



COUNTY OF WELLINGTON

Committee Report

To: Chair and Members of the Economic Development Committee
From: Christina Mann, Manager of Economic Development
Date: Tuesday, November 21, 2023
Subject: **BR+E Municipal Application Fund Report**

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 Town of Erin and the Township of Puslinch.

Town of Erin

The Town of Erin has applied for \$25,000 to assist with strategic planning and a holiday shop local campaign:

- 1. Strategic Economic Planning:** The Town will be hiring a consultant to assist with strategic economic planning, which will include new branding, messaging, and promotion of a community profile and the local Community Improvement Plan. In addition, print materials (booklets and postcards) will be developed and distributed to local businesses and organizations.
- 2. Regional Marketing and Promotion – Shop Local Advertisements:** “Shop and Eat Local” advertisements will be published in the In the Hills Magazine Fall and Winter 2023 issues, and in the Globe and Mail to encourage residents to shop locally this holiday season.

Township of Puslinch

The Township of Puslinch has applied for \$25,000 to better promote, engage, and support local businesses across the Township through the following activities:

- 1. Business Community Guide:** The guide includes a business directory to showcase restaurants, industrial, and shopping businesses across the Township, as well as community information, local trails and parks details, and County of Wellington services. The guide will be available in both print and digital format and updated on an annual basis.
- 2. Puslinch Profile Features:** Puslinch businesses will be invited to register for the Township’s Community Newsletter. This would then help the Township include businesses in the Business Directory and introduce a spotlight article programme called “Puslinch Profile Features”. The features will help support local businesses by encouraging residents and visitors to shop locally.

Recommendation:

That the Economic Development Committee approve the 2023 BR+E Municipal Implementation Fund for the Township of Puslinch and the Town of Erin.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'Ch. Mann', is written over a light blue rectangular background.

Christina Mann

Manager of Economic Development