

# Population

**Goal: Huron County will sustain a moderate population growth with increased ethnic diversity by retaining current residents, welcoming new residents, and developing opportunities for youth, families and seniors.**

**Strategy: Market and Promote Huron County as a Great Place to Live and Vacation (POP2)**

## PRIORITY PROJECT: Make Huron Home

### Description

This project involves the development of a marketing, messaging and branding campaign targeted to attract newcomers to Huron County (e.g. young professionals/family under 35 in creative professions) as well as to retain our population. This action will assist in diversifying both our community and our economy in Huron County. It will help our population grow, support the influx of new and fresh ideas, and will assist with youth retention by making Huron County a rich and diverse community to live in. By attracting newcomers to Huron County, our economy will also be diversified, enhancing economic security. The results of this action will support strategies under the following themes:

- Population (Community/Social Pillar)
- Economy (Economic Pillar)

This project ties into the *Make Huron Home* and *Creative Huron* campaigns currently underway in Huron County. Activities will include:

- Creating messaging and promotional materials to attract newcomers – e.g. marketing Huron County as a fertile ground for creating your own sector/business
- Providing promotional material to trade shows, retailers and others working with “selling” Huron County
- Building capacity in our current population to ensure the creation of a welcoming and friendly community for newcomers
- Toolkits for realtors to help communicate the specific context of living in Huron (e.g., agricultural opportunities, rural services, environmental protection)

### Activities will include:

- Develop an action team with key leads from the Local Immigration Partnership, Tourism, Economic Development and Realtors
- Come up with key target markets and opportunities to reach these markets
- Develop branding/marketing materials based on these materials
- Surveys

### Lead and Coordination

- Huron County Economic Development Services

### Collaborators

- Immigration Partnership Council
- Supporting groups: Local Immigration Partnership, Tourism, Economic Development, Realtors, Planning
- Chambers of Commerce
- Municipal Tourism Departments
- Huron Business Development Corporation

### Measures of Success

- Launch the [www.makehuronhome.ca](http://www.makehuronhome.ca) portal in Summer 2012
- Development of marketing/promotional materials for Make Huron Home
- Broad distribution and awareness raising of portal site and materials developed

### Timeline

This action will be implemented by the end of 2012.

