



Planning and Development Committee Agenda

Thursday, January 18, 2018
Council Chambers
County Administration Centre, Walkerton

1. Declaration of Pecuniary Interest
2. Public Meeting
 - A. 9:30 a.m. Bruce County Official Plan Amendment File Number BCOPA #226-17.62-Forbes (attached)
3. Information
 - A. 2017 Economic Development Year End Program Report (attached)
4. Next Meeting

February 15, 2018
5. Adjournment



Committee Report

To: Warden Paul Eagleson
Members of the Planning and Development Committee

From: Amanda Herbert
Planner

Date: January 18, 2018

Re: Bruce County Official Plan Amendment 226-17.62 Forbes,
Concession 2 EBR Part Lot 21 (Eastnor), Municipality of
Northern Bruce Peninsula

Recommendation:

That the Bruce County Official Plan Amendment 226-17.62 (Forbes) for the properties described as Concession 2 EBR Part Lot 21 (Eastnor) be approved.

Background:

The Municipality of Northern Bruce Peninsula has received an application from Richard Forbes to amend the Municipality of Northern Bruce Peninsula Comprehensive Zoning By-Law 2002-54 to facilitate the severance of a surplus farm house and shed from a 39.1 ha (96.6 ac) farm lot.

The Bruce County Official Plan Amendment is required to permit the original Crown surveyed lot to be severed into more than two parts to yield a maximum of three lots.

A zoning bylaw amendment (being processed concurrently) is required to:

- prohibit residential uses on the retained parcel,
- permit a reduced minimum lot area of 38 ha (95 ac) on the retained parcel
- limit livestock on the severed parcel to no more than 1.25 nutrient units per hectare (0.5 NU per ac)
- permit a reduced minimum lot area of 0.4 ha (1 ac) on the severed parcel
- permit a reduced minimum lot frontage of 42.6 m (140 ft) on the severed parcel
- establish a 1.2 m (4 ft) setback from the shed to the west lot line

A public meeting was held in Council Chambers at the Municipality of Northern Bruce Peninsula on December 11, 2017. The NBP Council passed a motion to approve the zoning bylaw amendment application, and will consider adoption at a future meeting.

The lands are currently designated Agriculture and Rural in the County Official Plan. They are currently zoned RU1 General Rural in the zoning bylaw. The application is seeking a

surplus farm dwelling severance, and an official plan amendment and zoning bylaw amendment are required to facilitate the severance.

This application is consistent with the Provincial Policy Statement. If the County Official Plan amendment is approved, it will be consistent with the Bruce County Official Plan. At the time of writing this report, no public comments have been received, and no concerns were received from any agencies.

Additional documents are available online or in the paper file at the meeting. The following Appendices are included at the end of this report:

- Appendix 'A' - Site Plan
- Appendix 'B' - 2015 Air photo
- Appendix 'C' - PPS Checklist
- Appendix 'D' - Bruce County Official Plan Agriculture Consent Policies
- Appendix 'E' - Draft Official Plan Amendment

Context - Proposal Details


Subject Lands:

The subject property is predominantly agricultural lands with a forested patch running adjacent to the north western property boundary. A dwelling and barn are located near to the south lot line. In 2010, the lot was the subject of a 2.3 ha (5.7 ac) severance and rezoning to permit a contractor's yard (where there had historically been a general store).

Related Files	Zoning Bylaw Amendment Z-71-17.62 Consent to Sever B-71-17.62
Development Proposal	<p>The proposal is to sever a surplus farm house and shed from the 39.1 ha (96.6ac) farm lot. Amendments to both the Bruce County Official Plan and the Northern Bruce Peninsula Comprehensive zoning by-law are required to facilitate the severance.</p> <p>The applicant's Site Plan and other information can be obtained from the Bruce County website at www.brucecounty.on.ca (under 'Living Here', 'Housing and Property', 'Land Use Planning' by Municipality).</p>
Proposed County Official Plan Amendment	An Amendment to the County of Bruce Official Plan is required to permit the original Crown surveyed lot to be severed into more than two parts to yield a maximum of three lots.

