

# MUNICIPALITY OF ARRAN-ELDERSLIE

# SEPTEMBER 2021 ECONOMIC DEVELOPMENT UPDATE



**Increase  
Capacity to  
Compete**



**Prepare for  
Population Growth**



**Create Vibrant  
Downtowns**



**Support Business  
Attraction and  
Retention**



**Make Efficient  
Use of Resources**



# INCREASE CAPACITY TO COMPETE

## Economic Development Website Updates

- Updated directory of funding and related support programs
- Express Your Talents in Paisley page

### Goal 1: Build Capacity

**Action 2:** Expand economic development section of the AE website to include IEDC's critical economic development data (short term, high priority)

**Action 3:** Create and maintain a detailed online directory of available land and buildings... (short term and ongoing, high priority)

**Action 4:** Compile a directory of funding and related support programs for prospective investors and existing businesses (short term and ongoing, high priority)

## Investment Packages

- Chesley & Tara in-progress
- Paisley completed and available for viewing

### Goal 1: Build Capacity

**Action 8:** Build Arran-Elderslie's municipal brand  
a) Establish the value propositions for retail and services, agriculture related businesses, residential development and living in Arran-Elderslie... (short term, medium priority)

## Tourism Website Project

- Updates to Chesley and Paisley websites
- Development of villageoftara.ca
- Updating of all business profiles to enhanced listings

### Goal 1: Build Capacity

**Action 8:** Build Arran-Elderslie's municipal brand

a) Position Arran-Elderslie as the home of Paisley, Chesley, Tara and the various hamlets and surrounding rural areas (short term, high priority)

### Goal 4: Effective Use of Resources

**Action 1:** Build and maintain collaborative relationships with:  
a) Community based organizations (Chambers, DIA, Artscape etc.) (ongoing, critical)



## Advocate for Arran-Elderslie's share of future residential and commercial development and supporting economic development policy framework

- Participation in Bruce County's Official Plan update
- Participation in Bruce County's Economic Development Strategic Plan update
- Participation in Bruce County's Community Development program update

### Goal 1: Build Capacity

**Action 9:** Advocate for Arran-Elderslie's share of future residential and commercial development and supporting economic development policy framework as part of the Bruce County Official Plan (immediate, critical)



## PAISLEY VOICES

What's it really like to live and create business opportunities in Paisley? Local business owners share how bringing their business dreams to life in Paisley helps them express their talents today and for the foreseeable future. Of course, a better way to hear what our business owners have to say is to actually speak with them – we can make that happen through Business to Bruce.



**PAISLEY ARTSCAPE SOCIETY**  
Ken Cormack

After a successful career as a local educator, Ken Cormack focused his energy on his passions – currently as the President of the non-profit Paisley Artscape Society. "We're a community that gets things done," says Ken. "With help from Arran-Elderslie and Bruce County, we've refreshed the downtown, and there's a vibe and enthusiasm that is tangible – a magic that allows creativity to thrive here. And it's not just in the arts – we see that creativity in every business type; local manufacturing to agriculture from field to fork."



**BONFIRE ON QUEEN**  
Jen Christie and Chris Shaw

Jen Christie and her partner Chris opened Bonfire On Queen offering Neapolitan style pizza to great acclaim; they are both big fans of Paisley. "The community and surrounding area are very supportive," says Jen. "They want you to succeed and have made us feel so welcome. There's more though. There is an eclectic vibe here – it is naturally creative and you can't help but feel that energy and want to be a part of it. It sparks ideas and creativity you didn't know you had!"



**RAK THAI KITCHEN**  
Lin Hakosee

It's quite a journey from Thailand to Bruce County. But ten years in, Paisley is where Lin finally realized her dream and opened a unique take on Thai cuisine. "You come to Paisley if you are both creative and business-minded," says Lin. "When I got here, I found a picturesque location with drive-by traffic and within easy reach of many other communities. But it's the local residents and surrounding area that makes Paisley special. They have been beyond supportive and welcoming to me. They are open to new ideas, and the mix of young families and older residents energizes the town."



**TOMBOI ARTISAN ICE CREAM**  
Tammie McFarlane and Rob Scapin

Former Steel Town business woman Tammie and Australian wine maker Rob operate Tomboi Artisan Ice Cream on the picturesque main street of Paisley. "Rob and I were looking for a community in which to launch a new idea after 30 year-careers in the Wine and Tourism sectors. Not only is Paisley a beautiful village of rivers, but also a little 'fringy' where random acts of creativity happen every day. You have the freedom here to be unique without judgement. And you have great support from the County and the community to bring ideas to life."

