



Municipality of Huron East
Economic Development Committee Agenda
Monday, November 25, 2024 at 9:00 A.M.
Municipal Office
72 Main Street South, Seaforth, ON

- 1. Call to Order & Adopt Agenda**
- 2. Declaration of Pecuniary Interest**
- 3. Minutes of Previous Meeting**

Committee members reviewed the Minutes via e-mail and Council approved the Minutes on October 1, 2024.

- 3.1 Regular Meeting – September 10, 2024**

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- 4 Correspondence**
- 5. Economic Development Officer's Report**

- 5.1 Economic Development Strategic Plan November 2024 Update**

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- 5.2 My Main Street Project Update**

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- 5.3 Final Huron East Community Brand**

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- 5.4 Wayfinding Signage Phase 1 Update**

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- 5.5 Applications to the RTO4 2025 Partnership Program**

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- 5.6 Made Here, in Huron East Update**

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- 5.7 Huron Chamber of Commerce

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- 5.8 Community Improvement Program Project November Update

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- 5.9 Winter Edition of the Business Connection E-Newsletter

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- 6. New Business**
- 6.1 Adjournment**



Municipality of Huron East
Economic Development Committee Minutes
Tuesday, September 10, 2024 at 9:00 A.M.
Municipal Office
72 Main Street South, Seaford, ON

Members Present:

Councillor Diehl, Councillor Morrison, Councillor Steffler, Maureen Agar, Zoellyn Onn, and Kerri Ann O'Rourke

Staff Present:

Economic Development Officer Taralyn Cronin

1. Call to Order & Adopt Agenda

Councillor Diehl called the meeting to order at 9:00 a.m.

Moved by Zoellyn Onn and Seconded by Councillor Steffler

That the agenda for the meeting dated September 10, 2024 be adopted as circulated.

Carried

2. Declaration of Pecuniary Interest

Zoellyn Onn declared a pecuniary interest on item 6.1

3. Minutes of Previous Meeting

The minutes from June 26, 2024 were received for information.

4. Correspondence

None

5. Economic Development Officer's Report

5.1 Economic Development Strategic Plan September 2024 Update

T. Cronin highlighted the new initiatives and activities being led by the Economic Development department. A new initiative that is scheduled to be completed by the

end of the year is the agri-business success profiles. Action 3.2.1 in the Huron East Strategic Plan is to “invite local farmers and agri-businesses to submit examples of their innovative practices, and profile these success stories on the Municipal website and social media”. T.Cronin is currently collecting information from agri-businesses and will be launching these profiles on the Huron East website and showcasing them on social media in the upcoming month.

5.2 Labour Shortages Research Project

Councillor Steffler requested that the final research report be brought forward to Council when completed. K.A O’Rourke suggested that staff reach out to the Huron Perth Healthcare Alliance (HPHA) to see if they would be interested in participating. T.Cronin will send the project details to Laurie Roberts who is Corporate Lead, Medical Staff at HPHA.

5.3 Brussels Streetscape Improvements

T.Cronin is still finalizing the streetlight banners and the location of the mural. Suggestions were made to include baseball and a community event on the banners. Originally, the mural was to be located on the side of the Dewit Suites building; however, it may need to be placed elsewhere because of the hedge along the façade. The Committee suggested a few locations in Brussels that would work for mural including the side of Seaforth Foodland and Crawford, Mill and Davies, but agreed that the best location would be on Solace. T.Cronin will follow-up with the owner of Dewit Suites and if the mural cannot be placed there, will pursue the Solace location.

Z. Onn wondered about incorporating some of the newer elements of Brussels to the mural like the dog park and Fairy Door Trail. T. Cronin mentioned that the new Brussels logo will be added to the mural and is looking into ways to incorporate the Fairy Door Trail (perhaps the mural in the parkette).

Based on a suggestion, T.Cronin noted to label the new self-watering baskets for Brussels so that they do not get mixed up at the greenhouse.

5.4 Huron East Community Branding Progress

Received for information.

5.5 Wayfinding Signage Phase 1 Underway

5.6 Received for information. Made Here, in Huron East

All eight videos will be completed and launched by the end of the year. If there is continued interest in this initiative, there is an opportunity to extend the series into 2025 with Marketing and Promotion funds.

5.7 Community Improvement Program Project Update

Committee members were curious about the status of the other projects that are not yet complete. T.Cronin is aware of improvements currently being made at four of the properties; however, she will reach out to the other property owners within the next week to check their project's status.

