

Aug 15, 2022

Sylvia Kirkwood, CAO
Steve Hammell, Mayor
Municipality of Arran-Elderslie
Sent via email

Re: Economic Development Position

Good morning Sylvia,

We are following up on earlier discussions with you regarding the Economic Development role for Arran-Elderslie. The AE business group responded to your request re: feedback on the role, and we would appreciate an update on the status of posting and filling this position.

The importance of this necessary recruit has been discussed for many years. Today, our municipality has a fulsome Economic Development Plan and new Strategic Plan that outlines "Support for Businesses" as a key priority for Arran-Elderslie. These documents were developed with community input and will require dedicated support to achieve the objectives outlined within.

There is a great deal of opportunity in our rural community that would be well suited to a candidate that is professionally designated, experienced and referenced. Arran-Elderslie requires and deserves a completely competent point person to lead and navigate our challenges and our growth.

The resulting challenges from the Paisley bridge construction, including the GPS routing and the exclusion of Tara and Chesley businesses from Spruce the Bruce funding are just two examples of items requiring immediate attention.

Secondly, a fully developed and visible recruitment plan will be important to the success of the role.

Finally, the design of the role is equally important. We have talked about sharing the role with the Chamber and/or others and working with an Economic Development committee. Dual reporting can be very tricky and requires clarity in the reporting, accountability and goals.

As we don't have one business association at this time and are not structured to support a dual role, we are fully supportive of this being a full-time economic development position within the municipality and this role being posted immediately.

Rural economic development is about supporting the overall wellbeing and growth to increase tax revenues so we can continue to maintain infrastructure and services. All residents of Arran-

Elderslie benefit from this role. Getting back to work on these priorities goes a long way to addressing many critical community needs, including doctor and nurse recruitment.

Thank you for your time and efforts in the economic development arena over the last few months. We are aware it's taken a great deal of time and focus, and we understand it's not your role and you have an enormous area of responsibility already.

We look forward to an update on the design and reporting of the role and the recruitment plan.

Thank you for all that you do.

Signed

Paisley Chamber of Commerce

Tara Downtown Improvement Association

Chesley Chamber of Commerce

P.S. Could you please include this letter to the members of the current council for their September 26th meeting?