

Economic Development and Planning Advisory Committee

January 30, 2018 – 7:30 AM

Bay Room, Grey County Administration Building

1. Call to Order
2. Election of the Chair and Vice Chair
3. Declaration of Pecuniary Interest
4. Reports – CAO

- a. CAOR-ED-04-18 New to Grey Update

That the Committee receive report CAOR-ED-04-18 titled New to Grey Initiative Update for information.

5. Reports – Planning

- a. PDR-ED-05-18 Community Improvement Plan Development

That Committee receives report PDR-ED-05-18 titled Community Improvement Plan Development; and

That it be recommended that Council direct staff to develop a community improvement plan program that would provide potential incentives to address current economic development barriers and that would help support member municipalities initiatives and priorities through existing or future community improvement plans.

6. Update on Recolour Grey

7. [Hospitality and Tourism Sector Partnership Labour Market Strategy](#)

8. [Manufacturing and Construction Sector Partnership Labour Market Strategy](#)

9. [CAOR-CW-02-18 Community Hub Update](#) (for information)

10. [CAOR-CW-03-18 Small Business Enterprise Centre Transition](#) (for information)

11. Dates to Remember

12. Other Business

- a. Roundtable Updates

13. Next Meeting Dates

- a. To be determined

14. Adjournment

To:	Chair and Members of Economic Development and Planning Advisory Committee
Committee Date:	January 30, 2018
Subject / Report No:	CAOR-ED-04-2018
Title:	New to Grey Initiative Update
Prepared by:	Savanna Myers, Manager of Economic Development Jacinda Rudolph, Outreach Coordinator
Reviewed by:	Kim Wingrove, Chief Administrative Officer
Lower Tier(s) Affected:	All Grey County
Status:	

Recommendation

1. That Committee receive report CAOR-ED-04-18 titled **New to Grey Initiative Update for information.**

Executive Summary

The New to Grey Initiative was launched on October 30, 2017 following a successful application to the Ministry of Citizenship and Immigration under the Municipal Innovation Program.

The focus of this initiative is to build capacity and partnerships to aid in retention and attraction efforts by becoming a welcoming community, well prepared to integrate newcomers into our neighbourhoods and labour market.

The pilot program will operate for 15 months, until December 31, 2018.

Background and Discussion

The New to Grey Initiative launched on October 30, 2017 following report CAOR-ED-15-17 with the hiring of a part-time Outreach Coordinator. As an initiative fully funded by the Province of Ontario, the Outreach Coordinator is responsible for delivery of the following actions by December 31, 2018:

- Initiating a steering committee with representatives from Grey Bruce Welcoming Communities, and “champions/allies” from member municipalities;
- Developing a self-assessment tool in consultations with the committee;
- Coordinating familiarization tours with newcomers, community leaders and employers;
- Coordinating a launch event and wrap up forum with partners and stakeholders;
- Coordinating nine Cultural Competency Workshops hosted in each of Grey County’s member municipalities for community leaders and employers; and
- Developing and distributing a newcomer attraction and retention toolkit for newcomers, community leaders and employers.

The focus of this initiative is to build capacity and partnerships to aid in retention and attraction efforts by becoming a welcoming community, well prepared to integrate newcomers into our neighbourhoods and labour market.

Environmental Scan

An environmental scan has now been completed in consultation with newcomer support groups, community champions and current newcomers to identify existing gaps and challenges required to be a welcoming region. This assessment emphasized the need to define the term “newcomer” as follows:

Newcomers are people who relocate from outside the community to work and/or live in your community. They could be from another country or from within Canada

Findings from the scan include:

- Jobs, a familiar ethnic community and local churches, language training opportunities, housing and health services are essential to the retention and attraction of newcomers.
- Despite having a large number of sponsored refugees coming to Grey County, there is no basic settlement and integration support available to them. Individual volunteers and newcomer networks currently make up that system.
- Grey County has very few ethnic communities already established, which plays a significant role in whether a newcomer comes to and stays in Grey County.
- Retention and attraction efforts need to happen simultaneously in order to expand the newcomer population in the region.
- Arden Language School (Owen Sound) is the only location in Grey County to provide ESL classes. Students travel a long distance to attend classes. The School functions in partnership with the Alliance Church and is run by two paid Coordinators and approximately 50 volunteer teachers.
- The single most referenced challenge expressed throughout stakeholder

consultations is the lack of available housing in Grey County. This issue is not limited to newcomers but certainly poses a significant barrier for the attraction and retention of newcomers to the area.