Proposed Zoning By-Law Amendment	<p>An Amendment to the Municipal Comprehensive Zoning By-law is required to:</p> <ul style="list-style-type: none"> • prohibit residential uses on the retained parcel, • permit a reduced minimum lot area of 38 ha (95 ac) on the retained parcel • limit livestock on the severed parcel to no more than 1.25 nutrient units per hectare (0.5 NU per ac) • permit a reduced minimum lot area of 0.4 ha (1.07 ac) on the severed parcel • permit a reduced minimum lot frontage of 42.6 m (140 ft) on the severed parcel • establish a 1.22 m (4 ft) setback from the shed to the west lot line
Owner/Applicant	Harvey Forbes Livestock Ltd
Agent	Richard Forbes
Legal Description	Concession 2 EBR Part Lot 21 (Eastnor) Northern Bruce Peninsula, Tax Roll: 410962000700100
Municipal Address	52 Spry Rd
Lot Description	Entire Parcel
Lot Frontage	+/- 248 m (814 ft)
Lot Depth	+/- 1034 m (3392 ft) (irregular)
Lot Area	+/- 39.1 ha (96.6 ac)
Lands to be	Re-zoned, Retained (farm) lands
Lot Frontage	+/- 248 m (814 ft)
Lot Depth	+/- 1034 m (3392 ft) (irregular)
Lot Area	+/- 38.6 ha (95.5 ac)
Existing Uses	Agriculture
Proposed Uses	No change
Existing Structures	None
Proposed Structures	No change

Existing Servicing	None
Proposed Servicing	No change
Access	To be established from Spry Rd
Lands to be	Re-designated & Re-zoned, Severed (farmhouse) lands
Lot Frontage	+/- 42.7 m (140 ft)
Lot Depth	+/- 91.4 m (300 ft) (irregular)
Lot Area	+/- 0.44 ha (1.08 ac)
Existing Uses	Residential
Proposed Uses	No change
Existing Structures	Farm house and shed
Proposed Structures	No change
Existing Servicing	Private on-site septic and well
Proposed Servicing	No change
Access	Spry Rd
County Official Plan	Agricultural Area and Rural Area
Proposed Official Plan	Agricultural Special Policy Area and Rural Area Notwithstanding the policies of Section 6.5.3.3 [Consents-Agricultural Areas] of this Plan, the lands described as Concession 2 EBR Part Lot 21 (Eastnor), and identified as Site specific Policy Area 5.5.15.XX on Schedule 'A': Land Use may be severed to a maximum total lot area of 0.44 ha (1.1 ac).
Zoning By-law	RU1 General Rural

Proposed Zoning By-law	RU1-xx-2017a General Rural Special (Retained) <ul style="list-style-type: none"> • prohibit residential uses • permit a reduced minimum lot area of 38 ha (95 ac) RU1-xx-2017b General Rural Special (Severed) <ul style="list-style-type: none"> • limit livestock to no more than 1.25 nutrient units per hectare (0.5 NU per ac) • permit a reduced minimum lot area of 0.4 ha (1 ac) • permit a reduced minimum lot frontage of 42.6 m (140 ft) • establish a 1.22 m (4 ft) setback from the shed to the west lot line
Surrounding Land Uses	N - agricultural, S - agricultural & residential, W - agricultural E - agricultural & contractors yard with accessory dwelling
Subject Lands	

Matters Arising from Public and Agency Circulation

The application was circulated to the property owners within 120 m on November 8, 2017 and notice posted on the property. At the time of writing this report staff had not received any correspondence and no public comments were received at the public meeting for the zoning bylaw amendment.

At their October 23, 2017 meeting, Council approved a resolution recommending standard consent conditions plus the following conditions:

- That the necessary Entrance and 911 Permits be obtained from the Public Works Department for the retained parcel.

- That the owners provide the One Thousand (\$1,000.00) Dollar parkland contribution fee in lieu of the Planning Act requirement for 5% cash in lieu of parkland dedication as it relates to consents which involve the severing of a surplus farm dwelling and providing that the consent application conforms with the consent policies of the "Agricultural" designation as set out in Section 6.5.3.3 of the County of Bruce Official Plan;

Comment: The two conditions were added to the standard conditions of consent.

Grey Sauble Conservation Authority has no objection to the approval of the applications as no significant natural heritage features were identified on site and future development is prohibited on the retained parcel.

Historic Saugeen Metis: No objection

Hydro One: No objection

Ministry of Transportation: No concerns

Matters Arising from Provincial Interests, Policy Statements or Plans

See Appendix 'C.' Under Section 3(5) of the Planning Act, the County "shall be consistent with" matters of provincial interest as set out in the Provincial Policy Statements (PPS). Agricultural Policies of the Provincial Policy Statement permit the severance of a surplus farm dwelling provided that:

1. The new lot will be limited to a minimum size needed to accommodate the use and appropriate sewage and water services; and
2. The planning authority ensures that new residential dwellings are prohibited on any remnant parcel of farmland created by the severance. The approach used to ensure that no new residential dwellings are permitted on the remnant parcel may be recommended by the Province, or based on municipal approaches which achieve the same objective.

