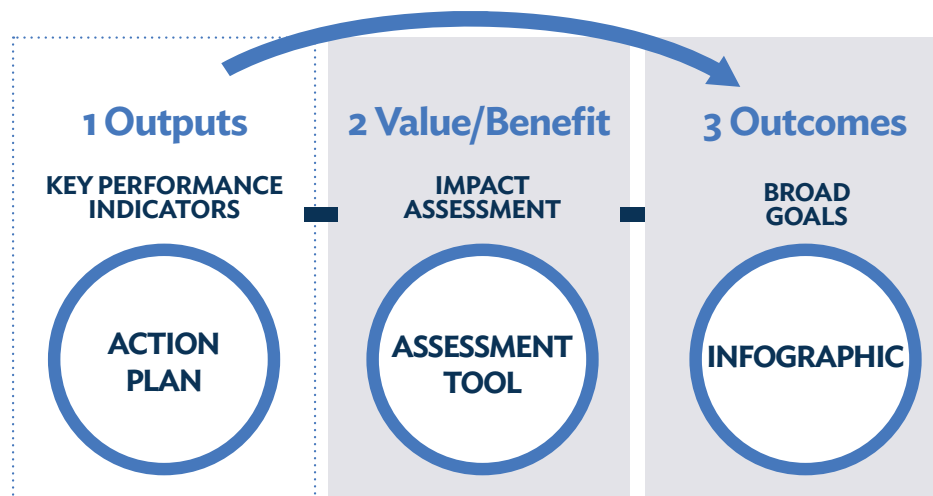


77 JOBS CREATED THROUGH
BUSINESS TO BRUCE SUPPORT



Outputs

The outputs are the activities and programs delivered to the clients. These are short-term and measurable actions. All these actions tie to the long-term goals for economic development. The outline of the outputs are in the action plans found in the Bruce County's Economic Development Strategic Plan.



Key Performance Indicators

Each year, tactics are developed to help strive to improve communication, engage with the public, find creative solutions, and track progress. Below are the key performance indicators that have been monitored and reported for 2020.

INDICATOR	RESULT	CHANGE FROM 2019 (%)
Number of business consultations	510	227 ↑
Number of business events, seminars, and webinars	41	32 ↑
Number of entrepreneurs trained	811	46 ↑
Number of outreach activities	26	69 ↓ 1
Number of outreach connections made	537	37 ↓ 1
Number of start-up businesses supported	152	95 ↑
Number of jobs created	77	5 ↑
Number of Spruce the Bruce grants awarded	101	188 ↑
Number of page views on all economic development web assets	1,280,459	31% increase ↑ 2
Number of followers on all economic development social media assets	58,492	3% increase ↑ 3

1. The COVID-19 pandemic limited the ability to host outreach activities leading to decrease in the number of outreach activities and connections made.
2. This includes economic development assets on brucecounty.on.ca, explorethebruce.com, businesstobruce.com, jobsinbruce.ca, and beanexplorer.ca.
3. This includes Instagram, Twitter and Facebook accounts for Business to Bruce, Explore the Bruce, and Spruce the Bruce.

Economic Development Action Plan 2017-2020

PROGRAM	OBJECTIVE	ACTION ITEMS	RESULT
Business to Bruce	Business Foundations	Work with Bruce communities as capacity is developed locally for participation in Business to Bruce.	Completed
		Development of targeted strategy for each Bruce Community demonstrating capacity through the identification of opportunity gaps and further developing strategies to overcome those gaps at the local level.	Completed
		In partnership with Four County Labour Market Planning Board and local business groups, understand the gaps and identify the type of skills needed to overcome those gaps.	Completed
		Supporting participating communities in the development and implementation of tools to implement the Business to Bruce program.	Completed
		Understand the gaps and identify the type of skills needed to overcome these gaps.	Completed
	Business Marketing and Promotion	Bring online the Business to Bruce web portal which targets the specific entrepreneurs needed in Bruce County.	Completed
		Work with Wiarton and Kincardine to bring online their target marketing plans and tools for local entrepreneurial attraction.	Completed
		Building community profiles for municipalities and communities in Bruce County. (Townfolio)	Completed
		Creation of databases, and collection of information to be readily available for potential investors.	Completed
		Compile and coordinate content for the economic development section on the corporate website.	Completed
	Create and implement Marketing and Communications Plan.	Completed	
	Work with additional Bruce communities under Business to Bruce program as capacity is developed locally.	Completed	
Support/ Outreach/ Education	Create a supportive culture for entrepreneurs to explore business ideas and opportunities.	Completed	
	Develop a mentorship network that supports entrepreneurs.	Completed	
	Expose youth to entrepreneurship.	Completed	
	Administration of the Business Development Programs offered through the Province.	Completed	
	Ongoing business skills education and training opportunities.	Completed	
	Host events that support an entrepreneurial culture and networking and also address specific business needs.	Completed	