5.8 Fall Edition of the Business Connection E-Newsletter

Z. Onn requested that the Brussels Business Group Calendars be added to the e-newsletter. They will be printed and ready to distribute by mid-October and will cost \$5 each.

6. New Business**6.1 Brussels Fairy Door Mural**

The Mural was discussed; however, there are limited funds left in the Economic Development Budget once budgeted projects are completed. Z. Onn withdrew her request and will secure funds privately.

Committee members discussed the desire to have some funds for projects like this in the future. T.Cronin has added \$5,000 for project expenses to the 2025 Budget for Huron East Council consideration.

6.2 Future Meeting Dates

The next Economic Development Committee meeting will be held in November. T. Cronin will circulate potential dates.

7. Adjournment

Moved by Kerri Ann O'Rourke and Seconded by Councillor Steffler

The time now being 10:45 a.m. That the regular meeting do adjourn.

Carried

Diane Diehl, Chair

Taralyn Cronin, Secretary

Huron East Administration

To: Economic Development Committee
From: Taralyn Cronin, Economic Development Officer
Date: November 25, 2024
Subject: Economic Development Strategic Plan November 2024 Update
Attachment:

This report provides a review of the actions that the Economic Development Department is currently addressing and actions that align with the Huron East Strategic Plan.

Goal 1: Better understand what economic development entails and collectively work towards Huron East being investment ready.

- Inventory of available commercial/industrial properties updated on a continuing basis. This is an action in the Huron East Strategic Plan as well. 18 Main Street South, Seaforth was recently leased to Remax Realty. 86713 Maple Keys has been added to the inventory.
- Eight Community Improvement Program projects have been completed (out of eleven projects). The completed projects are being featured on the Municipal social media channels.
- Consumer Needs/Wants Survey (identifying product/service gaps in our communities) is live on our community engagement website.

Goal 2: Effectively build positive relationships through productive communication and engaged collaboration with the business community and various levels of government.

- Cinnamon Toast, the media company working on our community branding initiative, will be wrapping up the project the first week of December. They have completed the Brand Guide and are working on brand templates.
- O'Brien Signs are in the process of fabricating the municipal and community entrance signs. A few signs may be able to get installed this year (weather dependant); however, the majority will go up in spring 2025.
- A press release went out last week announcing our My Main Street funding for Brussels. The mural will be installed the week of November 25th and the street

furniture is expected to arrive that week as well. This addresses the action of “working with community partners to take actions to improve and beautify downtown areas” in the Huron East Strategic Plan.

- Two agri-business success stories have been posted to the Huron East website. Two more stories will be added in December. Staff hope to collect more stories in the new year and share these on social media. This addresses Action 3.2.1 in the Huron East Strategic Plan: “invite local farmers and agri-businesses to submit examples of their innovative practices, and profile these success stories on the Municipal website and social media”.

Goal 3: Build a Huron East business retention program that supports local business.

- Continuous visitation of businesses
- Municipal Business Directory up-to date. A big welcome to Josie Bee Ink in Brussels and Remax Realty in Seaforth.
- Winter 2024 edition of the Huron East Business Connection e-newsletter scheduled to go out at the beginning of December.
- Draft Vacant Building Bylaw currently being reviewed by municipal staff
- Phase 1 of the wayfinding signage project nearing completion (in conjunction with the Huron East branding project)
- Filming is complete for the Made Here, in Huron East video series. The first two videos have been released. Six other videos are currently in the editing phase.
- Participation in the Addressing Labour Shortages in Rural Areas project (final report expected soon).

Huron East Administration

To: Economic Development Committee
From: Taralyn Cronin, Economic Development Officer
Date: November 25, 2024
Subject: My Main Street Project Update

A press release went out on November 15th announcing the funding received through My Main Street for downtown Brussels! The mural is expected to be installed the week of November 25th and staff are expecting the street furniture that week as well. Staff were able to order new Canadian flags with the funding. These flags will fit the current banner brackets and eliminate the need for an additional pole bracket. Pictures of the elements that have been ordered (and installed in some cases) are shown below.

