



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Crystal Ellis, Director of Economic Development
Date: Tuesday, April 20, 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. A request for 2021 BR+E municipal funding has been received from the Township of Guelph Eramosa.

The Town of Guelph Eramosa requests \$25,000 to cover fifty percent of funding for the Community Improvement Plan Implementation. The Community Improvement Plan provides support and funding to existing and new businesses to grow and enhance the local economy. The programme strengthens existing business value, supports growth, employment, increases assessment and encourages economic activity.

This project supports business retention and expansion goals, uses a well-established programme model to deliver support to businesses looking to make improvements, and brings further value to the local municipality and Wellington County.

Recommendation:

That the Economic Development Committee approve the 2021 BR+E Municipal Implementation Fund for the Township of Guelph Eramosa.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Crystal Ellis'.

Crystal Ellis
Director of Economic Development