Economic Development Action Plan 2017-2020

PROGRAM	OBJECTIVE	ACTION ITEMS	RESULT
Explore the Bruce	Tourism Attraction and Product Development	Website Development – to showcase the ‘Best Of’s’ Experiences in Bruce County.	Completed
		Finalize the Explore the Bruce Adventure Passport.	Completed
		Style Guide Development – develop an Explore the Bruce style guide to ensure consistency amongst all collateral pieces.	Completed
		Best of Bruce Guide – to develop a Visitors Guide to highlight the ‘Best of’ activities and attractions in Bruce County.	Completed
		Collateral Development – continue to develop online content, maps and brochures that highlight specific activities in Bruce County. This includes: Paddling, Cycling, Hiking (Trails) and Winter Activities Brochures.	Completed
		Tradeshow – attend the Outdoor Adventure Show and Sportsmenshow.	Completed
		Position the Peninsula as a place to visit in the shoulder seasons.	Completed
		Assessing the Economic Impact of Tourism in Bruce County using a Data Aggregation Strategy.	Completed
		Attract visitors to visit the Lakeshore and Interior Hubs year round.	Completed
		Support and collaborate with lower-tier municipalities to implement their marketing plan.	Completed
Spruce the Bruce	Community Development	Develop Community Toolkits for additional communities that are organized.	Completed
Nuclear and Energy Support	Nuclear/ Energy Cluster Development	Research and Analysis: identify any opportunity gap to see where Bruce County can support this unique cluster of educated and skilled workforce.	Completed
		Develop a plan to engage and mobilize this group in business development.	Completed
Agriculture Enhancements	Support Agriculture Opportunities	Research and assessing the Agriculture economy and identify any opportunity gaps.	Completed
		Continue to support Grey Bruce Agriculture and Culinary Association.	Completed

Marketing & Communications

Successful economic development needs strong marketing strategies to promote communities and grow local economies. The overarching Marketing and Communications Plan invites the audiences to “Be An Explorer” through strong delivery of the Bruce County brand and visitor, resident, and business attraction messaging.

The “Be An Explorer” video series, that began in 2019 and continued in 2020, shares the stories of people who have chosen to call Bruce County home and built the life they wanted to live in Bruce County. This message continued to spread across Southwestern Ontario through billboards, radio, TV, digital advertising, and social media. Bruce County was recognized for outstanding work in creative marketing and communications with three Hermes Creative Awards from this series; a Gold for the Grassroots Farm: Choosing to Call Bruce County Home video, a Gold for the Bruce Peninsula EcoAdventures: Choosing to Call Bruce County Home video and a Platinum for the Welcome Home video.

Bruce County is where explorers are rewarded for curiosity, looking boldly at life and work, and hoping, beyond hope, that a place for them exists. The ‘Be an Explorer’ campaign encourages people to visit, build a business, and live in Bruce County. In addition to the ‘Be an Explorer’ campaign, different programs – Business to Bruce, Spruce the Bruce and Explore the Bruce had their own marketing and communications plans that were set to help reach goals within that metric.

GRASSROOTS FARM



Support the Bruce: Business Sustainability Fund

economic
TASK FORCE

The *Support the Bruce: Business Sustainability Fund* (2020-2021) was developed to stabilize the Bruce economy in the wake of the COVID-19 pandemic. With Bruce County Council support, this plan was developed in conjunction with Bruce County Economic Task Force, established in March 2020, to guide Bruce County back to a thriving business economy. The criterion was set through quantitative & qualitative data collected from the Economic Impact of COVID-19 in Bruce County survey and interviews with business owners. This data demonstrated an emergent need for financial support.

On May 12, 2020, Bruce County Council endorsed this fund totalling \$1,750,000. This fund sparked resiliency and supported businesses as they pivoted, adapted, enhanced, reimagined, and implemented safety protocols through an array of grant options and a loan as noted below:

- Emergency Business Sustainability Loan
22 businesses accessed \$409,500 to continue operations.
- Starter Company Plus/ Business Pivot Adaptation Grant
68 businesses accessed \$318,366 to add/or expand product lines and move online.
- Spruce the Bruce Grant
101 businesses accessed \$250,000 to make enhancements and improvements to adapt.
- Business Safety Supplies Grant
180 businesses accessed \$250,000 to adapt to new safety requirements.
- Special Edition Tourism Innovation Lab Spark Grant
11 tourism businesses accessed \$100,000 to adapt and/or enhance their tourism operations, offerings, and products.