Steering Committee

As the steering committee is not a formal committee of Council, an Action Group has been created to fulfill this requirement under the grant. Membership is made up of local newcomer champions who meet once per month with the coordinator to help inform the initiative with first-hand experience and local knowledge.

New to Grey Action Group Members

- **David Morris** – Grey Bruce Newcomer Network
- **Gemma Mendez-Smith** – Four County Labour Market Planning Board
- **May Ip** – Multicultural Arts and Crafts Collective and Chinese Heritage Ambassador
- **Francesca Dobbyn** – United Way (interim)
- **Coordinator TBD** – Settlement and Integration Services for Refugees and Vulnerable Newcomers Grant (United Way)
- **Melissa Harris** – Talent Acquisition Specialist, The AGENCY
- **Zackary Henein** – Local Expert
- **Lisa Mollon** – Georgian College International Student Representative

Kick-Off Event

Recognizing and celebrating the diversity that exists in Grey County will be the focus of the New to Grey kick-off event scheduled for February 14, 2018 from 11:30am to 3:30pm at Grey Roots. This is an opportunity for our stakeholders to become acquainted with the initiative and learn about the experiences that newcomers bring to and gain from our region. A formal invitation has been sent to key stakeholders.

Cultural Competency Workshops

Discovering the challenges service providers face when working with newcomers has been a crucial exercise in creating the right resources and tools for a more effective service delivery. The Outreach Coordinator will deliver training workshops in each of Grey County's municipalities in addition to training sessions customized for service providers (ie. YMCA Employment and Grey County Social Services) and larger employers upon request (ie. The Agency).

Similar to the challenges faced by service providers, our employers can face challenges in meeting the needs of a more diverse workforce. Workplace cultural competency workshops will help employers to be more successful with their efforts to attract and

retain newcomers.

Following the projects identified above, a toolkit suite will be developed as a resource for newcomers, community leaders and employers.

Legal and Legislated Requirements

None.

Financial and Resource Implications

The New to Grey Initiative is fully funded by the Province of Ontario (Ministry of Citizenship & Immigration) through the Municipal Innovation Fund for the period October 1, 2017 to December 31, 2018.

Relevant Consultation

Internal - Manager of Economic Development, Economic Development staff, Director of Social Services, Health and Safety.

External – Georgian College, Welcoming Newcomer Networks (Four in Grey & Bruce Counties), Arden ESL language school, Public service providers and Employers.

Appendices and Attachments

None.

To:	Chair and Members of Economic Development and Planning Advisory Committee
Committee Date:	January 30, 2018
Subject / Report No:	PDR-ED-05-18
Title:	Community Improvement Plan Development
Prepared by:	Randy Scherzer, Director of Planning Savanna Myers, Manager of Economic Development
Reviewed by:	Kim Wingrove, Chief Administrative Officer
Lower Tier(s) Affected:	All of Grey County
Status:	

Recommendation

- 1. That Committee receives report PDR-ED-05-18 titled Community Improvement Plan Development; and**
- 2. That it be recommended that Council direct staff to develop a community improvement plan program that would provide potential incentives to address current economic development barriers and that would help support member municipalities initiatives and priorities through existing or future community improvement plans.**

Executive Summary

A Community Improvement Plan (CIP) is a tool that allows municipalities to direct funds and implement policy initiatives towards a specified project area. Some of our member municipalities either have existing CIP's or are working on CIP's to address local initiatives and priorities. Projects such as Recolour Grey and the Local Agri-Food Strategy have lead staff to consider the positive impact possible from a Grey County CIP program. As such, staff are recommending that the County develop a community improvement plan program in 2018 to be potentially implemented in 2019 that would explore potential incentives to address current economic development barriers (e.g. affordable/attainable housing). The community improvement program would also be designed to support member municipalities' initiatives and priorities through existing or future community improvement plans.

