



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Crystal Ellis, Director of Economic Development
Date: Tuesday, May 17, 2022
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 2022 BR+E municipal funding has been received from the Township of Centre Wellington and the Town of Erin.

Township of Centre Wellington

The Township of Centre Wellington requests \$20,000 to cover one hundred percent of funding for the 2022 Shuttle Pilot Project. The service will allow visitors to park in areas outside of the downtown cores and be transported to various areas in Elora and Fergus. This will decrease the parking pressures in core areas and encourage visitors to experience other attractions in the area, such as the Wellington County Museum and Archives.

The shuttle will operate on weekends starting June 4 and ending September 5, from 12:00 pm to 6:00 pm. On long weekends, the service will operate on the statutory holiday. There are six pick up and drop off locations between Elora and Fergus:

1. Elements Casino Grand River (OLG Facility) / Grand River Raceway
2. Downtown Elora
3. Victoria Park, Elora
4. Bissell Park, Elora
5. Wellington County Museum and Archives, Aboyne
6. Downtown Fergus

The Shuttle Pilot Project will help ease parking restraints, offering a safe and reliable option for tourists and encourage travel between Elora and Fergus downtowns. The project supports downtown revitalization, local business recovery and brings attention to areas outside of Downtown Elora, broadening the visitor experience for those coming to Wellington County.

Town of Erin

The Town of Erin requests \$25,000 to cover twenty-five percent funding for activities under the Town of Erin's Economic Development Plan. Three main business retention and expansion projects that this funding will support include:

1. A series of professional development webinars for the creative sector through the Entrepreneurial Hub.

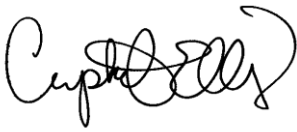
2. The development and distribution of a brand new “Erin Life” magazine.
3. A new Christmas Market event series in the downtown core of Erin Village starting November 16.

These projects support business retention and expansion goals including community marketing, visitor attraction, downtown development, and business support in the Town of Erin.

Recommendation:

That the Economic Development Committee approve the 2022 BR+E Municipal Implementation Fund for the Township of Centre Wellington and the Town of Erin.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Crystal Ellis', with a large, stylized loop at the end.

Crystal Ellis
Director of Economic Development