Harleys

Spruce the Bruce



The Spruce the Bruce is a community development program helping to build vibrant communities people want to call home. In 2020, the Spruce the Bruce program was designed to provide financial support to business owners in making modifications due to the pandemic. The matching funding requirements of fifty percent were removed and the total available funding for the program was increased to \$250,000. These changes were made to support local businesses in making COVID-19 related modifications such as sidewalk, rooftop, back patios, installing take out windows, building additional entrances/exits, and other features to support physical distancing.

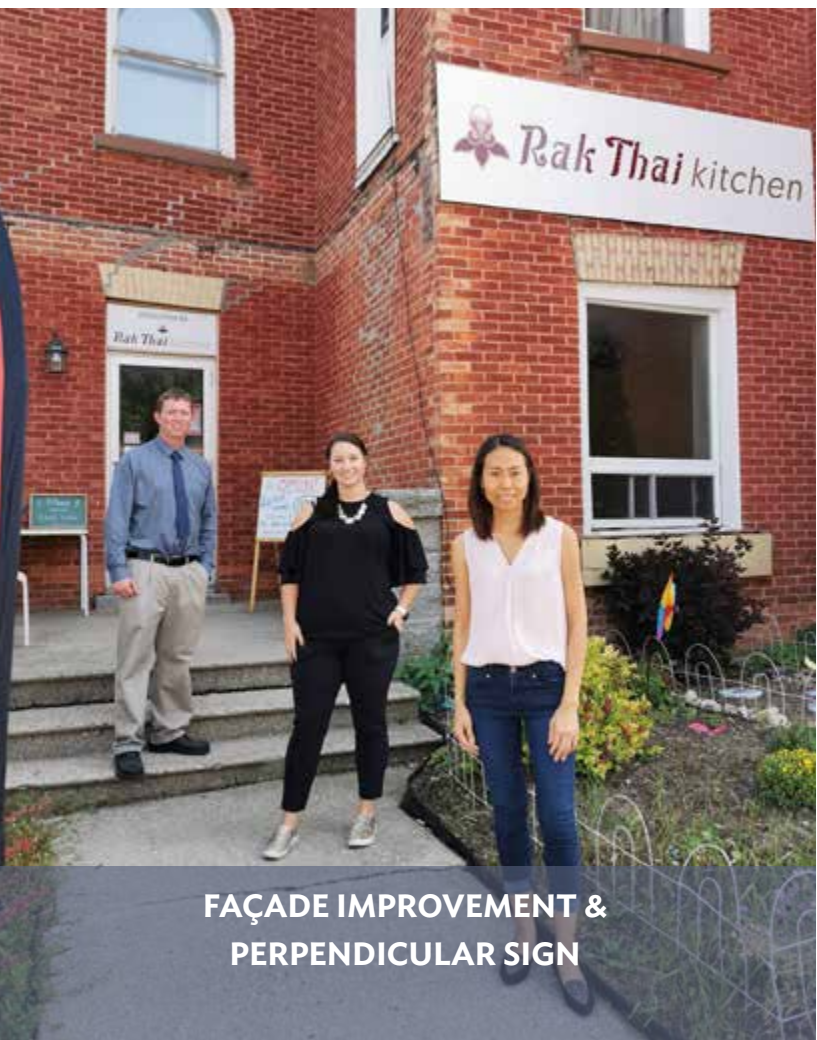
	PROJECT SUPPORTED	NUMBER OF GRANTS
	FAÇADE IMPROVEMENT	51
	OUTDOOR PATIO AND TAKEOUT WINDOW	19
	AWNING	11
	PERPENDICULAR SIGN	14
	COLLABORATIVE MARKETING	6



OUTDOOR PATIO



FAÇADE IMPROVEMENT & PERPENDICULAR SIGN



FAÇADE IMPROVEMENT & PERPENDICULAR SIGN



FAÇADE IMPROVEMENT & PERPENDICULAR SIGN

Business to Bruce



Business to Bruce is a business attraction program that focuses on inspiring, attracting, and supporting entrepreneurs to build the life and business they want. In 2020, the economic development team connected with entrepreneurs in record numbers – 1,333 business-related inquiries, 510 one-on-one business consultations, 537 outreach connections made with stakeholder and partner affiliations. Participation in training and access to resources also increased substantially by shifting to an online platform.

