

## Department 7 - Economic Development

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### Revenue

Funding for Department 7 in 2020 will largely be derived through taxation. The budget also includes the funding from the Rural Economic Development (RED) grant to fund the Township's Trails Town project. The Township has received conditional approval of the grant subject to the execution of a funding agreement.

### Expenditures

Expenses include:

- Economic Development Coordinator position
- A portion of the Communication and Marketing Coordinator position
- Economic Development and Business Committee remuneration costs
- YLM business directory
- Economic Development, Marketing Plan and BR&E Plan implementation.
- Continuation and expansion of the Community Improvement Plan (CIP) incentive program to support private sector improvements throughout the Township for businesses.



### Physician Recruitment Incentive Program

At the beginning of this term of Council, the Physician Recruitment Incentive Program was reviewed and approved. The Policy was amended to provide grants as follows:

<u>Roster Size</u>	<u>Grant – New Practice</u>	<u>Grant – Practice Takeover</u>
1,000 or more	\$15,000	\$7,500
1,000 or less	\$ 7,500	\$3,750

\$3,750 has been allocated again in 2020 to support this program. By the end of this term of Council there will be over \$60,000 available in funding to support physician recruitment.

### Economic Development

2020 will focus on implementation of the initiatives from the 2018 Economic Development Strategy and Marketing Plan. In 2020, a cooperative local restaurant campaign will be launched in the spring. Strexer Harrop has been engaged to manage the campaign on behalf of the Township based on a similar format used in 2018 for the local food campaign. The 'local restaurant' campaign will be based on a cost sharing model with the Township committing \$1,775.00. Strexer Harrop will seek business support from local restaurants in the amount of \$2,250 to add to the Township's commitment in order to fund print ads in the Lakefield Herald as well as paid social media advertising.



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In addition, Strexer Harrop has also been supporting the EDBC's Business Attraction and Community Promotions Task Teams with the development of an 'Investment Guide'. This project began in 2019 and will carry forward into the first quarter of 2020. The remaining costs (\$2,940) plus \$500 for printing for this project have been included in the budget.

The Township has been working with regional partners (County, Townships, PKED etc...) to move forward with regional way finding initiatives. PKED has applied for Rural Economic Development (RED) funding on behalf of the regional partners. If the RED funding is approved the Township's contribution would be \$18,000. This expense was endorsed by Council as part of the 2020 Capital Program.

### Activity Update – Beyond Budget and Dollars and Cents

#### Community Improvement Plan – Incentive Program

The Township updated its Community Improvement Plan in 2018 and expanded financial incentives to be available to eligible commercial, industrial and mixed use properties throughout the Township. To support the expected increase in applications, the 2020 budget includes an additional \$6,250 from taxation to the annual contribution to the CIP program. The 2020 CIP allocation would be \$62,500. The goal is that at the end of this term of Council, the CIP annual budget allocation be \$75,000 to support financial incentives.

From 2013 to 2019, the Township has granted close to \$283,000 in financial incentives. Business investment over this time frame totals almost \$894,000.



**For every \$1.00 invested by the Township...  
businesses have invested \$3.00!**

Township of Selwyn  
Budget Worksheet  
Budget Year 2020

Department # 7	Economic Development	2017 Year End Actuals	2017 Approved Budget	2018 Year End Actuals	2018 Approved Budget	2019 Year End Actuals	2019 Approved Budget	2020 Proposed Budget
<b>Revenues:</b>								
<u>Partner Funding</u>								
01.07.3100.0001.00	Provincial Grants	31,838	35,500	10,161	11,187	0	0	29,074
01.07.3110.0002.00	Federal Grants - Other	0	0	0	0	0	0	0
01.07.3400.0100.00	Miscellaneous Receipts	0	0	2,400	0	436	2,550	0
<u>Transfers</u>								
01.07.3900.9970.00	I F T From Accumulated Revenue	10,811	10,811	6,444	6,444	24,075	24,075	80,009
01.07.3900.9980.00	I F T From Taxation	145,973	145,973	181,462	181,462	189,462	189,462	230,248
01.07.3900.9981.00	I F T from OMPF	0	0	0	0	0	0	135,840
01.07.3900.9990.00	I F T From Reserves	0	0	62,533	67,530	7,090	15,750	0
<b>Total Revenue</b>		<b>188,622</b>	<b>192,284</b>	<b>263,000</b>	<b>266,623</b>	<b>221,063</b>	<b>231,837</b>	<b>475,171</b>