Talk to the business owners of Paisley and learn more about bringing your business to life here.



PAISLEY, MUNICIPALITY OF ARRAN-ELDERSLIE  
1925 BRUCE ROAD 10, P.O. BOX 70, CHESLEY ON, N0G 1L0  
TEL: 519-363-3039  
WWW.ARRAN-ELDERSLIE.CA



## Chesley Physician Recruitment

- Physician welcome packages
- Physician Recruitment video

# PREPARE FOR POPULATION GROWTH

## Participation in Grey Bruce Local Immigration Partnership

- Employment subcommittee and related immigration workforce attraction events and projects
- Welcoming Week September 10-19 2021

**GREY BRUCE**  
LOCAL IMMIGRATION  
PARTNERSHIP



## Goal 2: Population Growth

**Action 5:** Promote the case for living in Arran-Elderslie through the Municipality's website and other partner organizations (medium term, high)

## Bruce County Workforce Development and Attraction Strategy

Participating in implementation of strategy

- Data collection
- Attraction
- Retention
- Skills Building
- 

## Goal 2: Population Growth

**Action 6:** Work with Bruce County to ensure Arran-Elderslie is well represented in its population attraction efforts (short-term and ongoing, high)

## Real Estate Agent COVID-19 Response Survey

- In partnership with Saugeen Economic Development Regional Working Group

# CREATE VIBRANT DOWNTOWNS

## Downtown Revitalization Projects

- Tara Pool Mural Project
- Chesley Bridge Flowers
- Paisley Signage



## Paisley Bridge Construction Working Group

- To address developing a marketing, communications and wayfinding strategy in response to the Paisley Teeswater Bridge construction

## Goal 5: Vibrant Downtowns

**Action 7:** Develop a marketing, communications and wayfinding strategy in response to the Paisley Teeswater Bridge construction in collaboration with Paisley residents and business owners and Bruce County staff.

## Municipal Innovation Council Revitalizing Downtowns Research Project

- Paper surrounding revitalizing vacant properties in Bruce County

Research Questions:

- What are the challenges and opportunities associated with rehabilitating vacant derelict downtown buildings in rural communities?
- What are the best practices for rehabilitating vacant derelict downtown buildings in rural communities?
- Arran-Elderslie was used as an example in this study in response to our comprehensive economic development strategic plan

Paper is available for viewing upon request

# SUPPORT BUSINESS ATTRACTION AND RETENTION

- **Paisley Business Attraction Strategy**
- Print ads- Rampt, Grey Bruce Escape and Paisley Advocate
- Express Your Talents in Paisley facebook- business features and paid ads
- Posters throughout downtown
- Investment package



## Goal 3: Business expansion and attraction

**Action 2:** Support and participate in Bruce County's entrepreneur attraction efforts with opportunity identification and matching (ongoing, high priority)

## Agriculture Projects

- ConnectON Agriculture Asset Mapping
- Rural business mapping and groundwork for larger project in 2022

## Goal 3: Business expansion and attraction

**Action 6:** ... integrate the agriculture sector into the people and business attraction efforts...

## Spruce the Bruce Grant Promotion

- Promotion of Bruce County Spruce the Bruce grant program for business owners
- \$30,000 allocated to Arran-Elderslie projects
- 16 grants distributed in Arran-Elderslie

## Arran-Elderslie Business Update E-Newsletters

- 14 Business eblasts sent in 2021 (127 businesses)



## Goal 3: Business Attraction and Expansion

**Action 4:** Identify a list of key economic development influencers and provide them with regular economic development updates...(medium term and ongoing, medium priority)

## Digital Main Street Collaborative Grant Application

- Collaborative application submitted in partnership with fellow Bruce County municipalities to bring Digital Main Street Program to Arran-Elderslie in 2021/2022

## Teeswater Bridge Construction Business Assistance

- Background work for Paisley Teeswater Bridge Working Group to be developed in fall 2021 to support bridge construction project

## Goal 5: Vibrant Downtowns

**Action 7:** Develop a marketing, communications and wayfinding strategy in response to the Paisley Teeswater Bridge construction in collaboration with Paisley residents and business owners and Bruce County staff.

