



# COUNTY OF WELLINGTON

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## COMMITTEE REPORT

**To:** Chair and Members of the Economic Development Committee  
**From:** Jana Burns, Wellington Place Administrator  
**Date:** Tuesday, May 17, 2022  
**Subject:** **County BR+E Municipal Implementation Fund**

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### Background

Implemented in 2016, the Business Retention and Expansion (BR+E) Local Implementation Fund provides member municipalities 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 Townships of Centre Wellington, Mapleton and Puslinch.

#### Township of Centre Wellington

Centre Wellington has submitted a second application, requesting \$5,000 to develop a Quick Facts document as a tool for business attraction and retention in the community. The document outlines the strategic advantages of investing in Centre Wellington and the County of Wellington, and township staff will use the document when meeting with businesses.

An application was received by the Township earlier this year, where Committee approved \$20,000 to operate the downtown shuttle bus. The approval of this application would allot the total \$25,000 available to the Township of Centre Wellington in 2022 through the BR+E Fund.

#### Township of Mapleton

Mapleton has submitted their application for \$25,000 to deliver the Mapleton Community Improvement Plan (CIP), and to install a large mural in downtown Drayton. The Mapleton CIP has been a tool used to build economic resiliency and improve business outlook for the community. The mural in Downtown Drayton is expected to beautify the downtown core to increase foot traffic and encourage tourism in the community. The \$25,000 would cover 75% of the total project cost of \$33,500.

#### Township of Puslinch

Puslinch requests \$25,000 to make amendments to their Our Corridor Community Improvement Plan. The amendment will better align the Township CIP with County goals and provide more opportunity for investments in their community. In total, the \$25,000 requested from Puslinch through the BR+E Fund would cover the full amount of these two activities.

#### Return on Investment in 2022

In 2022, municipalities accessed 100% of the \$175,000 made available by the County. This resulted in a leveraged investment of \$258,500 from the seven member municipalities. Of the \$175,000 spent by the County, an additional \$258,500 was spent by member-municipalities to

deliver the projects for which they submitted applications. This results in the BR+E Fund having an ROI of 148% or 1:48 in dollars being spent on economic development activities across Wellington County in 2022.

**Recommendation:**

That the Economic Development Committee approve the 2022 BR+E Municipal Implementation Fund for the Townships of Centre Wellington, Mapleton and Puslinch.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'J Burns', with a stylized flourish at the end.

Jana Burns  
Wellington Place Administrator