The Summer Company Initiative in partnership with the Province of Ontario granted four students a total of \$12,000:

- Calum Ormand, Calum’s Landscaping, Southampton
- Thales Hunter, Thales Music Tutoring, Kincardine
- Tyler Cox, Squeaky Ts’, Southampton
- Zoe Shave, Daisy Chain Designs, Southampton

The Starter Company Plus Initiative in partnership with the Province of Ontario granted seven start-up businesses a total of \$35,000 along with mentorship and training:

- Amy Richards, Divine Designs, Port Elgin
- Andrea Andrew, Halo Health and Wellness, Lucknow
- Shazad Ahmad, Seahawk Water Sports, Warton
- Kara Kortegaard, Ripley Physical Therapy and Wellness, Ripley
- Len Covington, Colts Chainsaw Art the Cowboy Carver, Ripley
- Pablo Chavarria, Costa Motor Powersports, Port Elgin
- Rebecca Burns, Bruce Village Chiropractic, Port Elgin

200 ATTENDEES INTERNATIONAL WOMEN’S DAY EVENT



211 ATTENDEES TO BRIDGES TO BETTER BUSINESS VIRTUAL EVENT

811 ENTREPRENEURS TRAINED



41 BUSINESS EXPANSIONS



BRUCE
COUNTY

Permit #2020-25A
431 Garden St

Explore the Bruce



Explore the Bruce is Bruce County's invitation to visit. Knowing that the visitor market is a key audience to convey the possibility of living in the County, messaging to this audience plays a key role in converting visitors into residents. The global pandemic shifted the visit message in 2020 due to the health restrictions communicated through Public Health authorities. An earlier message was pushed to remind visitors to stay home, stay healthy, and encouraged them to instead plan for future explorations. The summer peak season was uniquely different this year with a limit on public events and some activities. These limitations did not slow down the desire to explore and to potentially relocate to Bruce County.

- An overall increase of 25% of pageviews and a 32% increase of users on ExploretheBruce.com compared to 2019.
- The site is seeing a 59% increase in pageviews from Sept 1 to the end of the year compared to 2019.
- The Bruce Peninsula National Park, the Grotto, and Lion's Head lookout and mountain biking trails continue to spike interest with visitors. These were the most requested information via website, emails, and phone calls in 2020.



ENGAGED WITH **43,458**
FOLLOWERS ON SOCIAL MEDIA

Bruce County Spark Mentorship and Grants Program

The Bruce County Spark Mentorship and Grants Program is a partnership between the Ontario Tourism Innovation Lab, Bruce County, Municipality of Northern Bruce Peninsula, Town of South Bruce Peninsula and Bruce Grey Simcoe (Regional Tourism Organization 7). The goal of the program is to inspire Bruce County entrepreneurs to foster and support new sustainable tourism ideas that will enhance current offerings and create high-quality, low impact tourism experiences, address gaps in tourism products and services, and motivate longer stays, and increase shoulder season visits and tourism spending. The 2020 program encouraged innovative and sustainable tourism ideas for the Bruce Peninsula, awarding three finalists a \$3,000 grant, a tourism mentorship, and access to a network of tourism innovators and leaders to help take their new tourism ideas to the next level of development.

The 2020 Bruce County Spark Mentorship and Grants Program winners are:

- Imran Khan and Shazad Ahmad, Seahawk Watersports - Transparent Kayaks
- Melony McLay and Serge Marcella, Tamarac Island Inn - Year-Round Retreats
- Natasha Akiwenzie and Victoria Serda, Bagida'waad Alliance - Indigenous Experiences



“Find Your Career in Bruce County” Workforce Development & Attraction Strategy

The County’s long-term economic success depends on the strength of businesses in their efforts to attract, retain, and build skills to stay open, expand, and hand over to the next generation. It is with this spirit in mind, that the Workforce Development & Attraction Strategy titled “Find Your Career in Bruce County”, was built. It was endorsed by County Council on October 15, 2020.

This strategy encompasses assessing industry needs now and into the future, ongoing measures to combat the local skills gap, attracting the right audience by delivering a strong message, and providing ongoing supports to grow welcoming and diverse communities where people want to live and work.

The strategy explores innovative ways of attracting, retaining, and training employees, which will help employers overcome labour force challenges. To address these labour force realities, it highlights the following the short, medium, and long-term actions:

- Short-term - continue to stay abreast of and understand the current and future labour market needs.
- Medium-term - bridge the gaps between education and skills in order to attract more people to the workforce.
- Long-term - support communities and employers in retaining their current workforce alongside continuing to attract the desired workforce.

