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To: kkamacher@bmts.com

Subject: Letter of Delegation Support ~ Economical Development, Arran-Elderslie

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To Whom It May Concern:

Introduction and preamble:

My name is Wendy Liddle. I am a resident of Paisley, and a business owner/Broker, of the Coldwell Banker Real Estate Branch Office also in Paisley.

Coldwell Banker, Peter Benninger Realty Brokerage (Kitchener/Waterloo) purchased the Coldwell Banker Franchises/Branch Offices in August of 2020 which included Kincardine, Port Elgin, and Paisley. They have contracted with them approximately 90 Realtors in all. Last month, I was the highest producing Realtor overall, in this area which I serve which is a small fraction of where the other realtors are servicing. Our economy is undeniable.

Since late 2015, when Bruce Nuclear Power announced their expansion, we (Realtors in Grey/Bruce/Owen Sound) have sold more homes than we have listed in Bruce and Grey Counties, resulting in an all time low inventory of housing, and too many desperate buyers who drove the prices up as they competed for what little was on the market. I was part of a committee with representatives from several Counties in those early days, all who were arranging responses to the coming wave of Economic Growth, and prepared accordingly, creating and filling EDev positions, planning for the days ahead. As an advisor, I stressed the need for housing and shared statistics available to me from the Real Estate Association of Grey Bruce Owen Sound.

In February 2020, short weeks before the Global Pandemic, the Ontario Real Estate Association published a Market Intelligence Report, the theme for their Spring Conference in Toronto, entitled DISRUPTION. All information anyone in Economic Development would have been familiar with, with an eerily accurate prediction of events to unfold almost immediately. Any office that did NOT have current Economic information and an action plan, would have been at an extreme disadvantage compared to its neighbouring regions who were prepared....and this was BEFORE the pandemic. The OREA 4 year economic predictions came to pass within the following year, due to changes prompted by the Pandemic.

Why an Economic Development person is crucial to Arran-Elderslie:

The most valuable insight I have, as a Realtor, has been by attending classes with some of the Continent's most esteemed Economists. Realtors do NOT create the market, we are at the tail end of an extreme wave of events and results pushed by the local Economy, which is in turn pushed by the Regional, Provincial, Canadian, US, and World Economies. Realtors deal with a finished product, at the end of a completed situation, which is a result of decisions made at local governing levels and the results thereof. A person with Economical knowledge would be a valuable asset in future planning, development, insight, and direction. This position should be essential.

Arran-Elderslie is in dire need of an Economical Development position, and to NOT have one would be irresponsible, would put our Municipality at a disadvantage, and would let our taxpayers down. We are already the least developed Municipality in Bruce County which is an embarrassment, in a time where we just finished an unprecedented growth.

As we push post-pandemic, huge needs have risen and important economic events are happening which will affect us all. If we act on early warnings, we can be prepared and move forward with confidence in these uncertain times. We are faced with upcoming fear and desperation as people feel more and more helpless. Proper leadership is crucial.

Requirements for an effective Economical Development position, at this current tumultuous time, would be someone with their finger on local and world economy. We are talking about a knowledgeable professional filling a specific role. This person would be key to advising and following the progress of AE's Strat Plan. Major goals would be to address the unique position and economical bubble we are in, thanks to Bruce Nuclear Power, Agriculture, our hardworking/talented citizens, and our potential for manufacturing and residential growth. This person would be aware of the migration trends from the GTA and other areas to Bruce County, and more local issues such as unfilled job positions (fewer workers), struggling businesses, post covid trends, and what the future could bring. This person would be energetic, communicative, confident, and would bear in mind the needs of the citizens of Arran-Elderslie and how AE fits nicely with its County neighbours and becomes a rose in the crown.

In Conclusion:

To not have an Economic Development person on staff would be negligent. An Economic Development person would compliment current motivated Arran-Elderslie positions.

I acknowledge the Municipality of Arran-Elderslie and its Council have a huge responsibility. As citizens in the outer circle, we taxpayers hear more rumours about AE squabbles and discord, rather than the good that is done. And we know there is good, as often, WE are part of it. AE forgets how much affection we have for and how much we want to support leaders to excite and support us in return! However, we notice less growth than our neighbours, yet our needs have been desperate at times; we've been witness to opportunities great and unfulfilled; we have lost residents and developers, business opportunities fade away, communications not answered, and you yourselves likely don't feel fulfilled, loved, or supported. It's time to change that. Hear our voice, lets sing together with new harmony.

Lesson from Kelley Keehn, best selling author & finance educator:

Don't do the same thing, expecting a different result.

We can't solve our problems with the same thinking we used when we created them.

Development is what you are holding back from.

With respect and personal opinion, from your servant and citizen,

Wendy Liddle

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