The proposed 1 ac lot size meets the first criterion. The joint zoning by-law amendment, recommends that residential development be prohibited on the retained lands.

The application is consistent with the Provincial Policy Statement.

Matters Arising from the Bruce County Official Plan

The lands are generally designated Agricultural.

Surplus farm dwelling severance policies are found in Section 6.5.3.3.3 (b) (see Appendix D). A search by owner (Harvey Forbes Livestock Ltd) in the Bruce County Interactive Mapping system indicates that they own more than 1000 ac of farm land on the peninsula. The application is generally consistent with these policies.

Section 6.5.3.3.1 (Appendix D) restricts the number of severances permitted in an Agricultural designation to 2 parcels per Crown lot including the retained.

Until 2010, the southeast corner of the Crown surveyed lot was zoned C2 Hamlet Commercial in recognition of the historical use of the property as a general store. In 2010, the use of the corner was changed to permit a contractor's yard and the 2.3 ha (5.7 ac) parcel was severed (development applications Z-42-2009.62 & B-37-2009.62).

Because the original Crown surveyed lot has already been severed to create 2 parcels, a County Official Plan amendment is required to permit the surplus farm dwelling severance. Except for the fact that one lot was previously created, the application meets the policies for a surplus farm dwelling severance. Zoning will prohibit new residential uses on the retained lands, and no additional land is being lost from agricultural production as a result of this proposal.

If the Official Plan amendment is approved, the application will be consistent with the County of Bruce Official Plan.

Matters Arising from Northern Bruce Peninsula Zoning By-law

RU1-xx-2017a General Rural Special (Retained)

- prohibit residential uses
- permit a reduced minimum lot area of 38 ha (95 ac)

RU1-xx-2017b General Rural Special (Severed)

- limit livestock to no more than 1.25 nutrient units per hectare (0.5 NU per ac)
- permit a reduced minimum lot area of 0.4 ha (1 ac)
- permit a reduced minimum lot frontage of 42.6 m (140 ft)
- establish a 1.2 m (4 ft) setback from the shed to the west lot line

Permitting a reduced minimum lot area, lot frontage and side yard for the severed parcel ensures that as little land as possible is removed from the agricultural lands.

The application is consistent with the Northern Bruce Peninsula Zoning By-law.

Financial/Staffing/Legal/IT Considerations:

None

Interdepartmental Consultation:

None

Conclusion

The Planning and Economic Development Department, subject to review of objections and submissions arising from the public hearing, makes the following recommendation:

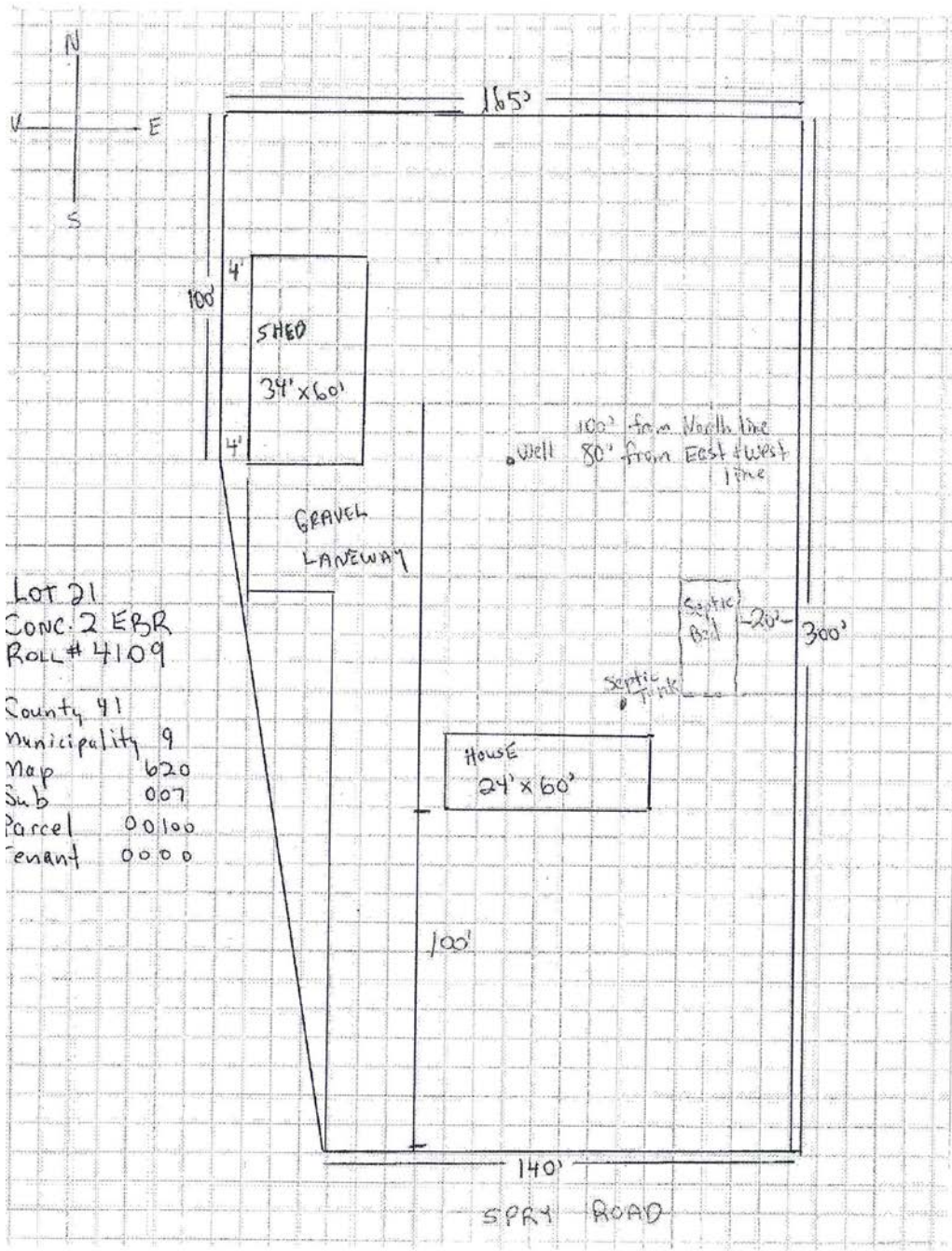
That Bruce County Official Plan Amendment 226-17.62 (Forbes) for the properties described as Concession 2 EBR Part Lot 21 (Eastnor) be approved and the necessary by-law be forwarded to Council for adoption.

Respectfully submitted,



Amanda Herbert
Planner, Peninsula Hub

Appendix A - Site Plan



Appendix B - Air Photo



Appendix C - Provincial Policy Statement

Does it Apply?	Policy Areas	Comments
	1.0 Building Strong Healthy Communities	
	1.1 Managing and Directing Land Use to Achieve Efficient and Resilient Development and Land Use Patterns	
	1.1.3 Settlement Areas	
X	1.1.4 Rural Areas in Municipalities	
	1.1.5 Rural Lands in Municipalities	
	1.1.6 Territory Without Municipal Organization	
	1.2 Coordination	
	1.2.6 Land Use Compatibility	
	1.3 Employment	
	1.3.2 Employment Areas	
	1.4 Housing	
	1.5 Public Spaces, Recreation, Parks, Trails and Open Space	
	1.6 Infrastructure and Public Service Facilities	
	1.6.6 Sewage, Water and Stormwater	
	1.6.7 Transportation Systems	
	1.6.8 Transportation and Infrastructure Corridors	
	1.6.9 Airports, Rail and Marine Facilities	
	1.6.10 Waste Management	
	1.6.11 Energy Supply	
	1.7 Long-Term Economic Prosperity	
	1.8 Energy Conservation, Air Quality and Climate Change	
	2.0 Wise Use and Management of Resources	
X	2.1 Natural Heritage	
	2.2 Water	
X	2.3 Agriculture	
	2.3.3 Permitted Uses	
X	2.3.4 Lot Creation and Lot Adjustments	
	2.3.5 Removal of Land from Prime Agricultural Areas	
	2.3.6 Non-Agricultural Uses in Prime Agricultural Areas	
	2.4 Minerals and Petroleum	
	2.4.2 Protection of Long-Term Resource Supply	
	2.4.3 Rehabilitation	
	2.4.4 Extraction in Prime Agricultural Areas	
	2.5 Mineral Aggregate Resources	
	2.5.2 Protection of Long-Term Resource Supply	
	2.5.3 Rehabilitation	
	2.5.4 Extraction in Prime Agricultural Areas	
	2.5.5 Wayside Pits and Quarries, Portable Asphalt & Portable Concrete Plants	
	2.6 Cultural Heritage and Archaeology	
	3.0 Protecting Public Health and Safety	
	3.1 Natural Hazards	
	3.2 Human-made Hazards	

Appendix D - Bruce County Official Plan Policies

6.5.3.3 Consents – Agricultural Areas

.1 In no instance shall an original Crown surveyed lot be divided into more than two (2) parcels including the retained portion. For the purposes of this section, any original Crown surveyed lot severed for the purposes of a school or church prior to 1995, road widening or similar public purpose, or minor lot line adjustments shall be deemed to be an original Crown surveyed lot.