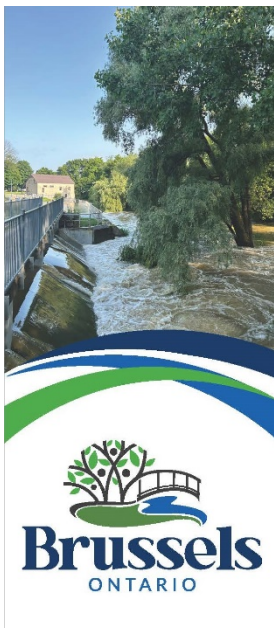
Street Furniture



Trees, Planters and Baskets



Banners



Mural



Parkette lighting



Huron East
Administration

To: Economic Development Committee
From: Taralyn Cronin, Economic Development Officer
Date: November 25, 2024
Subject: Final Huron East Community Brand
Attachment: Huron East Brand Guide

Staff are thrilled that the new Huron East brand was adopted by Council on November 5, 2024. The Brand Guide is attached. Cinnamon Toast is currently developing some templates for staff that will help them implement the brand. The brand is expected to have a gradual roll-out. Moving forward, any new communications will feature the new brand (press releases, social media, newsletters, etc.). Changes to the Huron East website are expected early in the new year.



MUNICIPALITY OF

**Huron
East**

Brand Guide

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Introduction

Hello!

Throughout our future, it's likely that many creative individuals will mobilize elements of our brand, making it vulnerable to adaptation and interpretation.

To prevent this from happening, the following brand framework and visual system has been outlined to keep our brand experience alive and well — wherever it shows up.



The Brand Framework

What is a brand framework?

Put simply, our framework is the 'North Star' of our brand: it defines what our brand stands for, and guides the development of all touchpoints within the market to ensure they are, without compromise, building our brand experience.

Why does it matter?

Without our brand framework, we're unable to achieve brand comprehension, consistency, and recognition within the market. Marketing activities can become diluted or disjointed and cannot contribute to the distinct and identifiable brand experience we're intent on building together.



Brand Story

Huron East's identity is deeply sown in agricultural heritage, where rolling crop fields and historic buildings reflect the dedication and care of past generations.

With a strong sense of togetherness, residents celebrate the shared values of warmth and community that define the area. Huron East is not only a municipality where connections thrive and opportunities flourish, but an inviting space to sow your roots.

Huron East's historic charm adds to its unique appeal. The Brussels Dam, a testament to local ingenuity, proudly reflects the area's resourcefulness, while Seaforth's train tracks have long been vital arteries for trade and connection. Vanastra's Royal Canadian Air Force station — once a top-secret military base — marks an intriguing chapter in Huron East's historical narrative.

As the community evolves, it embraces growth opportunities while maintaining its small-town allure. Positioned close to large urban centres like London and Kitchener-Waterloo, Huron East is poised for development. With a focus on enhancing local infrastructure and promoting its scenic beauty, Huron East offers opportunities to connect, celebrate, and cultivate a bountiful life.



Brand Promise

To offer a warm and welcoming environment where roots run deep, residents feel firmly planted in their community, and visitors and investors alike can enjoy the bounty of opportunities that consistently crop up.



Voice & Tone

Huron East's tone of voice is:

Welcoming, authentic, confident, and optimistic.

In Huron East, connection is the heartbeat of our community, and we celebrate it at every opportunity. We see potential everywhere, whether in a blossoming business, a new neighbour, or a moment shared at a local event. We don't just talk about progress — we're

planting the seeds for it, one step forward at a time. We remain grounded in the values of warmth and positivity that have shaped us, and every story we share reflects who we are — a welcoming, homegrown community.



Plant Seeds of Connection.

With a welcoming and warm tone, be straightforward but relaxed. Speak to audience members with a sense of familiarity, weeding out jargon or overly formal language. Avoid complex sentences or ideas that might confuse or alienate individuals seeking connection and belonging. Write conversationally, including contractions, to keep writing approachable and casual (ex., you're, we're, etc.).

Tend to Huron East's Authenticity.

Use language and messaging that reflects Huron East's true character, maintaining a tone of voice that is genuine and "real." Avoid acronyms, or "insider language" that might scare away people interested in unearthing the identity of Huron East.

Grow Confidence in Huron East's Message.

Keep language clear and to the point, skipping filler to grow strong and confident messaging. Use direct, assertive language like "We believe," "We're committed to," or "This will lead to" to ensure Huron East's messaging conveys strength and poise.

Enrich Communications with Positivity.

