

Staff Report

Report From: Jenna Ujiye, Tourism and Community Development Manager

Meeting Date: April 8, 2024

Subject: 2024 County of Huron SLED (Supporting Local Economic Development) Grant

Attachment(s): 1. 2024-SLED- Program-Application (blank)

Recommendation:

That Goderich Town Council receive this report for information;

And That Council authorize staff to submit an application to enhance salt tourism initiatives for \$10,000.00 through the County of Huron SLED Program.

Report Summary:

The 2024 SLED (Supporting Local Economic Development) program funds projects that address the strategic priorities from Huron County Economic Development's 2022/25 plan including: workforce re-engagement, education/skills development, attraction, and retention projects; business district and specific sector support programs; community economic development projects, tourism initiatives; youth and newcomer programs that support encouraging a sense of belonging.

Projects are assessed by a panel of three judges made up of 2 Economic Development Board members and a Community Futures Huron Board member. Upon approval, 50% of the funding will be awarded to get projects started. The final 50% will be awarded upon submission of the final project report. A focus on local spending is encouraged wherever possible.

In 2023, Goderich Tourism was a recipient of a \$7,000.00 grant to support the inaugural Salt & Harvest Festival. The Town's 2024 submission will build on last year's Salt Tourism Experiences. The project has already been proven to create a buzz surrounding our unique salt history of the Goderich Salt Mine and the Evaporator Plant.

The grant application will include various aspects of the Salt projects including enhancing the "Salted Brand" through Salt Tastings in partnership with Taste of Huron, incorporating Boat Tours, supporting Salt related readings by various authors, and improving and growing the Salt Walk (portion of the Salt Festival that took place at the top of the Rotary Stairs down to the beach) with a more permanent Installation.

The SLED grant was announced in March and is due April 12, 2024.

Linkages:

- Corporate Strategic Plan Priority #2: Welcoming and Caring Community
- Corporate Strategic Plan Priority #3: Strong Local Economy

Financial Impacts/Source of Funding:

No financial impact associated with this report

Reviewed By: Janice Hallahan, Chief Administrative Officer

Approved By: Janice Hallahan, Chief Administrative Officer
Andrea Fisher, Director of Legislative Services/Clerk