.2 In order to promote and maintain viable farming operations and generally minimize potential impacts on the farming community, the minimum lot area of lands within the Agricultural designation shall be generally 40 hectares.

.3 The severance of one Non-Farm lot within the Agricultural designation shall be considered under the following circumstances:

b) Where the lot will be for an existing residence and buildings surplus to a farming operation as a result of farm consolidation provided:

i) The owner of the lands to be severed is a 'bona fide farmer'. For the purposes of this policy, the 'bona fide farmer' must: a) own and farm the lands on which the surplus dwelling is proposed to be severed from; b) own and farm other lands; and c) own a residence elsewhere, or reside as a tenant elsewhere, therefore rendering the residence on the subject farm surplus to their needs. In situations where the agricultural portion of the subject lands is rented in whole or in part to others, the owner of the subject lands shall not qualify as a 'bona fide farmer'. A 'bona fide farmer' shall be defined as to include a limited company, sole proprietorship, incorporated company, numbered company, partnership, non-profit and other similar ownership forms.

ii) The lot proposed for the residence and buildings surplus to the farming operation shall be limited in area and shall only be of sufficient size to accommodate the residence surplus to the farming operation, accessory buildings (where including accessory buildings does not render the lot excessively large in the opinion of the Land Division Committee), a well and a sewage disposal system, while ensuring that as little land as possible is removed from the agricultural lands.

iii) The remnant agricultural lands shall be rezoned to prohibit the future erection of a residential dwelling of any type on the agricultural lands provided that a residential dwelling does not exist at the time of severance.

iv) This Official Plan requires the severance of a dwelling/residence surplus to a farming operation to comply with MDS I. All livestock facilities within the vicinity of the proposed severance, including any livestock facility situated on the farm parcel from which the surplus farm residence is being severed, shall be used in determining MDS I compliance.

v) Given that no new dwelling/residence can be erected as a result of the residence surplus to a farm operation being severed from the farm holding, the severance shall not need to meet the Mineral Resource Area, Aggregate/Quarry Operation or sanitary landfill site setback requirements.

vi) The existing surplus dwelling/residence is habitable at the time of application.

Appendix 'E' Draft Official Plan Amendment

The Corporation of the County of Bruce
By-law Number 2018-x
A by-law to Adopt Amendment No. 226
To the County of Bruce Official Plan

Authority is provided in Sections 17 and 21 of the Planning Act, R.S.O. 1990, as amended.

The Council for the Corporation of the County of Bruce enacts By-law 2018-xx as follows:

1. Amendment No. 226 to the County of Bruce Official Plan, attached and forming part of this by-law is adopted.
2. That this By-law come into force and take effect on the day of the final passing thereof, subject to the provisions of the Planning Act, R.S.O. 1990, as amended.

Passed this ___ day of _____, 2018.

Paul Eagleson
Warden

Bettyanne Cobean
Director of Corporate Services

Part B- The Amendment

Introductory Statement

All of this part of the document entitled "Part B - The Amendment" and consisting of the following text, and attached map designated as Schedule "A", constitutes Amendment No. 226 to the Bruce County Official Plan.