Use words that inspire hope and positivity. Some examples include: inspire, empower, opportunity, potential, together, community, and grow. Frame challenges as opportunities for growth and, where possible, use anecdotes or stories that uplift those reading them.



Tagline & Rationale

Huron East's tagline is versatile and can be used across various platforms, including social media, advertising content, or any other place where short, punchy copy would be effective in making an impact.

Fields of Opportunity

This tagline evokes Huron East's scenic rural landscape while emphasizing the municipality as a space poised for growth and development. With opportunities for enrichment, fulfillment, connection, and personal growth, Huron East is a community offering something for everyone. Whether here for a short stay or a lifetime, Huron East has a supportive environment to cultivate the best version of life.



Key Messages & Calls-to-Action

Key Messages

To the right is a series of key messages created to guide the development of marketing and advertising pieces.

Huron East is more than a location; it's a space where residents, visitors, business owners, and investors are welcome to connect with beautiful landscapes, rich heritage, and one another.

- **Huron East is a small town offering a comfortable lifestyle** — With affordable living and convenient access to larger urban centres, residents find a perfect balance between rural charm and modern amenities.
- **We're a thriving municipality that embraces growth** — Huron East embraces growth while staying true to its roots, showcasing the potential for investment and development in agriculture and services.
- **This is a true multi-generational community** — In Huron East, residents find a home they can grow in and with. Residents move through life's milestones surrounded by a supportive community and all the opportunities needed to succeed.
- **Community and hospitality await you in Huron East** — Huron East is an inclusive community welcoming everyone. With a strong sense of togetherness and community spirit, it is an ideal place to visit or settle down.



Calls to Action

General

- Cultivate your community
- Cultivate care in Huron East
- Get involved in Huron East
- Celebrate local heritage
- Cultivate joy in Huron East
- Harvest joy in Huron East

Resident Attraction

- Sow your roots in Huron East
- Nurture your roots in Huron East
- Grow together in Huron East
- Honour your roots
- Join our community
- Find your community
- Cultivate your future in Huron East
- Discover homegrown living
- Enrich your life in Huron East
- Find your home in Huron East
- Find your place in Huron East
- Plant yourself in Huron East
- Ground yourself in Huron East
- Grow with us in Huron East
- Grow your future in Huron East
- Reap the benefits of rural living



Economic Development

- Invest in a thriving future
- Invest in Huron East
- Grow your business in Huron East
- Join our business community
- Unearth opportunities in Huron East
- Harvest opportunities in Huron East
- Support local business

Tourism

- Connect, explore, and unwind
- Discover homegrown joys in Huron East
- Discover Huron East's bounty
- Explore Huron East
- Enjoy hand-picked experiences in Huron East
- Experience breathtaking landscapes
- Connect with nature in Huron East
- Connect with heritage & history
- Embrace history in Huron East
- Find a slower pace in Huron East
- Embrace a slower pace

Employee Attraction

- Grow your skills in Huron East
- Cultivate your career in Huron East
- Grow with purpose in Huron East
- Discover your path in Huron East
- Lead with passion in Huron East
- Grow your potential in Huron East
- Work in a welcoming community
- Help shape the future of Huron East



The Visual System

Logo

Encapsulating Huron East's identity in a warm and welcoming scene, our logo tells the story of a connected, homegrown community.



The interweaving lines found throughout the design speak to the strong ties that root residents to their community, while depictions of natural elements, like the sun and tree, evoke the scenic beauty of surrounding areas. A playful green and blue colour palette suggests liveliness and vitality, while the earthy brown and yellow provide a grounding effect.

The growing crops at the centre of the design pay homage to Huron East's agricultural heritage, highlighting a part of our history and identity that continues to thrive today. A bell tower stands proudly above the scene, drawing inspiration from the historic buildings in Seaforth's downtown. Towards the bottom of the design, a representation of the flowing Maitland River communicates fluidity and adaptability, framing Huron East as a community welcoming growth and development.



Variations

Our logo includes several variations to lend flexibility to applications:

01 Primary

02 Primary Extended

03 Secondary

04 Symbol

Each of these logo options is available in full colour, black, or white.



Primary Extended



Secondary



Symbol





Limitations

We always advocate for the pushing of limits – except when it comes to our logo.

Space to Breathe

In order to maintain the visual integrity of our logo, it needs space to breathe. This space can be represented by the shape and size of the logo's sun symbol. The logo should always be surrounded by a space that could fit at least one sun, meaning no other visual element (other logos, text, etc.) should fall within this space.