Advancing these actions over the next five years will position the County, its businesses, and its workforce to support the next generation and strengthen the Bruce economy.

FIND YOUR CAREER IN BRUCE COUNTY

WORKFORCE Development & Attraction STRATEGY 2021 - 2025



Grey Bruce Local Immigration Partnership

In February 2020, the Grey Bruce Local Immigration Partnership (GBLIP) was approved by Immigration, Refugees and Citizenship Canada for five years starting April 2020. GBLIP will foster welcoming communities throughout Grey and Bruce Counties that highlights and celebrates the diversity that exists in the region, and develop opportunities to support newcomers. Ensuring a welcoming community that understands and responds appropriately to the diverse and unique needs of newcomers is a key priority in supporting the successful integration of newcomers. GBLIP will address the isolation of newcomers in a large geographic area by increasing the capacity for coordination, connection, and collaboration to foster a welcoming community.

The Grey Bruce Local Immigration Partnership shall:

- Establish a regional Local Immigration Partnership for the Counties of Grey and Bruce that will develop community-based partnerships and planning around the needs of newcomers.
- Enhance community capacity and open access to supports for newcomers by identifying the needs and assets in the region.
- Improve access to labour markets and community services for newcomers by engaging employers, service providers and community members in educational and training opportunities to attract, retain, and integrate all newcomers.
- Improve awareness of the social and economic benefits of newcomers and foster welcoming communities by engaging newcomers, employers, and communities in strategies and actions that support welcoming and two-way integration.
- Establish and maintain an inclusive Partnership Council, conduct regular research to determine newcomer needs, trends and gaps in the community and establish a Local Immigration Strategy and Action Plan to advance community priorities.

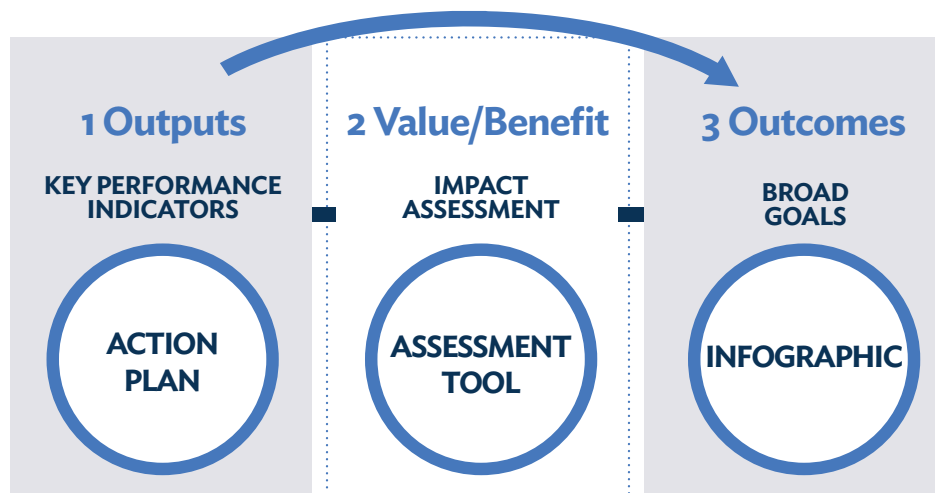
52 INDIVIDUALS REPRESENTING
46 ORGANIZATIONS FORMED THE GREY BRUCE
LOCAL IMMIGRATION PARTNERSHIP COUNCIL.



Value / Benefit

The value or benefit Bruce County is providing to the communities is measured through the “Assessment Tool”. This tool measures how well each community is doing in terms of organization, business development, community development, and marketing, in addition to how this is changing over time.

Organization means that there are people in place who are motivated to advance economic development initiatives. Business development means that the community is supporting entrepreneurs and is ready for investment. Community Development is a measure of the vibrancy of the community – is it somewhere people want to be? Marketing and promotions is how well the community is doing at showcasing themselves. Communities self-assess their performance in each of these areas to help determine areas of focus for the following year and where the County can provide further support.



Assessment Tool

In order for economic development to be successful, communities need to work on each of the four pillars. Based on conversations with each community, the navy areas highlight the areas of focus for 2021.

