

# Innovation Park Application Guide 2022

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## Introduction

Welcome to Bruce County's Innovation Centre – Port Elgin, a community of Saugeen Shores. The innovative, pioneering entrepreneurial spirit is alive and well in Saugeen Shores. Our strong base of technical smarts and access to inventive thinking in energy ripples out into all sectors of the economy including tourism, retail, and technology-based services. Equally important, our population is well-educated and enjoys a life style unmatched in rural Ontario. Port Elgin is the centre for energy innovation, a hub on Canada's clean energy frontier.

The Innovation Park was created to foster and build on this innovative spirit in clean energy. When multiple innovators work in close proximity ideas percolate, achievement is celebrated and shared, new thinking crosses boundaries, and innovation multiplies. That is the inspiration behind the Innovation Park, bordered by trails, history and nature, and the future home to some of the region's most innovative companies.

Saugeen Shores is actively seeking applications from those looking to be a part of the Clean Energy Frontier and develop within the Innovation Park purposely located at 300 Concession 6 in Port Elgin – 25 kilometres from the worlds largest nuclear generating station Bruce Power. If you are in the energy sector, forward thinking, and want to be part of reaching Canada's goal of net zero by 2050, submit an Expression of Interest for your spot in this signature Innovation Park. All it takes is outlining the economic, social, financial and operational impacts and benefits of your project.

This Guide contains information on how to prepare for your spot and build your Expression of Interest. As this is a competitive process to ensure that there is the right mix of energy innovators, be sure to address the identified areas. Even if there is no applicable tie-in, applicants are encouraged to provide comment.

The Town will use the information within the Expression of Interest to evaluate the merits of each project and their compatibility with the vision for the Innovation Park.

Successful applicants will advance to the planning stages of the project and enter into a Purchasing Agreement with the Town to locate in the Innovation Park.

## Focus area

The Innovation Park lands were purchased based on the need to expand available employment lands in Saugeen Shores. Part of the development process is to identify projects ideally suited for location within the Innovation Park.

Bruce County's March 2021 '[Interim Plan the Bruce: Good Growth Report](#)' showed that Saugeen Shores has a 16-hectare deficit of employment designated lands to support the population over the next 25 years. Therefore, strategically developing the Innovation Park to achieve the Town's economic development goals is critically important.

By strategically developing the Innovation Park the Town will be well positioned for future economic development opportunities and shifting economic trends, including

increasing opportunities associated with the knowledge-based economy. This business park development will set Saugeen Shores apart from neighboring parks due to its unique benefits and forward thinking vision.

As per Zoning By-law 78-2021 and the Official Plan amendment, the Innovation Park aims to attract business park type uses, such as:

- Conference centres
- Education/skills development facilities
- Computer
- Electronic or data processing establishments
- Scientific or technological establishments
- Communication
- Business and government services
- Information technology based businesses, services and industries.

The uses listed above, when executed by creative and innovative organizations, will add value and momentum to the vision of the Innovation Park. Applicants are encouraged to outline how their business type aligns with the Innovation Park vision.

## Impacts

Applicants are required to submit information, in support of their request, which outlines the anticipated impacts of their project. Information on the Economic, Social, Financial and Operational impacts of their project are to be included in the Expression of Interest submission.

## Evaluation

Applications will be evaluated based on the identified uses outlined in the Zoning By-law 78-2021 as well as the economic, social, financial, and operational impacts of the project.

Once all of the information is collected, it will be presented to Council for their consideration.

## Economic Impacts

Applicants shall provide information on the economic impacts of their project.

Below are several examples of economic impacts for applicants to include in the Expression of Interest.

## Economic Strategic Plan

The Economic Strategic Plan identified five categories on which to base a range of goals and objectives for our economic future. Applicants are encouraged to evaluate how their Expression of Interest addresses the Economic Development Strategic Plan.

- Business Growth and Investment
- Entrepreneurial Culture
- Rich diverse Talent Pool
- Resident and Investment Friendly Community
- Economic Development Capacity

### Activity rate examination

There are additional ways of evaluating economic impact. An examination of the jobs (both short and long term as well as the types of jobs) created should be included.

### Targeted sector activity

Information can be provided on whether the business investment is in a sector that is identified either in the Economic Development Strategic Plan or in another sector supporting a community need. Some examples include:

- Energy
- Agricultural
- Tourism
- Health
- Other

Applicants should provide details regarding the type of business activities in their identified sector that would take place within the Innovation Park.

## Social Impacts

Saugeen Shores strives to be a complete community offering individuals and businesses opportunities to make a good living, enjoy the lifestyle and amenities supported in Saugeen Shores and personal fulfillment. Applicants are encouraged to highlight how their projects may improve quality of life in the area.

### Other

As with many things, other factors may be relevant. Identified below are three general matters that could elevate a project.

- The innovative nature of the project, and how it fits within the vision of the Innovation Park.
- Proven past success in previous or existing locations (regionally, provincially, or on a national or international level).
- Timelines for the project.

## Financial and Operational Impacts

The examples outlined below are not the only potential financial impact evaluation tools, and applicants are encouraged to identify other financial impacts as needed.

### Property Tax Revenue Analysis

Applicants are asked to identify the proposed taxes that would be generated over time from their project.

### Additional Revenue Analysis

Does the level of investment provide a financial benefit to the Town through building permits, fees, etc.?

### Level of Service Analysis

Does our level of service to our residents and businesses change as a result of the project? Will the Town have to increase operational expenditures to maintain its current level of service?

### Additional Information

The applicant is encouraged to add any additional information to the Expression of Interest that may be helpful to the Town in evaluating submissions.

### Process Overview