Sizing

Our logo should never appear smaller than specified.

Note: Inches apply to print; pixel dimensions are for digital use.



1" • 72px



1.7" • 123px



0.9" • 70px



0.3" • 22px

Logo Don'ts

- Please don't use new fonts
- Please don't give it a makeover
- Please don't flip it upside down or position it diagonally
- Please don't squish or stretch it
- Please don't leave it somewhere congested
- Please don't use the coloured logo on a coloured background without enough contrast





Ciel

#CBDEDB

RGB 203 · 222 · 222

CMYK 20 · 5 · 10 · 0

Pantone 7541 C

Harvest

#CEAD59

RGB 206 · 173 · 89

CMYK 21 · 29 · 77 · 0

Pantone 7407 C

Rouge

#932F27

RGB 147 · 47 · 39

CMYK 27 · 91 · 91 · 26

Pantone 484 C

Terracotta

#994F3C

RGB 153 · 79 · 60

CMYK 29 · 4 · 78 · 21

Pantone 7587 C

Winter Wheat

#4D6F47

RGB 77 · 111 · 71

CMYK 71 · 36 · 82 · 23

Pantone 7743 C

Sprout

#808F44

RGB 128 · 143 · 68

CMYK 53 · 30 · 91 · 9

Pantone 7491 C

Riverside

#024A45

RGB 2 · 74 · 69

CMYK 91 · 49 · 65 · 43

Pantone 3302 C

Colour Palette

A carefully chosen set of colours has been established for our brand, and will help our audiences recognize it.

Note: As the logo was created in CMYK, the suggested Pantone colours may not achieve a precise, 100% match. They have been chosen to resemble the CMYK colours as closely as possible.



Typography

Strong typography enhances the character of our brand and establishes a hierarchy of importance for information to be received by our audiences.

System Font Substitute

When the brand fonts are unavailable and fonts are limited to what is already installed on a device, **Arial** is the recommended system font.

It can be used for items such as PowerPoint presentations and Word documents.

Aa Bb Cc

Brand Fonts

Aa Bb Cc

Plus Jakarta Sans

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Aa Bb Cc

Roboto Slab

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**



Heading 1

Roboto Slab – Bold

Point Size = 2.5× Base Size

Leading = 1.3× Point Size

Heading 2

Plus Jakarta Sans – ExtraBold

Point Size = 1.7× Base Size

Leading = 1.4× Point Size

Introductory Copy

Roboto Slab – Bold

Point Size = 1.7× Base Size

Leading = 1.4× Point Size

Heading Three

Plus Jakarta Sans – ExtraBold

Point Size = 1.3× Base Size

Leading = 1.4× Point Size

Heading Four

Roboto Slab – Bold

Point Size = 1.2× Base Size

Leading = 1.4× Point Size

Body Copy

Plus Jakarta Sans – Regular

Point Size = Base Size

Leading = 1.6× Point Size

Heading One Lorem Ipsum Dolor Sit

Heading Two Lorem Ipsum

Introductory copy. Faut aut facilla boreni quis voluptio.

Body copy. Faut aut facilla boreni quis voluptio ditaspe dolut aut imet aut eum sitati santem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Heading Three Lorem Ipsum Dolor Sit

Body copy. Faut aut facilla boreni quis voluptio ditaspe dolut aut imet aut eum sitati santem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Heading Four Lorem Ipsum Dolor Sit

- Body copy. Faut aut facilla boreni quis voluptio ditaspe
- Lorem ipsum dolor sit amet, adipiscing elit nunc.



