

Economic Recovery Plan Update

Council-in-Committee

December 14, 2021

Mini Tourism Strategy/Spark
Program



Downtown Vibrancy Plan
and Actions (incl. Pond St)



Transit Advertising
and On-Demand
Service



Brand Strategy and
Collaborative
Tourism Marketing
Plan



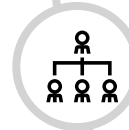
Website Refresh/Social
Content Strategy



Attraction Packages
(Investment/Talent)



Project
Microphone



Post Secondary
Partnerships



Economic Recovery
Plan



Industrial Land/Building
Inventory

2021/2022 Strategic Initiatives

norfolkcounty.ca

Economic Recovery Plan

Overview



BUY
Norfolk



BUILD
Norfolk



INNOVATE
Norfolk



RECOVER
Norfolk

norfolkcounty.ca



BUY Norfolk – Status Update

Actions that Promote “Buy Local” and support local small business efforts to increase sales

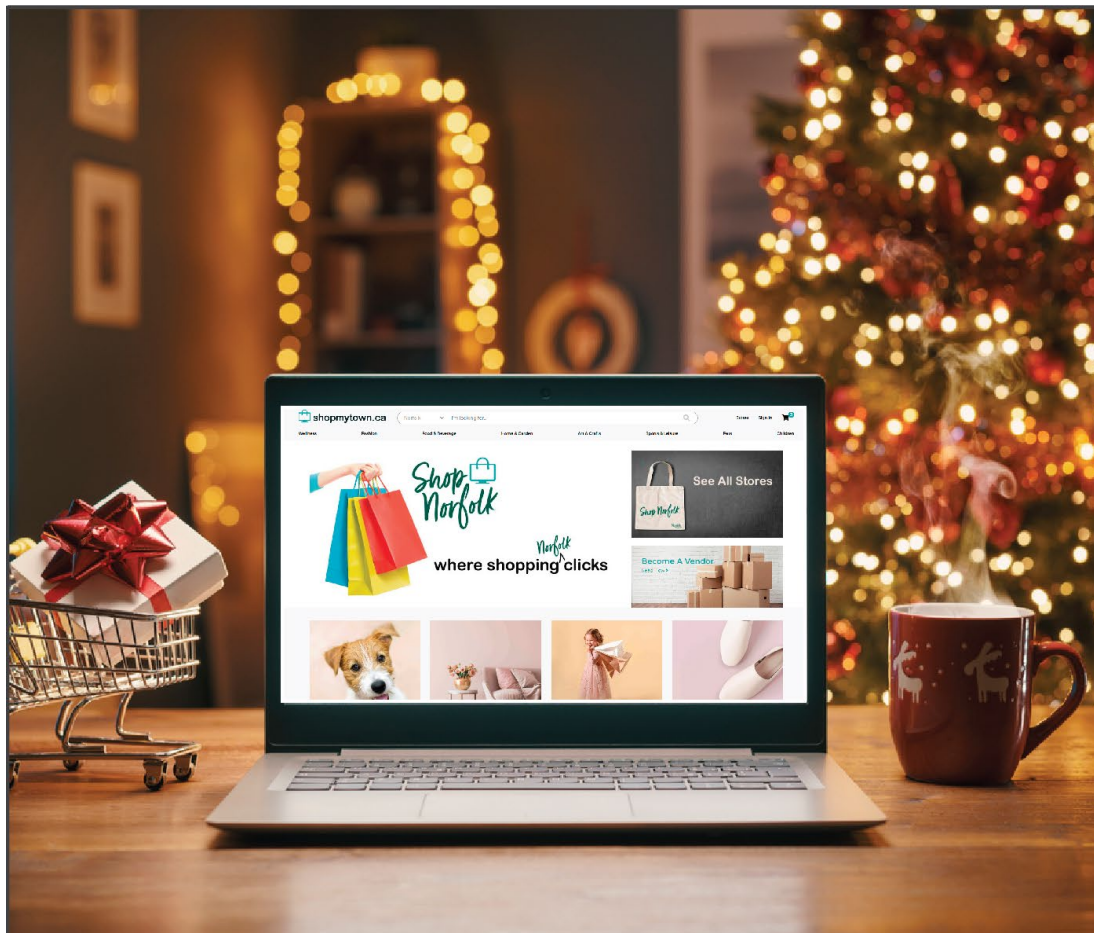
Action	Status
Shop Norfolk (Online Marketplace)	<ul style="list-style-type: none">• Shop Norfolk went live in June 2021,• 38 vendors currently live with 20 additional vendors that have setup their stores but not yet switch to live status• Over 1000 published products on the platform.• Approximately 3600 users have visited Shop Norfolk since September 13
Digital Services Squad	<ul style="list-style-type: none">• Program launched in Norfolk County in Jan, 2021• Over 550 businesses being have been contacted and 188 businesses helped as of Oct 30, 2021.• Digital Transformation Grants secured by small businesses - 22 grants of \$2500 each (\$55,000 total grant funding)
Visit Norfolk (Tourism Mobile App)	<ul style="list-style-type: none">• Platform went live Oct 4.• Total Downloads: 378 as of mid-November in both the Apple and Google app stores. This is based on local promotions only, as outward-focused marketing has not yet started.• Total number of live business listings: 155



BUY Norfolk – Status Update

Actions that Promote “Buy Local” and support local small business efforts to increase sales

Action	Status
Restaurant Patios	<ul style="list-style-type: none">• 18 temporary patio permits were issued in 2021.• With support of Council, the following was achieved:<ul style="list-style-type: none">• Offset patio costs for 2021• Suspended the requirement for public notice in 2021• Issued permits valid for 2 years• Developed a standardized temporary patio application process, allowing for a more consistent and clear process.
Shop Local Marketing Campaigns	<ul style="list-style-type: none">• Shop Local Holiday video and brochure in 2020 and 2021.<ul style="list-style-type: none">• 2020 - 24.9K views on the Norfolk County Facebook page• Multiple Social Media campaigns• Advertorial in local media that promoted Shop Norfolk and local retailers.• Shop Local video campaign in partnership with the Simcoe Chamber of Commerce (under development currently).



