

Strategic Priorities

Support Local Businesses

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Supporting local businesses is vital to maintaining the vibrant downtown areas throughout South Bruce Peninsula. It has the added benefit of supporting the Town's strong seasonal tourism industry and also contributing to the year-round lifestyle of full-time residents in the area.

Increase Small Business Supports

- **Continue business visits** which can be coordinated and executed in partnership with Bruce County Economic Development.
- **Encourage businesses to apply for funding** to support business development, façade improvements, hiring and retraining or other programs which may be offered at the regional, provincial or federal level.
- **Educate small and medium-sized enterprises** by advising them on the various programs and/or courses that focus on the financial, social media, ecommerce, advertising, human resource and other aspects of running a business.

Accelerate Covid-19 Business Recovery

- **Develop, launch and coordinate a marketing campaign** which promotes the reopening of businesses and highlights key products and/or services.
- **Create a talent attraction campaign** in partnership with Bruce County Economic Development as presented in the Bruce County Workforce Development & Attraction 2021-2025 Strategy.



Stimulate Residential Growth

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A strong residential base increases the available local labour force, which supports the hiring needs of local businesses, while also increasing the attractiveness to prospective businesses that are evaluating relocation or expansion locations and dependent on having access to a local labour force.

Attract Permanent Residents and Self-Employed Professionals

- **Develop, launch and coordinate a marketing campaign to attract permanent residents** to South Bruce Peninsula through the promotion of new subdivisions, a focus on lifestyle, and work from home opportunities.
- **Continue to support resident services** and act as a resource/liaison in supporting resident relocation to South Bruce Peninsula.

Increase and Diversify Housing Options

- **Ensure that regulation and infrastructure are in place to support various housing development options** by working in partnership with Town and Bruce County Planning Departments and follow the official plan update process located within the "Plan the Bruce – Homes Discussion Paper".
- **Convey the importance of constructing varying housing options to residential developers** (such as subdivision, multi-residential units, affordable housing, retirement communities, etc.).
- **Attract one/multiple residential developers** to accelerate residential development.



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• Increase Tourism Development

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As an area most notably known for its tourism assets and experiences, South Bruce Peninsula should continue to increase its local tourism development. This is a necessary step in further diversifying the number of experiences during the height of the summer season, but also to increase the number and types of tourism experiences during the shoulder and off-season.

Support the Influx of Tourism to the Area

- **Increase communication of tourism options to the general public** to develop and post various tourism options and experiences on municipal/regional websites, through various social media channels, e-newsletters or by other appropriate means.
- **Support tourism promotion with 50% of net revenues derived from the Municipal Accommodation Tax.**
- **Encourage utilization of the 'Explore the Bruce' online events calendar** to ensure that all events and other community/tourism planned activities are housed and accessed from a centralized location.
- **Explore opportunities to partner with tour operators to develop shuttle service to multiple destinations with a "Park & Visit" theme** as a way to reduce vehicle congestion and limited parking at/near population tourism destinations.
- **Attract a day tripper transit/tour operator** on weekends to Sauble Beach, Warton, Tobermory and/or other tourism destinations in the broader region.

Increase Number of Tourist Amenities

- **Pursue marketing and promotion efforts to attract 1-2 boutique and/or chain hotels** to keep tourists in South Bruce Peninsula as long as possible. Additional overnight accommodations will also help attract multi-day sports tournaments.
- **Ensure tourism satisfaction** inclusive of sanitary facilities, cleaning crews, EV charging stations, wayfinding signage, etc. by collecting feedback from tourists on their experience(s) in South Bruce Peninsula and relaying pertinent information to the appropriate municipal departments for attention.

Increase Shoulder and Off-Season Tourism

- **Develop a strategy to keep local businesses open and attract tourists during the shoulder/off-season periods** by educating and enticing tourists about the many other experiences which are offered during the should/off-season and the benefits of a more intimate experience.
- **Attract and/or support growth/diversification of existing businesses to help further develop shoulder/off-season tourism destinations** by exploring opportunities with business owners during the Town's Annual Business Visits and beyond.
- **Increase efforts to attract festival and event operators to South Bruce Peninsula**, including experiences for seniors by promoting the existing assets, infrastructure and amenities to festival and event operators.
- **Continue to explore opportunities for Sports Tourism at the Community Hub** by developing a marketing and outreach campaign to attract various single-day sports tournaments and/or events to the Hub while also continuing to promote other well-established events.

Expand the Tourism Experience Through Enhanced Placemaking

- **Develop a multi-language app** to help tourists navigate the town and points of interest.
- **Attract a tour operator to expand waterfront activities** including at the Warton Marina.



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Increase the Number of Year-Round Food and Beverage Businesses

- **Grow the number of permanent residents** by developing and launching a marketing campaign to attract permanent residents to South Bruce Peninsula.
- **Attract a brand name chain restaurant** as an additional way to meet the dining expectations and experiences of local residents and tourists who frequent the area.

Increase Commercial Development

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To support the year-round residents of South Bruce Peninsula and the many tourists who frequent the area, a focus on increasing the number and types of commercial development activity is an essential step which contributes to attracting more year-round residents, will lead to further local job creation, will increase local tax revenues and will become a catalyst for reinvigorating the downtown areas of Wiarton and Sauble Beach.

Increase Entrepreneurship and Self-Employed Based Businesses

- **Ensure regulatory measures are in place to allow self-employed individuals to work from their place of residence.** Not only is this in response to the recent work adjustments and preferences by many employed individuals as a result of the COVID-19 pandemic, but this type of amendment to local regulations would allow the Town to target individuals and entrepreneurs who are looking for increased flexibility in a work-from-home setting.
- **Develop and implement a marketing campaign which targets specific entrepreneurs needed in South Bruce Peninsula.**
- **Promote the Bruce County 'Summer Company Program'** which provides training, mentorship, and grant funding for youth/young professions to run their own company. Also verify how Bruce County Economic Development could support this activity.

Grow the Retail Mix Throughout South Bruce Peninsula

- **Expand the outreach and resources needed by South Bruce Peninsula to support business investment attraction** by leveraging Bruce County's approved Marketing and Communications Plan and Business to Bruce program. Also verify how Bruce County Economic Development could support this activity.
- **Increase efforts on attracting year-round business retailers, service providers and/or experience operators to South Bruce Peninsula** with a specific focus on food and beverage businesses.
- **Ensure regulatory measures are in place to allow for retail use.** This will increase the attractiveness of South Bruce Peninsula for local and/or prospective business investors seeking to identify a strategic location to establish a bricks and mortar location.
- **Pursue Investment Attraction** to identify missing products and/or services not currently offered in South Bruce Peninsula.

Tie Infrastructure Development to Future Business Growth Requirements

- **Continue to work with the Southwestern Integrated Fibre Technology (SWIFT) regional broadband expansion project,** initiated by the Western Ontario Wardens' Caucus and delivered in partnership with member municipalities and the government of Ontario and Canada to expedite broadband development into and throughout the priority areas of South Bruce Peninsula.
- **Following completion of the South Bruce Peninsula Water Capacity Study,** continue to evaluate servicing requirements to meet future growth needs.