Photography & Videography

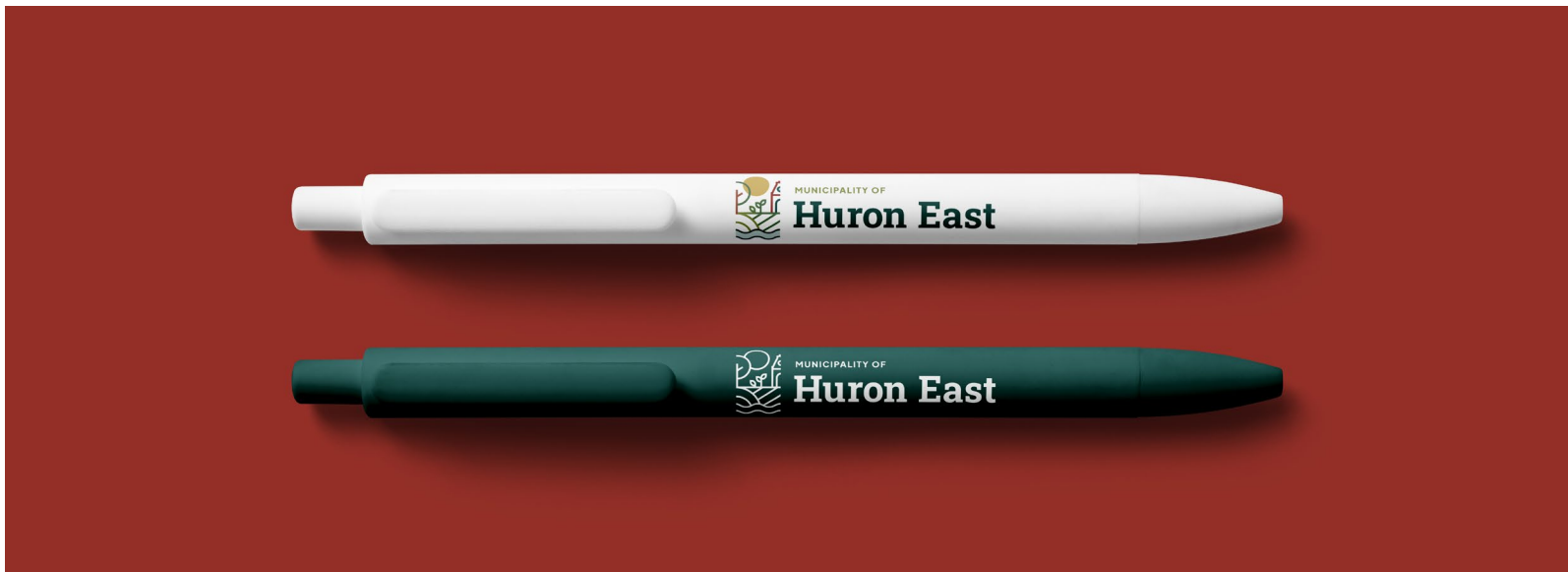
Photography plays a major role in how our audience members experience our brand. To ensure imagery is authentic to who we are (and what we stand for), we focus on lifestyle and scenery, showcasing residents and tourists enjoying Huron East's beautiful surroundings, the tranquility of everyday life, and meaningful community connections. Warmth and exciting uses of lighting is welcomed, while cool, overly posed imagery is discouraged.





Application Samples















Conclusion

This guidelines document outlines the framework required to ensure our brand is used consistently and appropriately across all print and digital media channels.

Huron East Administration

To: Economic Development Committee
From: Taralyn Cronin, Economic Development Officer
Date: November 25, 2024
Subject: Wayfinding Signage Phase 1 Update

O'Brien Signs has finished making the aluminium frames for the wayfinding signs and were waiting for the new Huron East logo to finish the sign panels. All of the municipal and community entrance signs will be fabricated by the end of this year. The Huron East public works staff will be installing the signs.

Proofs of the two types of signs are shown below. The municipal entrance signs are two-sided and the community entrance signs are single-sided.



Huron East
Administration

To: Economic Development Committee
From: Taralyn Cronin, Economic Development Officer
Date: November 25, 2024
Subject: Applications to the RTO4 2025 Partnership Program

The Regional Tourism Organization (RTO) 4 is currently accepting applications to its' 2025 Partnership Program. Applications are due November 30, 2024. There are six streams this year:

- Curated Storytelling
- Influencer Storytelling
- Get Certified!
- Destination-Level Signage and Wayfinding
- Curious and Captivating Placemaking
- Meet the Expert

The Municipality of Huron East is applying for phase 2 of their Wayfinding Signage Program. Phase 2 includes directional signage for Brussels, Seaforth and Vanastra. Depending on available funds, staff may be able to order signage for parks and trails as well.

The Seaforth Homecoming Committee and Seaforth BIA have expressed interested in creating a space to use for photo opportunities during the 2025 Homecoming. There is the opportunity for the Seaforth Homecoming Committee, Seaforth BIA and the Municipality to partner on an application to the "Curious and Captivating Placemaking" stream for some type of initiative. The minimum request is \$5,000 and requires at least a 50% match. If the Economic Development Committee supports this endeavor, staff will work with the other parties involved to complete the application form.

