



Staff Report

Administration – Communications

Report To: COW-Finance, Admin, Fire, Legal, Community Services
Meeting Date: June 5, 2023
Report Number: FAF.23.083
Title: 2023 Local Business Association Funding
Prepared by: Tim Hendry, Manager of Communications and Economic Development

A. Recommendations

THAT Council receive Staff Report FAF.23.083, entitled “2023 Local Business Association Funding”;

AND THAT Council approves the 2023 Local Business Association funding allocation as follows:

- Thornbury Business Improvement Area: \$5,000.00
- Blue Mountain Village Association: \$5,000.00
- Blue Mountains Chamber of Commerce: \$5,000.00
- South Georgian Bay Tourism: \$5,000.00
- Clarksburg Village Association: \$5,000.00

B. Overview

This report seeks endorsement of the 2023 Local Business Association Funding program applications from the Economic Development Advisory Committee.

C. Background

The Local Business Association Funding Program was established in 2021 through staff report [FAF.21.073 “Local Business Association Initiatives Funding”](#).

Now in it’s third year, the program provides the Town’s five business associations with a maximum of \$5,000.00 each per calendar year to support various initiatives. The five business associations include the Thornbury Business Improvement Area, Clarksburg Village Association, Blue Mountain Village Association, Blue Mountains Chamber of Commerce and South Georgian Bay Tourism. As detailed in the application, funding requests can be related to an event, activity, initiative or capital item that will strengthen the Town of The Blue Mountain economy and create positive economic benefit for local businesses.

As approved through staff report FAF.21.073, the application process is administered by the Town’s Economic Development Department with endorsement from the Economic

Development Advisory Committee. Since the Economic Development Advisory Committee has not been formally re-established following the 2022 Municipal Election, this staff report is being provided directly to Committee of the Whole to expedite the distribution of the funds for 2023. In future years, the application process will return to normal with a report being presented to the Economic Development Advisory Committee for endorsement, followed by a formal Committee report to Council seeking approval.

D. Analysis

Details regarding the applications received and the amount requested are detailed in the chart below:

Business Association	Description of Request	Amount Requested
Thornbury Business Improvement Area	Funding will be used to increase the activation of the Bruce Street Parkette through a new “ARTS in the PARKETTE” initiative to support local events in the community. For 2023 the Thornbury BIA is planning Canada Day, Harvest Festival weekend, and Olde Fashioned Christmas events, all of which will be greatly enhanced by arts entertainment including local musicians, performers and artists.	\$5,000
Blue Mountain Village Association	Funding will be used to promote the Apple Pie Trail through a variety of initiatives including brochure distribution, digital advertising and international familiarization trips. The Apple Pie Trail is an award winning program that aims to support agriculture and agri-tourism, businesses on the trail, area lodging and regional tourism.	\$5,000
Blue Mountains Chamber of Commerce	Funding will be used to host professional development events for The Blue Mountains business community. The events will focus on networking and continuous learning opportunities with guest speakers from various fields providing information and advice that is relevant to local small business owners and not-for-profit leaders.	\$5,000

Business Association	Description of Request	Amount Requested
South Georgian Bay Tourism	Funding will be used to support tourism product marketing for tourism operators in The Blue Mountains through the creation of specific theme or activity-based itineraries, and curating content that will promote and leverage key regional assets and opportunities.	\$5,000
Clarksburg Village Association	Funding will be used to support the purchase of seasonal decore and to support enhanced marketing for community events and members. The funding will also be used to purchase sidewalk a-frame signs to promote community events and to hire entertainment to enhance Artsburg Day, Night Market and the Merry Market.	\$5,000

E. Strategic Priorities

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

No environmental impacts are anticipated as a result of this report.

G. Financial Impacts

The \$25,000 associated with the 2023 Local Business Association funding program was included in the 2023 approved budget.

Upon formal approval by Council, the distribution of funds will be administered by the Finance Department.

H. In Consultation With

Shawn Everitt, Chief Administrative Officer

Ruth Price, Director of Finance and IT Services

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, Manager of Communications & Economic Development communications@thebluemountains.ca .

J. Attached

None

Respectfully submitted,

Tim Hendry
Manager of Communications & Economic Development

For more information, please contact:
Tim Hendry, Manager of Communications & Economic Development
communications@thebluemountains.ca
519-599-3131 extension 282

Report Approval Details

Document Title:	FAF.23.083 2023 Local Business Association Funding.docx
Attachments:	
Final Approval Date:	May 8, 2023

This report and all of its attachments were approved and signed as outlined below:

Shawn Everitt - May 8, 2023 - 8:47 AM