



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Crystal Ellis, Director of Economic Development
Date: Tuesday, June 15, 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. We have received 2021 BR+E municipal fund applications from the Township of Puslinch, Township of Centre Wellington and the Town of Erin.

Township of Puslinch

The Township of Puslinch requests \$25,000 to cover 35% funding for Township branding implementation, continuing the 2020 project. The project activities include the design, manufacturing and installation of wayfinding, gateway, facility, parks, trails, and vehicle signage. The project establishes the Puslinch identity, unifying messaging and builds awareness of the Puslinch profile to visitors, residents and businesses.

Township of Centre Wellington

The Township of Centre Wellington requests \$25,000 to cover 100% funding for a Community Improvement Plan (CIP) review and update, continuing the 2020 project. The municipality would like to review and update the current CIP, add additional incentives and bring the CIP further into line with the County CIP programme. The Improve Centre Wellington CIP was launched in 2015, and has seen more than 30 projects completed with a construction value exceeding \$5 million. The CIP programme enhances local businesses, adds assessment value and assists the community's ability to attract, retain and support the local business community.

Town of Erin

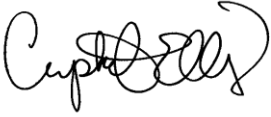
The Town of Erin requests \$25,000 to cover 24% funding for Economic Development activities in 2021. The Town of Erin Economic Development Plan was adopted by Council in late 2019 and provides a road map to initiate and develop the Economic Prosperity of the Town. Business retention and expansion initiatives planned for the Town of Erin in 2021 include moving from virtual to in person activities at the Entrepreneurial Hub, the creation of a new Community Profile focused on investment attraction and several other activities. These short-term focus initiatives will provide infrastructure for tackling the larger and longer term projects.

These projects all support community development, business retention and expansion goals, downtown development and business support in our local communities.

Recommendation:

That the Economic Development Committee approve the 2021 BR+E Municipal Implementation Fund for the Township of Puslinch, Township of Centre Wellington and the Town of Erin.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Crystal Ellis', written in a cursive style.

Crystal Ellis
Director of Economic Development