



Memorandum

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Date: ~~January 13, 2020~~ **February 10, 2020**

To: Economic Development Advisory Committee

From: Jeremy Chan, Communications and Economic Development Project Specialist and Tim Hendry, Communications and Economic Development Coordinator

Subject: Economic Development Strategy Update – January 2020

The following memorandum has been provided to the Economic Development Advisory Committee as a general update regarding the Economic Development Department and the Economic Development Strategy.

Retail Gap Analysis RFP

- The Commercial Retail Gap Analysis RFP was issued on the Town Bids & Tenders website on Wednesday, January 8th, 2020. The RFP closes on January 23, 2020 at 2:00pm.

Wayfinding & Gateway Signage

- Staff are currently working with the RT07 to replace and update the existing wayfinding signs throughout Thornbury. No new signs will be installed, but the wayfinding information will be updated to better direct visitors to key destinations.
- Staff have retained a sign fabrication and branding agency to work collaboratively with community organizations to develop a new look for the gateway signage. Meetings will be scheduled throughout the first quarter of 2020. The designs will include the 'Welcome to the Town of The Blue Mountains' signs and the 'Welcome to Community' signs.

Branded Merchandise

- Town branded hoodies and toques are now available for sale at Town Hall, Thornbury Foodland and the Thornbury Pharmasave. All proceeds support the Town Grants and Donations program.
- Staff continue to look for other retail partners to sell the merchandise.

Physician Recruitment

- Staff have been working in partnership with members of the Joint Physician Recruitment Committee.
- On November 20th, the Economic Development Department facilitated a tour of Thornbury for 12 medical resident doctors as part of the Rural Ontario Medical Program. The doctors participated in various activities throughout the Town and were provided with community information.

Film Attraction

- Staff are exploring opportunities related to film attraction and production within The Blue Mountains. Conversations are ongoing with Grey County Staff to understand the permit and approval processes. The goal is to ensure that expedient permits and approvals can be obtained.
- Staff have met with representatives from Blue Mountain Resort to coordinate film attraction efforts.

Enviroics Workshop

- In late 2019, the Town participated in a Grey County Tourism initiative to capture tourism data for downtown Thornbury. Data was captured through mobile devices for all visitors (40+ km) for the downtown Thornbury core for all of 2019.
- Staff participated in a workshop hosted by Grey County and Enviroics on December 3rd, 2019 to understand and analyze trends within the data.
- Further research will be applied to the data. The goal is that the data can be leveraged and used to develop targeted marketing campaigns to enhance the experiential tourism product offering.

Economic Development Strategy

- The following chart provides an update on the status of the Economic Development Strategy. Since the last committee meeting in December, staff have been finalizing the survey and coordinating the promotional campaign.
- The initial draft of the business list has been completed and attached to this memorandum for information purposes.

| Phase 2 Items | Notes | Progress |
|--|---|-----------|
| 1. Generating a List of Businesses in TBM and Engagement Plan | Through the combination of the Town website business directory, Thornbury Business Improvement Area, Blue Mountains Chamber of Commerce, Clarksburg Village Association, Blue Mountain Village Association, and the Business Retention + Expansion list, staff have compiled all businesses in the Town of The Blue | Completed |

| Phase 2 Items | Notes | Progress |
|---|---|--|
| | Mountains including clubs, associations, and not-for-profits. The businesses generated is now gathered and ready to be consulted. To view, please see Attachment 1- Economic Development Business List. | |
| 2. Planning for Survey Promotional Campaign & Marketing Tools | <ul style="list-style-type: none"> - The advertising campaign to promote the survey will follow the standard Town advertising process. - Advertising will include a combination of the following: road signs, radio ads, website postings, social media posts, mailed postcards, newspaper ads, and outreach with local organizations and associations. - Marketing materials have been developed and completed and now ready to be delivered via the advertising channels listed. | Ongoing |
| 3. Development of Survey Questions - General Public Survey - Business Community Survey | - Final survey questions have been completed for both the General Public Survey and the Business Community Survey. | Completed |
| 4. Survey Launch and Promotion | - Official survey launch and promotion scheduled for January 15, 2020 | Scheduled |
| 5. Facilitation Workshops with Business Community | <ul style="list-style-type: none"> - Staff are exploring options to hire a facilitator and considering venue options. - The facilitated workshop has been moved to Phase 3 to allow for better timing to allow the survey results to be leveraged at the workshop. - This will assist within the discussion as there will be topics and ideas already established and available for discussion. | Actively Planning + Moved to Phase 3 |

Respectfully submitted,

 Jeremy Chan
 Communications and Economic Development Project Specialist

 Tim Hendry
 Communications and Economic Development Coordinator