

Welcome to the Huron East Business Community!

Welcome to the Huron East business community! We are thrilled that you have chosen to invest and do business in Huron East. Your new venture adds to the character, energy, and growth of our communities, and we are excited to support you as you get started and grow.

The Huron East Economic Development Department is here to assist businesses at every stage. The department leads business attraction, retention, and expansion initiatives, tourism development, and the promotion of Huron East as a vibrant place to live, work, play, and visit. Staff support entrepreneurs and investors by helping identify available properties, connecting businesses with resources and funding opportunities, and assisting existing businesses as they expand and evolve.

The Economic Development Officer also coordinates the annual Community Improvement Program, which has supported nearly 40 projects across Huron East since 2023. In addition, the department serves as a connection between the business community and the municipality, helping businesses navigate day-to-day questions, opportunities, and challenges.

In recent years, the department has led and supported a number of community and economic development initiatives, including:

- ✓ Coordination of the Huron East Wayfinding Signage Program, including new municipal entrance, directional, park, and facility signage
- ✓ Coordination of the Doors Open Seaforth event
- ✓ Development of the Tours and Trails Guide
- ✓ The Shop the Road Home promotion
- ✓ Rebranding initiatives for Brussels and the Municipality of Huron East
- ✓ Support for the Brussels Main Street Revitalization project

To help you settle in, we have included a package of useful information about programs, services, and resources available to local businesses, including: financial incentive; business associations; and resources related to business planning, workforce development, market research, and more. We encourage you to explore these opportunities and take advantage of the support available—your success strengthens our entire community.

Staff are committed to helping your business succeed. Whether you are looking for information, resources, funding opportunities, or connections within the community, we are here to help. If we are unable to directly assist, we will connect you with the right organization or partner who can.

If you have any questions or need guidance, please do not hesitate to contact me at edo@huroneast.com. We look forward to working with you and are excited to welcome you as a valued member of the Huron East business community. Here's to your success and a bright future in Huron East!

Taralyn Cronin

Taralyn Cronin
Economic Development Officer



General Business Information

Employment Services

Employment services in Huron County are delivered by Agilec, offering valuable support to both employers and job seekers.

Employers can take advantage of:

- An online Job Board to post opportunities and connect with local talent
- An online Resource Centre featuring live and on-demand workshops
- Online guides, tools, and links to essential employment services

These resources are designed to support your hiring needs and help you build a strong workforce.

Learn more at: agilec.ca

Garbage and Recycling

Bluewater Recycling Association (BRA) collect residential and Industrial, Commercial, and Institutional (ICI) waste. ICI properties have their recycling collected separately from garbage. For a collection schedule and all garbage and recycling inquiries, please visit: www.bra.org.

Sign By-law

Most exterior signage requires a permit before installation.

This includes:

- Freestanding signs
- Fascia signs
- Roof signs
- Perpendicular (projecting) signs

Permit information and applications can be found at: huroneast.com/permits.

Obtaining the proper permit ensures your signage complies with municipal by-laws and helps maintain a cohesive and attractive downtown streetscape.

Stay Connected

Have questions about starting or growing your business in Huron East?
The Economic Development Officer is here to help.

Contact: edo@huroneast.com

There are several easy ways to stay informed about news, programs, funding opportunities, and events relevant to the Huron East business community:

Subscribe to the quarterly e-newsletter:

huroneast.com/enewsletter

Follow us on social media:

Facebook: facebook.com/huroneasttourism

Instagram: instagram.com/shop_discover_huron_east

Visit our Business & Investment webpage:

huroneast.com/build-invest

Staying connected ensures you don't miss important updates, partnership opportunities, and initiatives designed to support your success.



Downtown Business Information

Welcome to downtown Brussels or Seaforth! Below is important information to help you operate smoothly and support a vibrant, customer-friendly downtown.

Downtown Flowers and Street Furniture

Downtown beautification is supported through strong local partnerships.

In Seaforth, flowers, streetlight banners and much of the street furniture — including benches, picnic tables, planters, and waste receptacles — are purchased and maintained by the Seaforth Business Improvement Area (BIA).

In Brussels, downtown flower displays are proudly maintained by the Brussels Horticultural Society. Street furniture are purchased and maintained by the Municipality of Huron East in partnership with community groups.

These efforts help create welcoming, vibrant main streets for businesses, residents, and visitors alike.

Downtown Parking

To keep Main Street convenient and accessible for customers, business owners and employees are encouraged to park in municipal parking lots or designated off-street spaces whenever possible.

Municipal parking lots are located on:

- John Street, Seaforth
- Victoria Street, Seaforth
- 373 Turnberry St, Brussels
- 589 Turnberry St, Brussels

By keeping prime Main Street spaces open, we create a more welcoming and accessible shopping experience for visitors.

Heritage Buildings

Both downtown Brussels and Seaforth include designated heritage properties.

- A full list of designated properties can be found in the [Huron East Official Plan](#).
- Downtown Seaforth is a designated Heritage Conservation District, meaning most buildings in the downtown core are protected to preserve their historical character and architectural features.

If you own or lease a heritage property and plan to:

- Alter your building façade
- Replace windows or doors
- Change exterior materials
- Modify architectural features

You must submit an application to the Huron East Heritage Committee for approval before beginning work. For more information or to submit an application, visit: huroneast.com/heritage.

Early consultation is encouraged to help avoid project delays.

Sidewalk Cafes and Patios

Planning to operate a sidewalk café or patio? A municipal license is required.

Applications are submitted through the Clerk's Office: clerk@huroneast.com. Be sure to apply well in advance of your intended opening date to allow time for review and approval. The Sidewalk Cafes and Patios By-Law can be found at: huroneast.com/by-laws.

