

# Quarterly Update Report

**Title:** Strategic Initiatives Quarterly Report – Q2

**Report Number:** -2025-04

**Meeting Date:** Wednesday, July 23, 2025

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## Communications:

Continued organization-wide communications support in the second quarter included 243 requests for support:

- April 1<sup>st</sup> to 30<sup>th</sup> – 66
- May 1<sup>st</sup> to 31<sup>st</sup> – 96
- June 1<sup>st</sup> to 30<sup>th</sup> – 81

Winter weather messaging continued into the first part of the quarter with the season seemingly reluctant to change.

Regular spring activities and the passing of the budget mean that a great many projects began in the second quarter requiring communications efforts including engagement efforts for multiple projects.

The collaborative effort between tourism, communications, and the Kincardine Independent resulted in the release of the [2025 Visitor's Guide](#) in May. Added municipal content helps to make this a document with more value to a broader audience while also extending the longevity of its purpose.

We also have worked with community services in the design of their 50<sup>th</sup> anniversary logo along with the development of marketing content for the celebrations planned for September

## Public engagement

Worked with departments to develop and implement engagement plans for the future blue box changes, Bridge Master Plan, and Birchwood Park playgrounds.

## Tourism:

### Welcome Centre

The Welcome Centre opened up for the season on Friday, May 16th, 2025, with a Grand Opening the following day. The Welcome Centre experienced record numbers that weekend.

Hours of operation are Monday – Saturday 10 a.m. to 5 p.m. and Sundays 12 to 3 p.m. These hours have been well received.

### Tourism Marketing

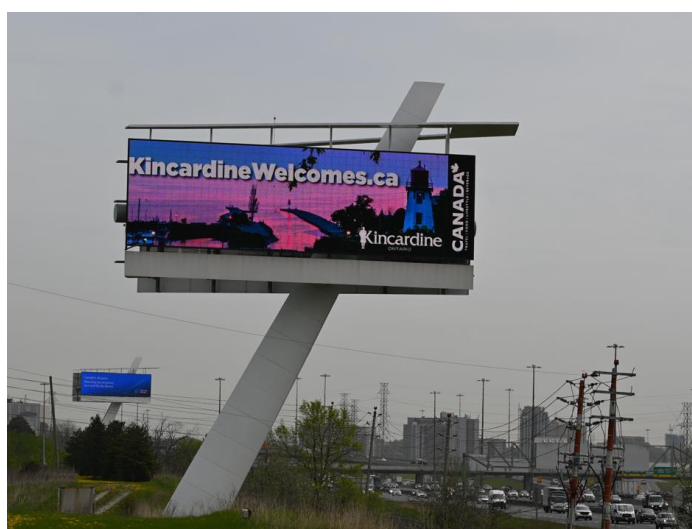
The marketing campaign was very well received in 2024 and will continue to be used throughout 2025 along with the website [www.kincardinewelcomes.ca](http://www.kincardinewelcomes.ca).

Blogs, videos, posters, community calendar and rack cards have been produced and are available on Kincardinewelcomes.ca and at the Welcome Centre

Two new videos for [Cruise Nights](#) and the [Kincardine Scottish Pipe Band](#) have been launched, have experienced great engagement and views.

A billboard by Pearson Airport on the 401 featuring the Kincardine Lighthouse and Pier ran week of May 12 to May 18, right before the long weekend.

### **Advertisement on the 401**



An ad was placed in [the Canada Travel - May 2025 - Globe & Mail](#) (Spring + Summer Edition).

A new wrap was installed at the Davidson Centre directing visitors to our downtown.

### Special Events

Tourism promotes [community events](#), which include events hosted by the Municipality.

Staff have been working with community volunteers to plan and implement the following municipal sponsored events:

- Movie Night in Victoria Park was held Saturday, June 7th, 2025 in partnership with the Bruce County Public Library and Kincardine Pride with an attendance of 225.
- Cruise Nights are being planned for Friday June 27th, 2025, Friday, August 1st, 2025, and Friday, August 29th 2025 in Lakeside Downtown Kincardine. Despite weather challenges, the Kincardine Community Healthcare Foundation was able to meet their \$25 000 match donation goal.