COMMUNITY	ORGANIZATION	BUSINESS DEVELOPMENT	COMMUNITY DEVELOPMENT	MARKETING AND PROMOTIONS
Chesley				
Kincardine				
Lion's Head				
Lucknow				
Mildmay				
Paisley				
Port Elgin				
Ripley				
Sauble Beach				
Southampton				
Teeswater				
Tobermory				
Walkerton				
Warton				

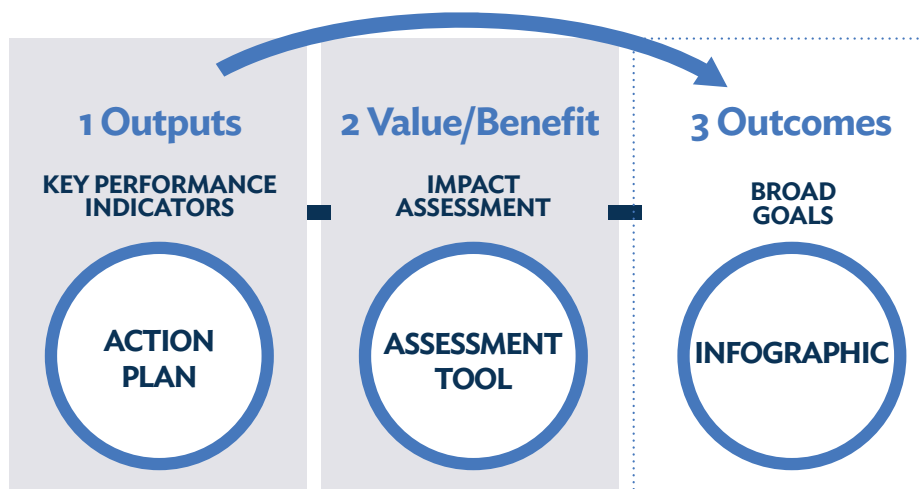
■ Areas of focus for 2021

Outcomes

Outcomes reflect the advancement of Bruce County's long-term goals, as set out in Bruce County's Economic Development Strategic Plan, through the Outputs and Values delivered.

Long Term Goals

- 1. Growth of Tax Base/ Tax Assessment**
To increase the tax base by promoting Bruce County as a place to live and attracting entrepreneurs to the area.
- 2. Growth of Population Base**
To increase the population base by attracting visitors and entrepreneurs to the area and providing business opportunities.
- 3. Diversify the Economic Base**
To foster, position and promote entrepreneurial opportunities in Bruce County through cluster development around Bruce County's key sectors; tourism, nuclear and agriculture.
- 4. Business Retention and Expansion**
To support and foster local opportunities, efforts and advancement by attracting new entrepreneurs and supporting business expansions.





SPINACH & MUSHROOMS 20
 THE SILENT
 BREAD CRUST GARLIC BUTTER PASTRIES
 \$10.95
 \$12.95
 \$14.95
 \$16.95
 \$18.95
 \$20.95
 \$22.95
 \$24.95
 \$26.95
 \$28.95
 \$30.95
 \$32.95
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 \$78.95
 \$80.95
 \$82.95
 \$84.95
 \$86.95
 \$88.95
 \$90.95
 \$92.95
 \$94.95
 \$96.95
 \$98.95
 \$100.95

Upcoming in 2021

In the middle of the pandemic, it is difficult to foresee the opportunities and challenges. The Bruce County Economic Development team will continue to offer the existing programs along with making modifications as needed:

- Continuing to support Bruce businesses impacted due to the COVID-19 pandemic.
- Continuing to monitor the impact of the pandemic on the businesses and broader Bruce County to help determine the next steps for business recovery and growth.
- Continuing to message Bruce County as a place not just to visit, but also a place to live, and build a business.
- Continuing to attract and support potential and existing entrepreneurs via the Business to Bruce Program.
- Executing short-term actions outlined in “Find Your Career in Bruce County” Workforce Development Attraction Strategy.
- Working towards making the region welcoming and inclusive via the Grey Bruce Local Immigration Partnership.
- Fostering sustainable tourism advancement through Bruce County’s Tourism Innovation Lab.



Economic Development Action Plan 2021

PROGRAM	OBJECTIVES	ACTION ITEMS
Business to Bruce	Business Foundations	Understand the immigration rules around attracting a skilled workforce.
		Work with recruitment companies and local businesses.
		Supporting the communities in the development and implementation of tools to implement the Business to Bruce program.
		Promote local career opportunities to young people in high school.
	Business Marketing and Promotion	Continuing with creating databases, collection of information and revision of documents to be readily available for potential investors.
		Marketing BtoB communities as capacity is developed locally.
		Continue to work with Bruce communities under Business to Bruce program or capacity is developed locally.
	Support/ Outreach/ Education	Create a supportive culture for entrepreneurs to explore business ideas and opportunities.
		Develop a mentorship network that supports entrepreneurs.
		Expose youth to entrepreneurship.
		Administration of the Business Development Programs offered through the Province.
		Ongoing business skills education and training opportunities.
		Host events that support an entrepreneurial culture and networking and also address specific business needs.