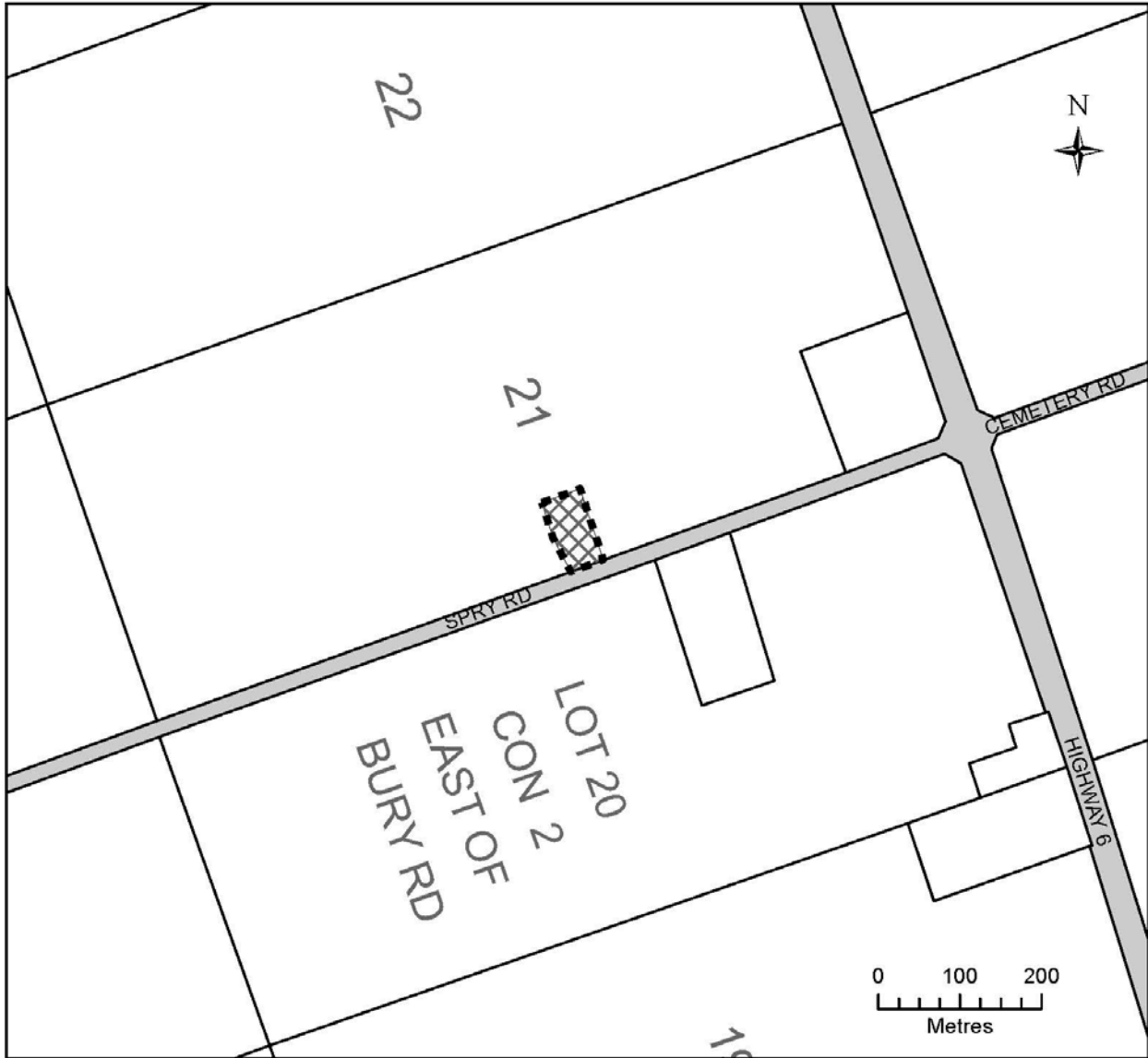
Details of the Amendment

The Bruce County Official Plan is amended as follows:

1. Re-designating lands from 'Agricultural Area' to 'Agricultural Area with Exceptions'; and further, adding the following subsection to Section 5.5.13.81 **Exceptions - Agricultural Areas**:


5.5.13.81 Forbes (OPA #226)

Notwithstanding the policies of Section 6.5.3.3 [Consents - Agricultural Areas] of this Plan, the lands described as Concession 2 EBR Part Lot 21, geographic Township of Eastnor, Municipality of Northern Bruce Peninsula, and identified as Site Specific Policy Area 5.5.13.81 on Schedule 'A': Land Use, may be severed to a maximum total lot area of 0.45 hectares. All other policies of Section 6.5.3 [Land Division Policies] shall apply.



Schedule 'A'
 to
Amendment NO. 226
Bruce County Official Plan

Part Lot 21, Concession 2 EBR
52 Spry Rd
Municipality of Northern Bruce Peninsula
(Eastnor)
County of Bruce


Lands subject to 5.5.13.81
Exceptions - Agricultural Area

File: BCOPA 226
 Z-71-2017.62
 B-71-2017.62

Applicant: Harvey Forbes Livestock Ltd
 c/o Richard Forbes

Date: January, 2018



Committee Report

To: Warden Paul Eagleson
Members of the Planning and Development Committee

From: Chris LaForest
Director of Planning and Development

Date: January 18, 2018

Re: 2017 Economic Development Year End Program Report

Recommendation:

The 2017 Economic Development Year End Program Report is for information.