- Canada Day Kick-off was held in partnership with the Tiverton Lions on Saturday, June 28th, 2025, in Tiverton with an attendance of 750 throughout the day.
- Canada Day Weekend Fireworks were held on Sunday, June 29th 2025, with positive feedback surrounding the date as well as the quality of the show.
- The Canada Day Parade was held on Tuesday, July 1st, 2025 with the support of the Legion, Cadets, Shriners and OPG. Canada Day Celebrations followed at MacPherson Park – Dunsmoor Park. Over 6000 attended the event. This event had great support from community groups and businesses.
- The Kincardine Scottish Pipe Band is booked to parade every Saturday starting June 21st and will continue to August 31st.
- Phantom Piper plays every evening at the Lighthouse during July and August (except for Saturdays).
- The Kincardine Scottish Pipe Band 34th Annual Gathering of the Bands is being planned alongside volunteers to take place on Saturday, August 23rd.

## **Economic Development**

### Development Facilitation & Investment Attraction

Continued to serve as the primary point of contact for developers and investors evaluating opportunities in the Municipality of Kincardine, providing tailored data, site information, and municipal support to advance projects. Completing work on current local development lands hand for interested investors.

### Business Openings & Milestones

Supported five local businesses as they celebrated grand openings and significant operational milestones, with two additional grand openings scheduled before the end of July. These achievements highlight continued business confidence and investment within the Municipality of Kincardine.

### BIA Support & Downtown Advocacy

Continued to work closely with and advocate for the BIA, ensuring that downtown businesses have clear pathways to enhance their outdoor spaces and contribute to a vibrant core.

### Business Forum & Stakeholder Engagement

Finalized plans for the next Business Forum, scheduled for August 12, 2025. The event will feature a presentation on the Municipality's Business Retention & Expansion (BR+E) survey findings, a keynote from the County, addressing Canada's economic outlook and tariff impacts on local Business, a Q&A, and opportunities for one-on-one consultations with Economic Development staff at both Municipal and County levels.

### Funding & Grant Support

Preparing to launch the new Community Improvement Plan (CIP) programs by the end of July. This includes the Predevelopment Study & Design Program, which will provide funding support to help local property owners and businesses move projects closer to construction readiness.

## BR+E Survey & Business Support

Actively promoted the Municipality of Kincardine's BR+E survey across all channels, resulting in 29 completed responses to date. The target is to secure at least 50 completed surveys before it closes on October 1, 2025.

## **Physician Recruitment and Retention**

### Recruitment work

Since 2021, the physician recruitment and retention program has recruited and signed on 6 physicians, onboarded 4 of the 6, retained 9 physicians, 1 physician left the community, and work to attract 4 more additionally needed physicians continues.

A new physician started taking on new patients at the Hawthorne Community Clinic this past May. The rostering process is through an online KFHO waitlist process, no in person line ups and seems to be working well.

Staff attended the annual CaSPR Canadian Society of Physician Recruitment Conference in April, Keynote speaker Dr Jane Philpott, chair of the Provincial Primary Care Action Team, who shared the plan for improved access to primary care for all Ontarians by 2029.

At a Western University Family Medicine Resident retreat in Grand Bend in May, a new Kincardine Physician recruitment promotional video was launched.

National Doctors Day was celebrated on May 1<sup>st</sup> and all local physicians were recognized and appreciated for all of their work providing care for the community.

Rock with your Docs, a large hospital fundraiser took place at the Davidson Center in June, Local Anesthesia Band that features local physicians performed. Having a rock band of doctors has been a great recruitment speaking point at career fairs.

### Education Program

Kincardine has officially been approved as a residency physician training site by Western University. Beginning in July 2026, our community will host a full-time residency program in partnership with Western, offering one position for a Canadian Medical Graduate (CMG) and one for an International Medical Graduate (IMG) through the Canadian Resident Matching Service (CaRMS).

Resident physicians will receive comprehensive, hands-on training in primary care, hospital inpatient care, and emergency medicine from experienced local physician preceptors.