Economic Development Action Plan 2021

PROGRAM	OBJECTIVES	ACTION ITEMS
Explore the Bruce	Tourism Attraction and Product Development	Position the Peninsula as a place to visit in the shoulder seasons.
		Marketing Plan and Campaign Development – develop and implement seasonal marketing campaigns to highlight key activities and to increase visitation.
		Media tours/outreach - to continue to host Media Tours and to target Bruce County's Target Audience to highlight Bruce County as a place to visit and a place to stay.
Spruce the Bruce	Community Development	Organize / Build Community Capacity – continue to engage and work with each community to ensure commitment and their engagement.
		Energize - continue to energize and empower local community partners to embrace their community brand.
		Strategize - continue to review and update each Community's Action Plan with each of the local partners to ensure that they can continue to complete items on their action plans.
		Visualize - continue to work with lower tiered municipalities to align their product development efforts align with their community brands.
		Capitalize – make revisions to the Spruce the Bruce Grants to better align with Explore the Bruce and Business to Bruce initiatives.
		Support physical design projects such as Wayfinding and Directional Signage.
Nuclear and Energy Support	Nuclear/ Energy Cluster Development	Support downtown streetscape improvements.
		Collaborate with local partners to identify products and activities that need to be further developed.
Agriculture Enhancements	Support Agriculture Opportunities	Develop a plan to engage and mobilize this group in business development.
		Continue to support Agriculture through the creation of an action plan based on the results of the BR&E Study. Continue to support the Culinary Association.
		Collaboration with OMAFRA and University of Guelph Food Policy and Farming.

Conclusion

Economic success does not happen overnight. It needs continuous planning, effort, dedication, and a coordinated approach from a number of partners. The “Find Yourself in Bruce County” Strategic Plan embraces the entire Bruce community. It acknowledges the “Macro Approach” that supports working together in order to succeed as a region. Building capacity with partners and in the communities are the most valuable components to the Plan. The purpose of this Annual Report is to measure the performance of Bruce County’s programs and the impact and value it has on each community and businesses on an annual basis.



Demographics

Population

2016	68,147
2011	66,102
2006	65,349

Population Change (%)

