



Support the Bruce: Business Sustainability Fund

Appendix A: Bruce County Economic Task Force Overview

Problem Statement

Recovery from emergencies typically sees the creation of Recovery Committees tasked with looking at all elements of Recovery from Human Needs to Finance and Infrastructure. It is apparent that there will be economic impacts to individuals/communities/businesses as a result of COVID-19. At this time the County as a region should begin thinking about what individuals/communities/businesses will need to not only recover from the pandemic, but to stabilize while it is ongoing.

Therefore, the County of Bruce will be striking the *Bruce County Economic Task Force* to address the economic impact of the COVID-19 pandemic on our business community.

Background

In contemplating a *Bruce County Economic Task Force* there are a number of considerations that will need to guide any actions of the group:

- 1. Phase of Efforts:** three phases of efforts as outlined that will need to be considered by the Task Force:
 - Stabilize Phase (ST)
 - Rebuilding Phase (MT)
 - Growth Phase (LT)
- 2. Core Economic Sectors:** the work of the group should focus on our three core sectors of the Bruce economy:
 - Small Business (including Tourism / Service / Retail)
 - Agriculture
 - Energy
- 3. Stakeholder Audiences:** there are three audiences that should be considered to be engaged in any of the work of the Task Force
 - Small Business Community (including individuals / employees)
 - Local Stakeholder Coordination (i.e. municipalities, Chambers, BIA's, etc)
 - Advocacy Stakeholder Coordination (how to elevate local issues to regional, province or federal stakeholders to address)

There is no set recovery program that is available for use; rather an environmental scan may be all that is possible to start with a focus on what tools the County and its partners have at their collective disposal while elevating local issues to appropriate counterparts.



Task Force Details

The Task Force is made up of Bruce County's Economic Development staff with a focus on local Business Stakeholders impacted by COVID-19, representative of the geography of Bruce County. Resources / Committee Support to the Task Force come from various organizations as outlined below; as well as local municipal Economic Development professionals, CAO's, Clerks, and Treasurers to support the implementation of various recommendations.

The Bruce County Economic Task Force's immediate priorities are to:

- Undertake an Environmental Scan of all that is possible to support the business community.
- Advocate for the urgent needs of our business community to local, regional, Provincial and Federal Governments.
- Investigate business supports that can be implemented by various levels of government, implementing those tools at our collective disposal.
- Provide resources and information about business supports available from various levels of government.
- Work with other levels of government and stakeholders to develop and implement support programming for business owners, affected employees, and their families, who are experiencing financial impacts as a result of COVID-19.
- Provide direct support to help guide small businesses through the process of accessing emergency financial assistance and programming from all levels of government.
- Work with local BIA's and Chambers to collectively promote small businesses that are still open, including local food and agri-businesses.

Task Force Membership

In contemplating membership to the Task Force, it is important to note that the core membership will be held by those directly impacted by COVID-19 and those that work in an Economic Development capacity. Additional resources will be considered in order to support the implementation of the recommendations of the Task Force.



Bruce County Economic Task Force Membership List

The Economic Task Force is made up of 32 members from various organizations and industries:

ROLE / FUNCTION	COMMITTEE MEMBER NAME AND ORGANIZATION
Chair	Kara Van Myall, Director, Planning & Development, Bruce County
Deputy Chair	Jill Roote, Manager, Economic Development, Bruce County
Member, Tourism	Ashley Salen, Blue Heron Cruise Lines, Northern Bruce Peninsula Graham Thomas, Eco-adventures, Northern Bruce Peninsula
Member, Retail	Dave Rudell, Southampton Olive Oil Company, Saugeen Shores Darryl Perry, Penetangear, Kincardine
Member, Professional Services	Wendy Liddle, RAGBOS Director (Real Estate), Arran Elderslie Dr. Laura Barfoot, Chiropractor, Saugeen Shores
Member, Food and Accommodation	Steve Harris, Restaurante Rosina, Saugeen Shores Andrew Windsor, Best Western, Walkerton
Member, Agriculture	Adam Ireland, Business Association, South Bruce John Rodgers, President, BCFA, Northern Bruce Peninsula
Member, Manufacturing	Andy Dunlop, Kaumagraph International, Saugeen Shores John Larsen, Larsen and Shaw Limited, Brockton
Member, Nuclear	David Abbott, Bruce Power Alison Fernandes, OCNI
Member, Political Representatives	Mitch Twolan, Warden, Bruce County Steve Hammel, Mayor, Arran Elderslie



ROLE / FUNCTION	COMMITTEE SUPPORT MEMBER NAME AND ORGANIZATION
Local Economic Development Organization	Regional Economic Development Group, Lead Manpreet Sangha, Bruce County
Museum and Culture	Cathy McGirr, Director, Bruce County
Finance, Local Treasurer	Edward Henley, Director, Treasurer Rep, Bruce County
Local CAO	Sonya Watson, CAO Representative, Brockton
Local Clerk	Emily Dance, Clerk Representative, Huron Kinloss
Local Business Improvement Area	Rick Clarke, BIA Representative, Kincardine
Local Chamber	Kimberley Inniss-Petersen, Chamber Representative, Saugeen Shores
Community Futures Development Corporation	Barb Fisher, Bruce Community Futures Rose Austin, Saugeen Community Futures
Ministry of Economic Development	Steve Smith, Regional Advisor
Ministry of Tourism	Christine Anderson, Regional Advisor
Ontario Ministry of Agriculture and Food	Cheryl Brine, Regional Advisor
Regional Tourism Organization 7	Bill Sullivan, Chief Executive Officer
Four County Labour Market Planning Board	Gemma Mendez-Smith, FCLMPB