



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: **Wellington County BR+E Recovery Actions Update**

Background:

BR+E Recovery Actions were developed from the Wellington County BR+E Recovery Survey conducted at the end of 2020. The recovery activity is focused within the following four areas: actions to support operating safety, business services, mental health, shop local and promotion of Wellington County. The following report indicates the project division on the \$200,000 BR+E Recovery funds approved in 2021 Economic Development budget.

BR+E Recovery Actions

Wellington County Business Recovery Grants

Wellington County Business Recovery Grants will be administered by the local Community Futures Development Corporations: Waterloo Wellington Community Futures (WWCF) and the Saugeen Economic Development Corporation (SEDC). Three grants are available from a pool of \$150,000. The funds will be split between the organizations with \$43,000 to SECD and \$107,000 to WWCF.

The grants are:

- Business Safety Supply and PPE Grant (\$1,000)
- Business Services Support Grant (\$1,000)
- Physical Adaptation and Technology Grant (\$1,500)

Grant application details:

- Businesses operating a physical location in Wellington County may apply for a one-time grant.
- Total maximum grant allowance per business is \$2,000.
- Funding is for items and projects as of March 29, 2021.
- Business has been in operation since January 1, 2021.
- Complete the Wellington County Business Recovery Grant Application.
- Provide a quote, estimate, or invoice for items or project.
- Provide a copy of your Master Business License or Incorporation documents.
- Applications accepted on a first come, first serve basis and until all funding is allocated.
- Grants will be paid with proof of invoice.
- Grants must be paid out within 60 days of approval.

Business Safety Supply and PPE Grant

Grant maximum of \$1,000 to enhance safety measures. Eligible Expenses:

- Personal Protective Equipment (PPE) such as masks, gloves, gowns, plexiglass, etc.
- Hard surface disinfectants
- Hand sanitizers
- Methods to ensure physical distancing, such as floor stickers, signage etc.

Business Services Support Grant

Grant maximum of \$1,000 for services that support COVID-19 recovery. Eligible Expenses:

- Website development
- Design services
- Access to design programmes subscription (ie. Canva, Adobe)

Physical Adaptation and Technology Grant

Grant maximum of \$1,500 for projects related to physical adaptation and technology that will support the business in operating safely. Eligible Expenses:

- Physical adaptation: patios, pickup windows, outdoor heaters, barrier, direction tools, other modifications needed to operate
- Physical technology tools: Touch-free or contactless solutions such as touchless payments, touchless technology for doors or sanitation,
- Online tools: e-commerce (new or upgraded), reservation systems, digital document software, mobile friendly websites, digital help desk
- Digital tools: software upgrades, digital plug-in and dashboards

Additional Recovery Actions

Community Improvement Programme (CIP). Invest Well Community Improvement Programme (CIP) applications received will be reviewed with consideration for projects related to COVID-19 that fit within the CIP structure. Staff will follow up with member municipalities to ensure all CIP applications are reviewed for County CIP funding consideration.

Workshop Sponsorship: Business Workshop Support by providing sponsorship to business support agencies to host workshops that inform and educate businesses owners on various topics that support COVID-19 recovery for business across Wellington County. \$20,000 is allocated to provide funding for business workshops. Agencies can submit a funding request to the Wellington County Economic Development Division for consideration. Workshops should be available to all businesses in the County.

Information and Resources on wellington.ca

- Wellington County PPE Suppliers and Resources Listing.
- “How to” resources for businesses to support website development, social media skills, digital marketing, e-commerce, etc.
- Directory of business support services.
- Mental health resource listing.

Marketing, Web and Social Media

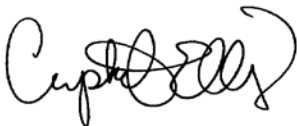
Shop Local marketing campaign and community awareness to promote Shop Local activity in Wellington County with an overall budget of \$30,000 for these activities. Actions including:

- A seven-week promotion in the Wellington Advertiser, to highlight Shop Local in a different municipality each week. For a summer release. Member municipalities would like to build upon current shop local advertising.
- Staff are currently enquiring further about participating in the [468 Insider app](#). Member municipalities have expressed interest in having a Wellington County focused app. The annual cost for the programme is \$14,400 with an additional setup fee based on the number of years committed.
- Develop videos and business features to create community awareness to shop local and showcase local businesses to be undertaken by summer students.
- Update Experience Wellington webpage to incorporate shop local, safe experiences and things to do across Wellington County. This will then help us build themed shop local campaigns to highlight Wellington County businesses. For example: Travel the World in Wellington County, Must Stop Shops, and Distanced Daytrips. Incorporate digital online maps and story maps like the [Wellington County Takeout Food Map](#). Promote self-guided tours day trips, picnic spots, Wellington hikes, distanced activities and must stop spots across the County.
- Create a webpage to support and showcase local arts and culture in Wellington County. Links to artists, cultural groups, shops, how to purchase from local artisans, and information on becoming a member or supporter of local organization.
- Develop a business and workforce social media campaign that focuses on positive community stories of kindness and support, and benefits the mental health of residents and businesses.

Recommendation:

That the Economic Development Committee approve the Wellington County BR+E Recovery Survey and Actions.

Respectfully submitted,



Crystal Ellis
Director of Economic Development