## Tourism Product Development

- Chesley and Tara Trail Guides
- Chesley Tourism Map
- Paisley Trail Signage and downtown signage projects
- Paisley Visitors Centre and corresponding social media



## Goal 4: Effective Use of Resources

**Action 3:** Leverage RTO7 product development and marketing programs and offerings to support tourism activity in Arran-Elderslie (ongoing, high priority)

**Working with developers and new businesses to facilitate partnerships, connect with resources, answer questions. 9 new businesses in Arran-Elderslie in 2021.**

# MAKE EFFECTIVE USE OF RESOURCES

## Arran-Elderslie Business Association

- Committee established with representation from Paisley and Chesley Chambers of Commerce and TDIA to collaborate on projects and discuss amalgamation

### Goal 4: Effective Use of Resources

**Action 1:** Build and maintain collaborative relationships with:

- a) Community based organizations (Chambers, DIA, Artscape etc.) (ongoing, critical)

## Economic Development Presentations and Committee Representation

- Tara Rotary Club Chesley Chamber of Commerce
- Arran-Elderslie Youth Council Chesley Horticultural Society
- Paisley Chamber of Commerce TDIA
- Saugeen Economic Development Corporation Regional Working Group
- Paisley Artscape Society Bruce County Tourism Operators Committee

### Goal 4: Effective Use of Resources

**Action 1:** Build and maintain collaborative relationships with:

- a) Community based organizations (Chambers, DIA, Artscape etc.) (ongoing, critical)



## Paisley Visitor Centre

- Chesley and Tara Tourism Print Pieces developed
- Summer Student answering questions and sharing information
- Art for sale to represent Artistic River Village brand

### Goal 4: Effective Use of Resources

**Action 3:** Leverage RTO7 product development and marketing programs and offerings to support tourism activity in Arran-Elderslie (ongoing, high priority)

## Arran-Elderslie Youth Council

- Milne Crawford Reboot
- AEYouthHub.ca launch
- Open meeting
- Artists on the River booth
- Explore AE
- Recruitment for 2021/22 Council
- Municipal Innovators Series Feature-



- Empowered youth in Arran-Elderslie are making positive, lasting change"



### Goal 4: Effective Use of Resources

**Action 1:** Build and maintain collaborative relationships with:

- a) Community based organizations (Chambers, DIA, Artscape etc.) (ongoing, critical)

## Saugeen Connects

- Saugeen Student Start Up Program
  - Two Arran-Elderslie students received small business grants- 58 students participated in Saugeen Connects program
- Newcomer Welcome Package
- Succession Matching program

### Goal 4: Effective Use of Resources

**Action 1:** Build and maintain collaborative relationships with:

- d) neighboring economic development staff and committees (ongoing, high)

## Grant and Donation Management

- Implementation of grant and donation policy

### Goal 4: Effective Use of Resources

**Action 1:** Build and maintain collaborative relationships with:

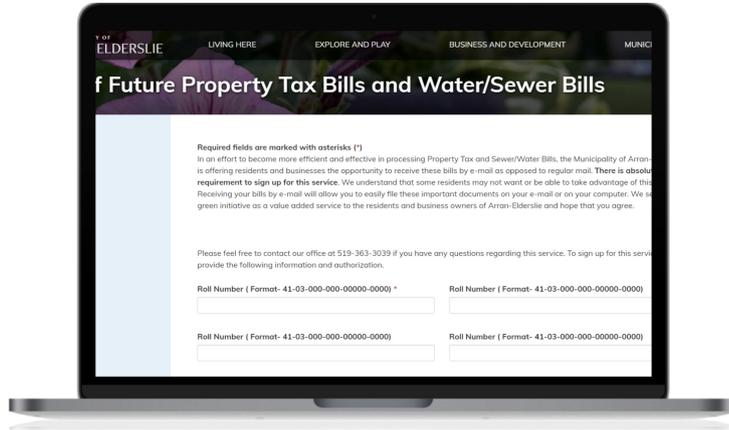
- a) Community based organizations (Chambers, DIA, Artscape etc.) (ongoing, critical)

## Joint Grant Application for Shop Local Campaign Fall 2021

- Joint application for shoulder season tourism promotional campaign with fellow Bruce County municipalities led by Saugeen Shores Chamber of Commerce

# MARKETING AND COMMUNICATIONS PROJECTS

- **Corporate Website management-** daily updates, news and public notice postings, seasonal photo changeout, form development



- **Social Media Management-** facebook page posts, answers to inquiries
- **Quarterly Corporate Newsletter**
- **Staff E-blasts**
- **Grant and Donation Policy Management**
- **Electronic Sign Management**
- **Public Notices, Media Releases and Press Releases**
- **Corporate Workplan Development Assistance**
- **Positive Ticketing Campaign**