Background:

In November 2016, Bruce County Council adopted its first Economic Development Strategic Plan 'Find Yourself in Bruce County' and 2017 represented the first full year of implementation. In September 2017, an Annual Report (Jan - August) was presented that updated on how we were doing moving plan into action, measuring success, various success stories and what to look forward to in 2018. This report is a continuation of that Annual Report providing Committee with an overview of the various initiatives at year end.

Of special note, Bruce County was recognized in a number of ways for the strides that have been made in Economic Development:

Awards and Recognition for Bruce County Economic Development:

- IABC (International Association of Business Communicators)
 - Award of Excellence in Branding for the re-branding of Bruce County as "Be an Explorer" including logos, sub-brands, messaging, repositioning of the entire brand of Bruce County
- EDAC (Economic Development Association of Canada)
 - EDAC Cup (the top award representing the best of the best from across Canada)
 - Advertising Campaign award - won for the Kincardine 'pants optional' campaign
 - Single Publication award - won for the 'Best of Bruce' guide
- Bruce County recognized at Association of Municipalities of Ontario (AMO) in August for the joint work between Bruce County Libraries and Economic Development to integrate Business to Bruce through library branches, reducing the burden on business to access information.



- Additionally, Bruce County was featured in Municipal World magazine for “Changing the face of Rural Economic Development” and its focus on the Macro Approach.

The Macro Approach is a model that acknowledges the latent leadership potential with the county’s communities and addresses support and resources required to harness that potential and generate new ideas.

- Bruce County’s role is to cast a wide net, position the region, build capacity, create awareness at the broader level, and facilitate and filter opportunities. The County acts in a leadership capacity by administering the overall strategy in collaboration with community partners.
- Each municipality is responsible for ensuring the community is ready for business, selling their community’s business brand, managing recruitment tools, and supporting local leaders.
- Local leaders need to work to foster a business culture with ambassadors on the ground, nurturing and guiding new and current business opportunities

The Macro Approach is about bringing collaboration to life in Bruce County.

This Economic Development Year End Program Report will summarize the two strategic priority areas of Business Development and Sector Development; as well as the economic development programs that the County provides as incentives for, and support of, economic development:

1. Business to Bruce;
2. Spruce the Bruce; and
3. Explore the Bruce.

The economic development programs: Business to Bruce, Spruce the Bruce and Explore the Bruce, each play a specific role in creating a strong county-wide base for Economic Development.

Strategic Priority: Business Development

Business Development is primarily delivered through the Business to Bruce program. This priority focuses on the importance of helping entrepreneurs in their development journey and supports communities in their efforts to build capacity for successful business investment.



The Business to Bruce program focusses specifically on capacity building around:

1. Business Foundations
2. Business Marketing and Promotion
3. Support/Outreach/Education

Business to Bruce Program 2017 highlights:

- Business to Bruce toolkits have been developed in collaboration with local municipalities, following the development of the local community's business development branding and attraction strategy. The toolkits include the investment attraction strategy, marketing materials and investment strategy action.
- In 2017 both Kincardine and Wiarton, the two original pilot communities in the Business to Bruce program had their toolkits and marketing materials updated to reflect the modernized brand identity and link with the Business to Bruce program.
- In 2017 Port Elgin, Southampton, Walkerton, Huron-Kinloss and South Bruce participated in the Business to Bruce program in the development of their community's branding, positioning and attraction strategies. Work will continue with each of these communities in 2018 in the development of their toolkits.
- RED funding from OMAFRA was secured for 2017-2018 and supports the continued development of the Business to Bruce program for Saugeen Shores, Huron-Kinloss and Brockton. Additional applications are being investigated for 2018.

Business to Bruce Services (formally Small Business Enterprise Centre (SBEC)): through the County's contract with the provincial government to operate an SBEC, two business development officers are supported, and grant programs to encourage and support entrepreneurs are provided.