**Expenses:**

Administration and Overhead

01.07.4000.9100.00	Labour	60,498	77,729	71,014	79,289	31,926	76,000	109,407
01.07.4000.9105.00	Committee Remuneration	4,453	7,300	4,241	7,440	4,326	7,590	7,730
01.07.4000.9150.00	Payroll Benefits	14,712	24,199	24,513	24,708	26,704	25,000	36,813
01.07.4000.9180.00	Mileage Expense	851	850	817	850	226	850	850
01.07.4000.9190.00	Training & Seminars	3,413	1,500	1,980	1,500	1,636	1,500	1,500
01.07.4000.9200.00	Materials	0	150	0	150	0	150	150
01.07.4000.9210.00	Printing & Forms	0	250	0	250	0	250	250
01.07.4000.9240.00	Meeting Expenses	168	500	700	500	102	500	250
01.07.4000.9250.00	Memberships	1,015	2,755	1,050	1,345	1,378	1,345	1,610
01.07.4000.9270.00	Web Site Support	1,667	3,500	3,504	4,100	1,839	4,100	6,132
01.07.4000.9280.00	Advertising	2,677	2,670	4,183	2,670	2,134	2,670	2,500
01.07.4000.9320.00	Consulting - Studies/Services	37,579	2,220	23,889	28,717	3,692	8,750	5,715

Township of Selwyn  
 Budget Worksheet  
 Budget Year 2020

<b>Department # 7</b>	<b>Economic Development</b>	2017 Year End Actuals	2017 Approved Budget	2018 Year End Actuals	2018 Approved Budget	2019 Year End Actuals	2019 Approved Budget	<b>2020 Proposed Budget</b>
<u>Special Project - PKED Wayfinding &amp; Trail Town</u>		<i>BR+E project - 2017</i>		<i>N/A - 2018</i>		<i>Marketing - 2019</i>		
01.07.4005.9180.00	Mileage	648	2,000	0	0	0	0	0
01.07.4005.9200.00	Materials	0	500	0	0	0	0	0
01.07.4005.9220.00	Postage & Delivery	2	250	0	0	0	0	0
01.07.4005.9240.00	Meeting Expenses	400	1,370	0	0	0	0	0
01.07.4005.9280.00	Advertising (PKED)	346	2,200	0	0	0	5,100	18,000
02.07.4005.9400.00	Capital - Trail Town	0	0	0	0	0	0	146,914
<u>Physician Recruitment Support</u>								
01.07.4010.9500.00	Rental Assistance	0	3,750	7,500	3,750	7,500	7,500	0
01.07.4010.9990.00	Transfer to Reserve	3,750	0	0	0	0	0	3,750
<u>Community Improvement Plan Support</u>								
01.07.4020.9245.00	CIP Grant Program	27,903	50,000	95,534	100,000	59,590	68,250	62,500
01.07.4020.9990.00	Transfer to Reserve	22,097	0	0	0	0	0	0
<u>Transfers</u>								
01.07.4900.9970.00	Transfer to Accumulated Revenue	6,444	8,591	24,075	11,354	80,009	22,282	71,100
01.07.4900.9990.00	Transfer to Reserve	0	0	0	0	0	0	0
<b>Total Expenses</b>		<b>188,622</b>	<b>192,284</b>	<b>263,000</b>	<b>266,623</b>	<b>221,063</b>	<b>231,837</b>	<b>475,171</b>
<b>Balance</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>(0)</b>	<b>(0)</b>	<b>0</b>