Background and Discussion

A Community Improvement Plan is a tool where municipal planners and economic developers can work hand in hand to develop policies and provide incentives targeting specific types of growth and investment.

A number of member municipalities offer a CIP which may assist businesses with renovations, brownfield clean-up, incentives for development, affordable housing loans and other priority areas. CIP programs vary from municipality to municipality.

Existing CIPs in Grey County:

- Owen Sound – façade incentive, brownfield, heritage tax incentive (up to \$7,500), vacant land tax assistance, development charges refund
- Municipality of Meaford – downtown CIP (façade program, environmental study grant, brownfields tax assistance, application fee grants, commercial development charge grant and tax incremental grant), municipal wide/economic CIP (study and business plan grant, building and lands improvement grant for commercial, industrial or value added-agricultural, development charge and municipal fee grant and tax incremental grant)
- Hanover – downtown/façade incentive (up to \$15,000)
- Town of The Blue Mountains – design (no financial incentives)

Proposed CIP development in Grey County:

- Grey Highlands
- Southgate
- Chatsworth

Findings from ReColour Grey and the Local Agri-Food Strategy have lead staff to consider the positive impact possible from a Grey County CIP program. Staff would like to further investigate this opportunity and if proven advantageous, develop a draft program in partnership with member municipalities that could potentially be implemented in 2019.

Preliminary consultation with members of the Economic Development Working Group demonstrates support for continued investigation to develop a draft CIP program. Staff sees this as an opportunity to tackle some of the County's most pressing economic development barriers such as affordable/attainable housing. Staff also sees this as an opportunity to support local CIP initiatives and priorities in a strategic and collaborative

approach to help grow the Grey County economy as identified as goal one of the Corporate Strategic Plan.

There are two options available for Grey County. Option one is similar in nature to Elgincentives where CIP templates are developed by the County for adoption at the lower tier. The second option is a County-wide CIP which was introduced by the County of Frontenac. The second option requires approval from the Minister of Municipal Affairs.

Legal and Legislated Requirements

Community Improvement Plans are permitted under Section 28 of the Planning Act. Municipal councils need to adopt official plan policies and a by-law designating a CIP project area. The project area can be identified as the entire municipality. Currently only lower-tier municipalities and prescribed upper-tier municipalities are permitted to develop a CIP. The only prescribed upper-tier municipalities are Regions and the County of Frontenac who requested the Minister to be prescribed. The County could request the Minister to be prescribed through a motion from Council. This may take several months to be considered and there are no guarantees that the Minister will approve the request. Upper-tier CIP's are also limited in dealing with certain matters such as:

- Infrastructure that is within the upper-tier municipality's jurisdiction
- Land and buildings within and adjacent to existing or planned transit corridors that have the potential to provide a focus for higher density mixed-use development and redevelopment, and
- Affordable housing

Given that upper-tier CIP's are limited in scope, it may be beneficial to create a CIP template that can be applied county-wide for adoption by the local municipalities. Incentive based programs that can be considered as part of the CIP program can involve:

- **grants, loans and land** under section 28 of the Planning Act, and
- **tax assistance** under section 365.1 of the Municipal Act, 2001

Financial and Resource Implications

There are no funds anticipated for the development of the CIP program. Staff from Planning and Economic Development has included this initiative in 2018 work plans.

Recommendations regarding funding of the CIP will be presented for consideration following a further report to Council and could be considered as part of the 2019 budget.

Relevant Consultation

- Internal (list) – Chief Administrative Officer, Director of Finance, Planning and Economic Development staff.
- External (list) – Ministry of Municipal Affairs, Grey County Economic Development Working Group.

Appendices and Attachments

[Community Improvement Plan One Sheet, Ministry of Municipal Affairs](#)

[Elgincentives Brochure](#)