Shop Norfolk

... from the comfort
of home.

FREE delivery
within
Norfolk County!

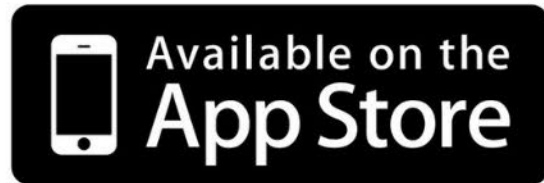
 **ShopNorfolk.ca**

Norfolk
COUNTY 

norfolkcounty.ca

Norfolk
COUNTY 

Visit Norfolk Marketing



norfolkcounty.ca



BUILD Norfolk

Actions that create the conditions for continued growth of the business sector and community

Action	Status
Improved internet & mobile service in underserved parts of the County	<ul style="list-style-type: none">• Engaged the Ministry of Infrastructure regarding fiber development options• Wrote letters of support for various applicants applying for broadband funding• Maintained contact with local and national Internet Service Providers that have applied for funding to support Norfolk projects
Supports for businesses and developers applying for various approvals, permits, and licenses	<ul style="list-style-type: none">• Received Municipal Modernization grants funding under both the Review and Implementation Streams• Online portal system for building permit applications, payments and tracking• Quicks wins for streamlining and delegation• Formal process review underway for pre-consultation and site plan processes• Process reviews scheduled: plan of subdivision and condominium processes• New engagement platform acquired (Bang the Table – Engagement HQ), piloting of the system via planning and other projects scheduled for early 2022



BUILD Norfolk

Actions that create the conditions for continued growth of the business sector and community

Action	Status
Entrepreneurship Support Services Centre	<ul style="list-style-type: none">• Awarded grant for 1 year entrepreneurship centre/accelerator pilot project.• Partnering with Venture Norfolk.• The project will include:<ul style="list-style-type: none">• 3 specialized, multi-week training programs that will focus on 3 areas: (a) Farm-to-Retail, (b) Innovation-based businesses, and (c) ecommerce business looking to grow geographic reach. These programs will include mentorship support.• Additional project programming will focus on various business skills development workshops and potentially other skill development options.• Official kickoff expected in January 2022.
Infrastructure Priorities	<ul style="list-style-type: none">• Haycock Road in the Judd Industrial Park. The Capital Cost for this project is no longer required.• Inter-urban Water Supply project identified as a priority by the taskforce.



RECOVER Norfolk

Actions that fund community-based not-for-profit orgs, to support industries impacted by COVID-19

Action	Status
<p>Recovery Grants</p> <ul style="list-style-type: none">• Downtown Stimulus Fund• Arts & Culture Recovery & Resilience Fund• Agriculture Industry Solutions Fund	<ul style="list-style-type: none">• Grant framework developed with help from a subcommittee of the Economic Recovery Taskforce (Recover Norfolk Subcommittee).• Intake 1 – A total of 13 applications were received. 8 applications were approved for a total of \$34,100 in grant funding.• Intake 2 underway with strong response rate.
<p>Incentives for increasing overnight accommodations and tourism destinations</p>	<ul style="list-style-type: none">• Increasing tourism experiences increases demand for overnight stays• Tourism “Spark” program launched on Nov 23, 2021• Partnership with Haldimand County and multiple sponsoring organizations• Will lead to the creation of 6 new and innovative tourism offerings and experiences in Norfolk and Haldimand Counties (3 in each County).



INNOVATE Norfolk

Actions that develop Innovative Solutions to specific COVID-related business challenges

Action	Status
Digital collaboration portal for businesses and community-based organizations	<ul style="list-style-type: none">• Held meeting with several large employers to begin the conversations of collaboration (for example, labour sharing, custom transit solutions for workforce).• The collaboration portal will be revisited in 2022.
Training and workshops	<ul style="list-style-type: none">• Skill-building training and workshops, for business owners and their employees, are intended to be integrated into the entrepreneurship centre project (subject to demand) in partnership with Venture Norfolk.
Central COVID-19 Resources and Information Portal	<ul style="list-style-type: none">• The Economic Development Department restarted a monthly “Business News” newsletter that includes resources, funding programs, economic statistics, and more.• The business newsletter is currently delivered 840 recipients every month, with an open rate of 47%.

Economic Recovery Plan - Financials

- ▶ Council approved \$250,000 from the Council Initiative Reserve for the implementation of the Economic Recovery Plan.
- ▶ Staff committed that they would pursue grant opportunities to leverage the above funding, recognizing that additional funding would allow for a more comprehensive implementation of the plan.
- ▶ As of November 30, 2021, a total of \$400,880 in grant funding can be applied from various programs in support of the projects in the Economic Recovery Plan.
- ▶ As of November 30, 2021, the combined actual (approximately \$63,000 to date in 2021) and forecasted (2022) spend (net of grant revenues) related to the Economic Recovery Fund is \$208,900.
- ▶ Staff are forecasting a project surplus of \$41,100, which if realized will be recovered to the Council Initiative Reserve.