2011 to 2016



3.1%

Median Age

2011



47

Bruce County

40.6

Ontario

Average Dwelling Value 2016

Bruce County **\$263,380**

Ontario **\$518,586**

Canada **\$456,722**

Total Private Dwellings 2016

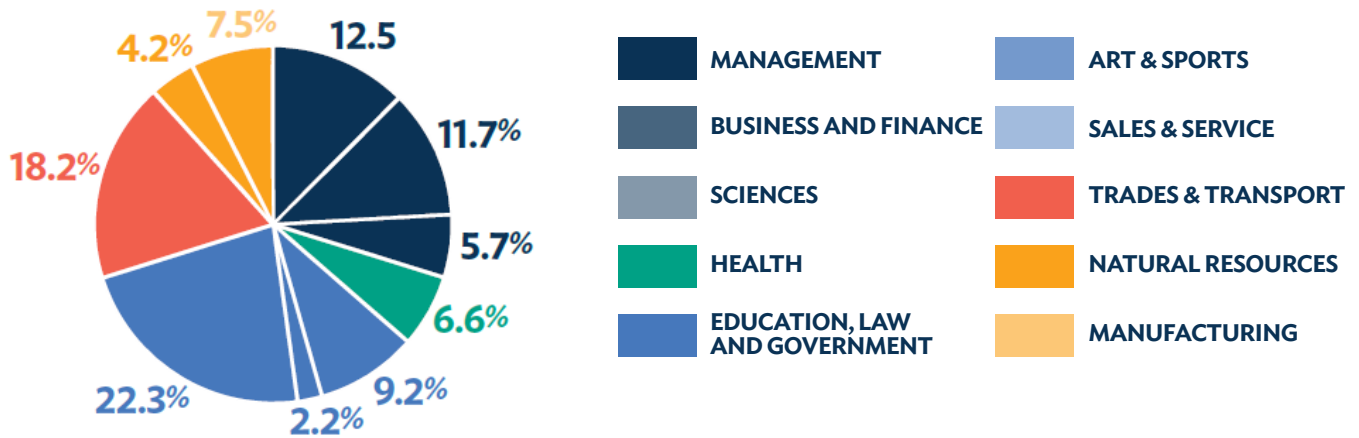


40,033

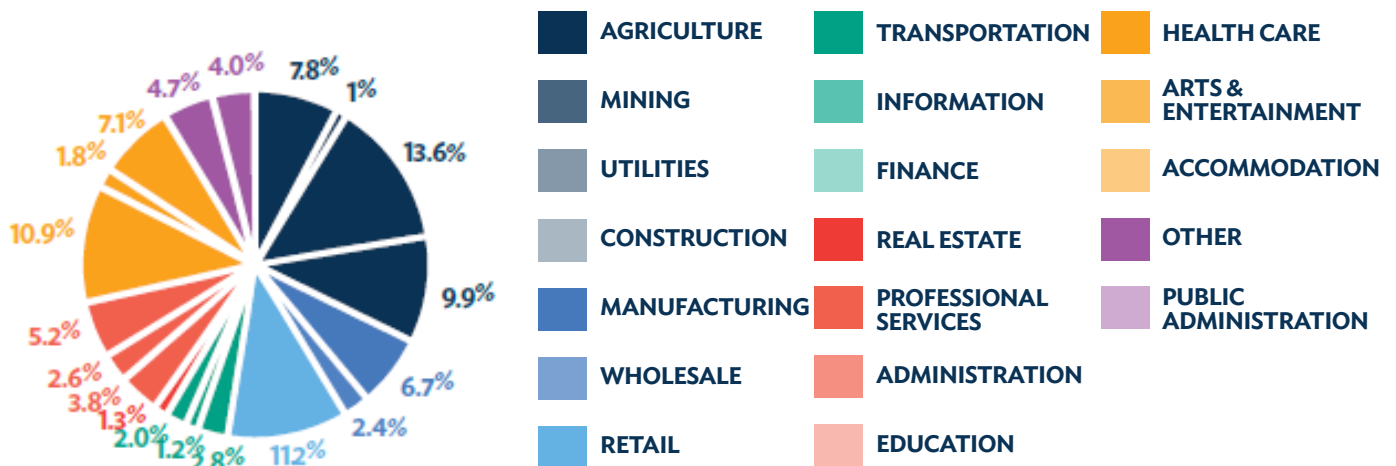
Source: PCensus, MapInfo, Pitney Bowes

Labour Force

Labour Force by Occupation (%) 2016




Labour Force by Industry (%) 2016



Source: PCensus, MapInfo, Pitney Bowes

Labour Force

Participation Rate


2011 **62%**
2016 **63.1%**
 **1.1%**

Household Income 2016


\$94,317
Average Income

\$76,383
Median Income

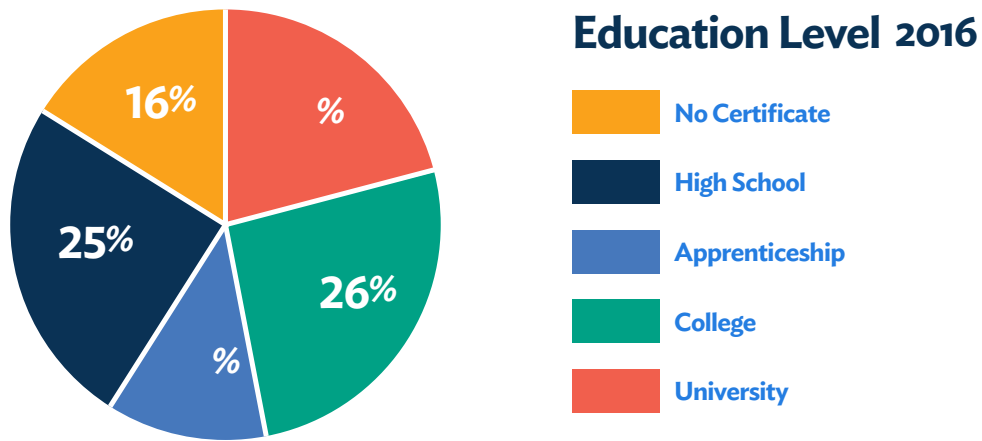
Unemployment Rate

2011 **6.5%**
2016 **5.5%**
 **1.0%**

Employment Rate

2011 **57.9%**
2016 **58.35%**
 **0.45%**

Education



Key Economic Sectors

2016



1. Utilities

16%

of the total jobs,
total of 5664 jobs



2. Retail

11%

of the total jobs,
total of 4082 jobs



3. Tourism

11%

of the total jobs,
total of 4042 jobs



4. Construction

9%

of the total jobs,
total of 3101 jobs



5. Agriculture

8%

of the total jobs,
total of 2858 jobs





BRUCE
county