This approval represents a significant milestone for the Municipality of Kincardine. Rather than hosting resident physicians for two-month rural rotations, the residents will live and learn in our community for two full years of continuous medical training.

### Locum houses

The Weick Locum house lease ended this quarter, and it is up for sale by the Society. Recognition for this support continues, including arena boards, and sponsored public swims and skates this past April. The Society of United Professionals continued support of the physician recruitment and retention program is greatly appreciated.

## Regional Recruitment

The Grey Bruce Primary Care Recruitment, Retention, and Wellness Collaborative (GBPCRRWC) met in June to continue working to engage regional stakeholders to actively work together to advance regional primary care recruitment, retention, and wellness initiatives. Funding this group received from Bruce Power will be used to hire a GBOHT Primary Care Coordinator this year.

SOPRA Southern Ontario Physician Recruitment Alliance: the Municipality joined this regional group in 2023 and includes 17 community physician recruiters working together to attract Canadians studying abroad and doctors from the UK, US, Ireland and Australia.

## Healthcare Partnership Program

The Kincardine Saugeen Shores Healthcare Partnership Three Year Pilot Program continues to meet and work on physician recruitment. Focus on keeping the ER open, primary care recruitment and long-term planning for growth including the possible Bruce C build.

## **Inclusion Diversity Equity and Access**

- Hosted the Multicultural Festival on May 13, 2025
- Displays for National Indigenous History Month and Pride Month were featured at the Davidson Centre, the Welcome Centre, and the Municipal Administrative Centre
- Hosted an exhibit from the Canadian Language Museum called “Beyond Words: Dictionaries and Indigenous Languages” at the Welcome Centre for the month of June
- As part of our commitment to reconciliation, we hosted two learning circles with on June 14th and 17th (one for the public, one for staff and council) to discuss how to build meaningful relationships with Indigenous nations.
- We also held a day-long Journey to Reconciliation event on June 14th that included dancers and the Women’s Drum Group from Saugeen First Nation, Indigenous vendors, educational children’s materials), and a table of resources and other learning materials.
- To recognize Pride Month, we hosted an online webinar with Rainbow Registered to share the program with local businesses.
- We are also planning for training on Rainbow Diversity on July 8th.
- We showed our support for Pride and the 2SLGBTQIA+ community by participating in the Kincardine Pride Parade.
- We supported Canada Day and provided Indigenous and inclusive learning materials.
- We continue to utilize social media channels to recognize our Days of Significance as learning opportunities for the community
- We are currently planning for the Hindu Culture Open House on Aug. 16th, the National Day for Truth and Reconciliation on Sept. 30th, the Walk for Wenjack on Oct. 18th, the Afro Caribbean Youth Awards on Oct. 25<sup>th</sup>.

## **Housing Action Plan**

- A planning justification report and Expression of Interest for the 705 Princes’ site is drafted and awaiting next steps.
- Continue to work with a developer who is planning to build a Tiny Home village in Kincardine.
- Developed marketing material regarding the need for a diversity of housing in the Municipality of Kincardine to be launched in August (see Attachment 1).

### **Municipal Accommodation Tax (MAT)**

- Planning is under way to investigate the implementation of a Municipal Accommodation Tax (MAT) and Short-Term Rental Accommodation (STRA) licensing.
- Financial forecast: A [forecast of revenues](#) generated by the collection of the MAT for both commercial and short-term accommodation is completed.
- Community engagement: Began this quarter in order to understand the potential impacts, both positive and negative, before implementing a MAT and STA licensing. The first round of input was collected from [motel/hotel operators](#). A community sentiment survey has been launched this quarter and a realtor roundtable was held.

### **Seasonal decorations and murals**

- A vendor has been secured to do the trim work and clean up of the 3 Kincardine and 2 Tiverton highway signs which will be completed in July 2025.
- The Tiverton mural was refreshed and lights for the mural are on order. Other murals will receive graffiti coating in August/September.
- Planning for seasonal decorations has started.

### **AI**

Drafted a policy on AI use at the Municipality of Kincardine as well as a learning module for staff.

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