Work in Right of Way

A Work in Right-of-Way Permit is required for any activity that results in traffic disruption, including bins, materials and equipment blocking lanes, or the cutting, excavation, boring, filling, additions, or altering in any way, roadways, curbs, sidewalks, boulevards, ditches, trails, and other areas within the right-of-way. A permit application for this work is available here: huroneast.com/road-permits



Business Associations Serving Huron East

Brussels and Area Business Group

The Brussels and Area Business Group is currently not operating; however, there is interest in the community to start it up again. If you are interested in becoming involved, please email the Economic Development Officer at edo@huroneast.com.

Huron Chamber of Commerce

The Huron Chamber of Commerce serves businesses across Huron County. Core services include: networking and relationship building; business promotion; advocacy and representation; group affinity programs and cost savings; business resources, tools and support; events and recognition; and community engagement and leadership.

Chamber members have exclusive access to the ChambersPlan Group Benefits plan. This nationwide program is specifically designed to meet the unique needs of small and medium-sized businesses. As a non-profit pooled benefits plan, members are protected from extreme spikes in benefit premiums. Plans are flexible with no minimums or family restrictions.

The Chamber offers different membership tiers—Basic, Enhanced, and Individual—each providing various levels of access and promotional benefits. Enhanced memberships include added perks like marketing emails, expanded directory listings, and sponsorship visibility.

To learn more about the Huron Chamber of Commerce, please visit: huronchamber.ca.

Huron Manufacturing Association

The Huron Manufacturing Association (HMA) supports both new and established manufacturers by fostering collaboration, strengthening workforce development, and advocating for the continued success of the regional manufacturing sector.

Membership represents a diverse range of industries, including metal fabrication and machining; automotive and transportation components; agri-food processing and equipment; plastics and polymer manufacturing; electrical and electronic manufacturing; wood and building products; industrial equipment and machinery; advanced manufacturing and automation; and packaging and product assembly.

HMA connects manufacturers with timely industry information, labour market insights, training opportunities, funding programs, and key partnerships. By working closely with training providers, employment service organizations, and workforce planning boards, HMA helps build and sustain a strong, skilled workforce.

Above all, HMA brings manufacturers together — creating opportunities to share knowledge, address common challenges, and strengthen the manufacturing community as a whole.

To learn more about the Huron Manufacturing Association, please visit: huronmanufacturing.ca.

Seaforth Business Improvement Area

The Seaforth Business Improvement Area (BIA) is a non-profit organization established in 1981 to support, promote, and strengthen downtown Seaforth as a vibrant place to do business. If your business is located within the designated downtown area, you are part of a collective effort focused on attracting customers, improving the streetscape, and creating a thriving local economy.

The BIA works on behalf of its members through:

- Marketing and promotion of downtown Seaforth as a shopping and business destination
- Business recruitment and support
- Streetscape improvements and beautification projects
- Seasonal decorations
- Community events and initiatives that bring people downtown

Located primarily in historic downtown Seaforth — a designated heritage conservation district — the BIA is led by a volunteer Board of Directors made up of local business owners, property owners, a community member, and a representative from Huron East Council.

The BIA is funded through a levy collected from property owners within the designated area, along with fees from associate members located outside the boundary. These funds are reinvested directly into initiatives that benefit downtown businesses and the broader community, helping create a welcoming, active, and prosperous downtown. To get in touch with the Seaforth BIA, please e-mail seaforthbia@gmail.com.



County of Huron Economic Development

Huron County Economic Development supports business owners at every stage — from start-up and workforce attraction to growth, expansion, and tourism development. Its services are delivered through several key programs that work together to strengthen Huron County's economy and communities.

Ontario's West Coast (Huron County Tourism)

Economic Development staff supports tourism-related and customer-facing businesses by promoting Huron County as a destination to live, work, and visit under the Ontario's West Coast brand. Services include destination marketing, visitor attraction campaigns and support for events and experiences that drive foot traffic and local spending.

Huron County tourism businesses are invited to take advantage of the Ontario's West Coast Signage Program. These wayfinding signs are located on Huron County Roads and direct visitors to points of interest. For more information about this program and tourism supports, please visit: ontarioswestcoast.ca.

Local Immigration Partnership

The Local Immigration Partnership connects employers with resources to attract, welcome, and retain newcomers. It assists businesses by providing tools to build inclusive workplaces and recognize the importance of transferable skills when hiring and onboarding staff. The program has a large referral network that can assist newcomers, and organizes community activities that make Huron County a welcoming place for all. More information can be found at: huroncounty.ca/economic-development/immigration-partnership.

Huron Business Centre

The Huron Business Centre is your go-to resource for business support in Huron County, proudly serving entrepreneurs and small business owners in Huron East and beyond.

Whether you're launching a new venture, growing an existing business, or planning for succession, the Huron Business Centre is here to help you succeed at every stage of your journey.

Services include:

- Personalized business advisory support – free one-on-one consultations with experienced local advisors.
- Tailored planning tools and resources – support to help you build, grow, or refine your business strategy.
- Entrepreneurship programs and funding opportunities – including Starter Company Plus, Summer Company, and Foodpreneur Advantage.
- Workshops and events – engaging sessions designed to inspire, educate, and connect local business owners.

The Huron Business Centre welcomes the opportunity to learn about your ideas and is here to support you as you build a thriving business in Huron County: huroncounty.ca/economic-development/huron-business-centre.

The Small Business Enterprise Centre (SBEC) program is delivered locally by the County of Huron and is funded in partnership with the Province of Ontario.