



COUNTY OF WELLINGTON

Committee Report

To: Chair and Members of the Economic Development Committee
From: Christina Mann, Manager of Economic Development
Date: Tuesday, September 19, 2023
Subject: **BR+E Municipal Implementation Fund**

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 2023 BR+E municipal funding has been received from the Township of Mapleton.

Township of Mapleton

Mapleton has submitted an application requesting \$25,000 to assist with the following activities:

1. Mapleton Community Improvement Programme
The Township has requested funding to cover 70% of their \$30,000 CIP budget in 2023. The Mapleton CIP has been in high demand, where earlier this year the Township approved a budget increase of \$10,000 to support this demand.
2. Mapleton Community and Visitor Handbook
A Handbook will be developed and delivered to homes and businesses throughout Mapleton. The handbook includes top tourism destinations and activities for residents and visitors of the Township. It also includes services that are available to newcomers to the community.
3. Culture Days and Business Promotions
The Township requests support during its Culture Days events. Culture Days offers the opportunity to learn about the experiences and products offered in Mapleton. The events will showcase various local businesses in the food, tourism, and agricultural industries with the intent to showcase local culture and heritage. The BR+E funds will be used to support material costs, marketing, and promotion.

Recommendation:

That the Economic Development Committee approve the 2023 BR+E Municipal Implementation Fund for the Township of Mapleton.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Christina Mann'.

Christina Mann
Manager of Economic Development