- Starter Company Plus program- provides grants up of to \$5000 for new start-ups or entrepreneurs buying an existing business, or existing businesses expanding
 - A partnership with Fanshawe College will see the college provide a condensed version of their Entrepreneurship Diploma as the training component of the Starter Company Plus program
- Summer Company program - provides grants of \$3000 to students who are returning to school and who wish to run their own business for a Summer
- Bridges to Better Business events were held in Southampton and Tobermory on October 25/26
- Women Entrepreneurs Conference was held on International Women's Day, March 8th. This is an annual event held each year on March 8th.
- Support for Huron-Kinloss's 'Win This Space' by offering customized industry-specific training for Starting a Restaurant (also offered to the general public)



Year	Businesses Started	Businesses Expanded	Jobs Created	Total Outreach Participation	#Seminars / #Participants	Total Number Inquiries	Total Number Consultations
2017	32	5	51	826	28/ 349	193	159

Strategic Priority: Sector Development

Sector Development encompasses a community development model that builds on the strengths of our successful tourism; downtown; and resource programs while developing capacity around agriculture enhancements as well as exploring the opportunities around energy and engineering cluster development.

This strategic priority focusses on building capacity around:

1. Tourism Attraction and Product Development
2. Nuclear / Energy Support and Development
3. Agricultural Enhancements

The Sector Development priority is primarily delivered through Spruce the Bruce and Explore the Bruce programs as well as a number of additional initiatives in 2017/2018: Project Innovate (Cluster Development Strategy) and Economic Impact of Tourism (RED grant).

Spruce the Bruce (STB): (infrastructure and community capacity building) is a regionally and nationally recognized program designed to assist local communities to champion change, improve downtown commercial areas with support of staff guidance and financial assistance. To be eligible for grants, a community needs to have the 'Organizational Capacity' to tackle the economic development, physical design and marketing promotion pillars as set out by the Spruce the Bruce program.

Launched in 2009, the STB program continues to have exceptional impact in our communities, with both visible physical improvements and less visible but equally important support for community capacity building.

STB provides grants for

1. Façade Improvements,
2. Perpendicular Signage and Awnings,
3. Destination Infrastructure,
4. Downtown Collaborative Marketing,
5. Streetscape Beautification and
6. Gateways & Public Signage.



Year	County Contribution	Total leveraged by local participation	Total Invested (County & Local)	Total Number of Projects	Average cost per project	Average rate of return ratio
2017	\$87,291	\$720,475	\$633,023	26	\$35,227	1:7.25
2016	\$73,881	\$344,505	\$418,386	26	\$16,091	1:4.80
2015	\$57,867	\$162,389	\$220,256	24	\$ 9,818	1:3.81

The Spruce the Bruce program is an important foundation program in the economic development strategy as it supports communities that actively and strategically pursue economic development at the local level, those that have coordinated efforts within their municipality, that consistently meet and pursue an Action Plan, have an active and involved BIA, Chamber or Staff member; that actively support and encourage local champions and provide resources at the local level to leverage grants.

Explore the Bruce (ETB): ETB began as a campaign to market Bruce County in 2005, and has since developed into a highly recognized brand through numerous and persistent outreach efforts, and enhanced through the Adventure Passport campaign aimed at encouraging local resident spending within the County and visitor upselling within the region to encourage longer stays and increased spending.

New to ETB in 2017 were two grant programs for Collaborative Marketing and Regional Marketing. In its inaugural year offering these new grants, 3 projects were supported for a total investment of \$5,089. These included the Art Map, the Rural Gardens of Grey and Bruce Counties brochure and the Folmer Landscaping and Garden Centre's new collaborative event called "Springtime in the Gardens".

ETB Marketing and Advertising:

- Escarpment Magazine (30,000 circulation), Mountain Life magazine (18,000 circulation), Snowmobile Map. Ads placed focused on Shoulder Seasons.
- Digital marketing campaign on Facebook, Instagram and targeted websites secured 239,957 impressions
- Social media:
 - Instagram followers increased from 3000 to 5460
 - Facebook page grew from 29,500 to 32,000 likes
- Direct mail - 2,932 Adventure passports were mailed out
- Booth at Outdoor Adventure Show in Feb, and Sportsman Show in March
- Brochure Swap - May 10 at Blue Mountain Resort
- Media Tours: influencers and bloggers from Lonely Planet India, Moon Ontario, London and Toronto.



BRUCE
county

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

No interdepartmental consultation required.

Link to Strategic Goals and Elements:

Goal #3 - Find creative new ways to engage our public

Goal #6 - Explore alternate options to improve efficiency, service:

- C. Look for economy of scale or shared services among our departments and our communities

Goal #7 - Stimulate and reward innovation and economic development

Written by: Susan Fournier, EDO and Nicole Egan, EDO

Approved by:

Kelley Coulter
Chief Administrative Officer