Huron East
Administration

To: Economic Development Committee
From: Taralyn Cronin, Economic Development Officer
Date: November 25, 2024
Subject: Made Here in Huron East Update

The first two episodes of the Made Here in Huron East video series have been released. The first video features Walton Equipment Rentals and the second video features Backwoods Timber Creations. Both videos have received over 360 views on the Huron East You Tube channel and staff have received great feedback from viewers.

The third episode is expected to be released during the week of November 25th and will feature Everspring Farms Ltd. Once we have a few more episodes on You Tube, staff will be doing a more aggressive marketing campaign, specifically targeting youth interested in a career in the manufacturing industry. This initiative received funding from Huron County's SLED Program. The final report for the grant program will be submitted by November 29th.

Huron East
Administration

To: Economic Development Committee
From: Taralyn Cronin, Economic Development Officer
Date: November 25, 2024
Subject: Huron Chamber of Commerce

The Huron East Chamber of Commerce folded in September. Any leftover funds were donated to local community groups and initiatives, such as the Huron Perth United Way, Seaforth Foodbank and Huron County Food Distribution Centre. The Huron Chamber of Commerce extended their boundaries to include communities, like Huron East that are without a Chamber.

The Executive Director of the Huron Chamber of Commerce, Colin Carmichael, is looking forward to expanding their activities and addressing the needs of businesses in Huron East. He has set-up a meeting with Huron East staff the week of November 25th to discuss possible future events and activities in Huron East and will be doing more community outreach over the next few months.

Huron East Administration

To: Economic Development Committee
From: Taralyn Cronin, Economic Development Officer
Date: November 25, 2024
Subject: Community Improvement Program November Update

On July 9, 2024, Huron East Council approved the following projects for Community Improvement Program funding:

Program	Property Address	Grant Amount	Description	Status
Façade	15 Main St. S. Seaforth	\$2,000.00	Re-paint façade	Complete
Façade	51 Main St. S. Seaforth	\$1,000.00	Re-paint façade	Complete
Façade	533 Turnberry St. Brussels	\$2,500.00	Addition of awning to façade	Complete
Façade	58 Main St. S. Seaforth	\$2,000.00	General improvements (windows, brick, etc.)	Complete
Signage	15 Main St. S. Seaforth	\$450.00	New fascia sign and window decal	Complete
Signage	9 Main St. S. Seaforth	\$350.00	New blade sign	
Signage	428 Turnberry St. Brussels	\$200.00	New fascia sign	
Agri-Business Innovation	42777 Walton Rd. Walton	\$2,000.00	New concrete pad for bunker to store mulch, soil, compost, etc.	Complete
Agri-Business Innovation	82224 Hensall Rd. Walton	\$2,000.00	Renovations to honey room to welcome visitors	Complete
Vacant and Underutilized Properties	27 Crombie St. Seaforth	\$5,000.00	Renovations to vacant industrial building	

Vacant and Underutilized Properties	19-27 Main St. S Seaforth	\$2,500.00	Renovations to vacant commercial building	Complete
	Total Funding:	\$20,000.00		

To date, as indicated in the above table, eight projects have been completed. These projects have been featured on social media. To date, over \$67,000 have been invested in our community through these projects. The property owner at 27 Crombie Street has been granted an extension on their project until March 31, 2025.

Huron East

Administration

To: Economic Development Committee

From: Taralyn Cronin, Economic Development Officer

Date: November 25, 2024

Subject: Winter 2024 Edition of the Business Connection E-Newsletter

The 2024 winter edition of the Business Connection will go out at the beginning of December. Below is a list of topics that will be included. Committee members are encouraged to share any other items that they feel are important to include.

E-Newsletter Items:

- Addressing Labour Shortages in Rural Areas project (hopefully the final report will be ready soon)
- Brussels Streetscape Improvements
- Community Improvement Program Completed Projects
- Launch of new Huron East brand
- Welcome Huron Chamber of Commerce
- Update on Wayfinding Signage
- Launch of the Made Here in Huron East video series
- upcoming workshops, webinars and events
- a welcome to new businesses in Huron East (Josie Bee Ink and Remax Realty)
- Seaforth Homecoming Podcast/Event plans
- business supports
- upcoming events