

Norfolk County
COVID-19

ECONOMIC RECOVERY PLAN (2021-22)



BUY
Norfolk



BUILD
Norfolk



INNOVATE
Norfolk



RECOVER
Norfolk

norfolkcounty.ca

ECONOMIC RECOVERY PLAN (2021-22)

- ▶ Significant COVID-19 pandemic impacts to economy 2020+
- ▶ Task Force established mid-2020. Reps from agriculture, business, retail, arts and culture, tourism, youth, academia, manufacturing, strategy, TEDAB, AAB + staff
- ▶ Engagement w/ local business partners, Chambers/BIA's/BoT, TEDAB, AAB, etc.
- ▶ Part of County's strategic action = Economic Recovery Plan endorsed Dec. 2020
- ▶ Council strategic investment of \$250K towards the plan...leveraged to ~\$1M !
- ▶ Two-year implementation plan (2021-22): BUY, BUILD, INNOVATE, RECOVER
- ▶ Almost all new programs created. Mid-term update- Dec. 2021. Final update- now



BUY Norfolk

Actions aimed at promoting “Buy Local” and supporting local small businesses in efforts to increase sales

Action	Description	Highlights
Online Marketplace	Created a new, local e-commerce platform Shop Norfolk for local businesses to sell online in one spot with free delivery	<ul style="list-style-type: none">• 88 businesses, >1000 products available, ~\$4500 orders (2022)
Digital Services Squad	Partnership with Digital Main Street Ontario that helped small businesses use digital technologies to adapt, support website and e-commerce creation, Google My Business profile, promotional videos, social media, digital marketing, grants	<ul style="list-style-type: none">• >270 businesses helped• >40 businesses each \$2500 grant totaling \$100K & ongoing• \$235K grant to NC
Brand Marketing Campaign	Creation of new Visit Norfolk app, shop local video and brochures, new tourism marketing strategy and campaigns, targeted regional markets, local and social media, website	<ul style="list-style-type: none">• Shop Holiday video >25K views• >22M target audience impressions• VN >780 downloads, 143+ listings
Covered and Heated Patios	Explore opportunities to support extended restaurant seating capacity during pandemic, reduced requirements, etc.	<ul style="list-style-type: none">• 28 temp patio permits issued• Nearly \$5K saved by businesses





BUILD Norfolk

Actions aimed at creating the conditions for continued growth of the business sector and the community

Action	Description	Highlights
Improved internet and mobile service	Advocate and identify opportunities for improved broadband and cellular service in underserved parts of the County. Streamlined Telecomm Policy/process, SWIFT, Universal Broadband Fund support	<ul style="list-style-type: none">• 21 Telecom applications• ~100% of County would be able to access high speed
Supports for approvals, permits, etc.	Launched on-line portal for building permits (licensing and development applications), 20 how-to permit guides, streamlined processes, new Engage Norfolk website, conditional SP process, industry sessions	<ul style="list-style-type: none">• 25-40% reduced permit time• Ave. rezoning 48 days less• Ave. site plan time 66% less
Entrepreneur Support Services	Built a partnership entrepreneurship support ecosystem (BRiNC), with programs and services designed to assist small business owners and startup entrepreneurs (with Venture Norfolk, Innovation Factory)	<ul style="list-style-type: none">• Secured \$90K funding• 157 participants• 80-person networking event
Infrastructure Priorities	Identified two infrastructure projects having significant impact on economic recovery and resilience for possible government funding. IUWS project plan, budget and projects underway. Judd Industrial Park.	<ul style="list-style-type: none">• \$1.2-2M+ of capital savings• ~\$500K land sales• Simcoe-Townsend Water EA

BRiNC BUSINESS ACCELERATOR

Do you want to launch and grow your business with confidence in Norfolk?

Apply for the "Accelerating Your Business" Program, offered by BRiNC in partnership with Innovation Factory.

This project is funded in part by the Ontario Ministry of Agriculture, Food and Rural Affairs.

Logos for Norfolk County, Innovation Factory, and the Ontario Ministry of Agriculture, Food and Rural Affairs are present.

March – May, 2022 | APPLY AT: NorfolkCounty.ca/BRiNC



INNOVATE Norfolk

Actions aimed at developing Innovative solutions to specific COVID-related business challenges

Action	Description	Highlights
Digital collaboration portal for businesses and community-based organizations	Working with partners to connect business and community organizations to one another and to help address challenges through networks and collaboration. Meetings with large employers. Pivoted from proof-of-concept on digital portal to immediate priority of helping with labour needs.	<ul style="list-style-type: none"> Ukrainian-local business bus tour New hires locally
Training and workshops	Support business owners with training and workshops to build new skills. COVID-19 recovery survey conducted and the top five skills to address: Adaptability/Flexibility, Communication, Resilience, Teamwork/Interpersonal Skills, Customer Relations. Venture Norfolk partnership.	<ul style="list-style-type: none"> COVID recovery business survey Integrated this action into BRiNC program
Central COVID-19 Resources and Information Portal	Original intent to develop a COVID-19 information portal; however, by early 2021 there were a number of portals and websites providing various COVID-19 information, including government-health agency messaging. Pivoted to create and send monthly business e-newsletter with key info.	<ul style="list-style-type: none"> 840 monthly e-news recipients, 50% open





RECOVER Norfolk

Actions aimed at funding community-based not-for-profit organizations, to support industries that have been most impacted by COVID-19 (reviewed through Economic Recovery Taskforce)

Action	Description	Highlights
Downtown Stimulus Fund	Grants to enable strategic initiatives that support and enhance economic vibrancy in Norfolk County's downtowns. Task Force developed grant program, reviewed, recommended 2 intakes.	<ul style="list-style-type: none"> 5 grants: \$20,380
Arts & Culture Recovery & Resilience Fund	Grants to help arts & culture adapt and recover from pandemic - related requirements. Help build resiliency, strengthen, tourism. Task Force developed grant program, reviewed, recommended 2 intakes.	<ul style="list-style-type: none"> 11 grants: \$48,660
Agriculture Industry Solutions Fund	Grants to help strengthen local farm businesses, knowledge, solutions to challenges, new product development. Task Force developed grant program, reviewed, recommended 2 intakes.	<ul style="list-style-type: none"> 4 grants: \$20,000
Incentives for increasing overnight accommodations and tourism destinations	Developed and launched new Tourism Branding Strategy. Incentive in place for hotel accommodation development (anything more would need CIP). New Tourism Spark program created and deployed with partners. Secured RRRF grant. Future Accommodation Tax review.	<ul style="list-style-type: none"> 20 applications to new \$50K partnership 3 new Norfolk offerings \$3K each (1 expanding)



NORFOLK COUNTY ECONOMIC RECOVERY PLAN - IMPLEMENTATION SUMMARY

Total leverage of council's strategic funds raised from external grants.



25-40%



Average time reduction for building permit, zoning and zoning amendment reviews

66%

Average time reduction for site plan approvals in 2022

\$100,000



Amount of digital technology grant funds invested in the community. Digital Services Squad assistance available until March 2024

700+



Number of businesses directly helped / participating in recovery plan actions.

1148
1147...
1146... ↑

Number of orders received on ShopNorfolk and downloads of the VisitNorfolk App.

840



Number of recipients each month who receive the New Economic Development Newsletter

35%



% of immigrants from bus tour since hired by local businesses.

\$90,000



Recovery grants to local groups for downtown, arts and culture and agriculture stimulus.

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