



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Crystal Ellis, Director of Economic Development
Date: Tuesday, November 16, 2021
Subject: **County BR+E Municipal Implementation Fund**

Background:

The Business Retention and Expansion (BR+E) Local Implementation Fund provides member municipalities with the opportunity to access funding for the direct execution of BR+E activities to enhance the local economy. We have received 2021 BR+E municipal fund applications from the Township of Mapleton and the Town of Minto.

Township of Mapleton

The Township of Mapleton requests \$25,000 to cover 47% funding for Alma Downtown Beautification. The Hamlet of Alma is located at the crossroads of Wellington Road 7 and Wellington Road 17 and has the third largest population area in Mapleton. The Downtown Beautification project includes new decorative light posts, multi-season banners, Christmas lighting, seating and waste receptacles to enhance the main street. In 2018, Roger Brooks International completed an assessment of Wellington County and noted the importance of welcoming and attractive downtowns. The project will beautify a well travelled route and promote a safe, clean and comfortable spot for visitors and residents to enjoy.

Town of Minto

The Town of Minto requests \$5,000 to cover 38.5% funding for a Move to Minto 2022 Campaign. Housing supply is an issue in many communities and influences various areas of the local economy including newcomer attraction, youth retention, workforce retention and attraction. The Town of Minto is expecting several large residential developments in 2022 and in preparation, they are updating photography, creating a new promotional video and updating the movetominto.com website. This will support resident, newcomer and workforce attraction efforts in the coming year.

Recommendation:

That the Economic Development Committee approve the 2021 BR+E Municipal Implementation Fund for the Township of Mapleton and the Town of Minto.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Crystal Ellis', written over a faint circular stamp.

Crystal Ellis
Director of Economic Development