

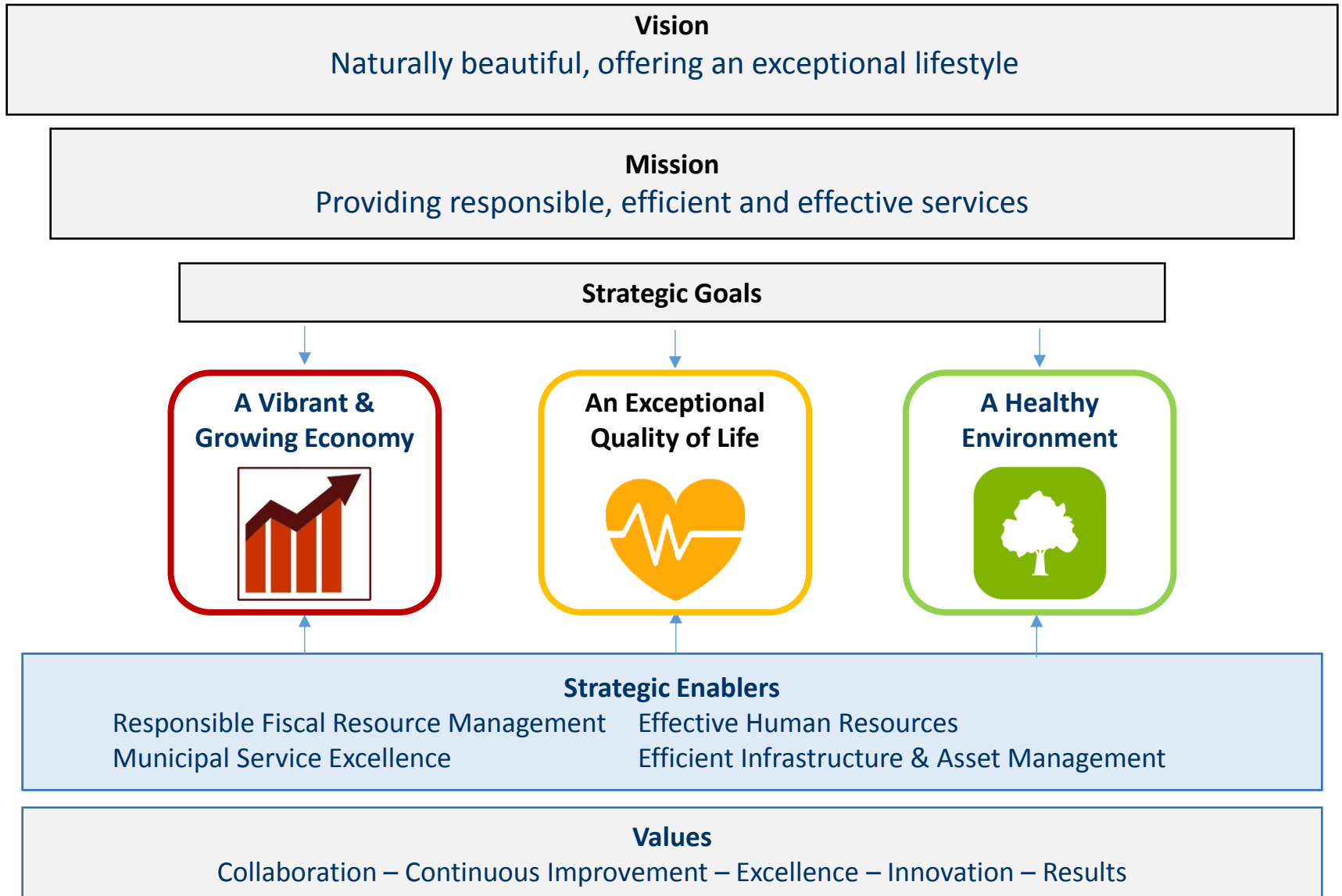
City of Kawartha Lakes

Economic Development Development Services

Council Update
June 19, 2018



City of Kawartha Lakes Corporate Strategic Plan Framework



The Economic Development Team



Strategic Goals



Goal 1: Adopt a City-wide focus



Goal 2: Grow specific business sectors



Goal 3: Encourage a positive community business culture



Goal 4: Align and inspire City resources



Goal 5: Attract and retain a new generation of great entrepreneurs and workforce

Economic Development Strategy: Five Goals



Specialized Manufacturing & Engineered Products



Small Business & Entrepreneurship Centre



Starting Point Information Session

Looking to start, expand or purchase an existing business? Wanting to gain access to business training, coaching and Provincial grant opportunities?

Join us on:
Monday August 14th
11:00 - 12:30
180 Kent St. W.,
Lindsay

Small Business & Entrepreneurship Centre

**Starter
Company+**



Small Business & Entrepreneurship Centre





DOWNTOWN
DREAMS
Kawartha Lakes





This project is funded by the Ontario Ministry of Agriculture, Food and Rural Affairs and the City of Kawartha Lakes

Downtown Dreams Finalists



Agriculture and Food



Goal 1: Adopt
a City-wide focus

- **Build awareness of the City of Kawartha Lakes**

Hosted Ontario East Economic Development Commission Quarterly Meeting to share success stories with eastern Ontario communities

Developing an **agricultural awards program** to celebrate the achievements of agriculture with a social.
Spotlight on Agriculture
Friday, February 15, 2019

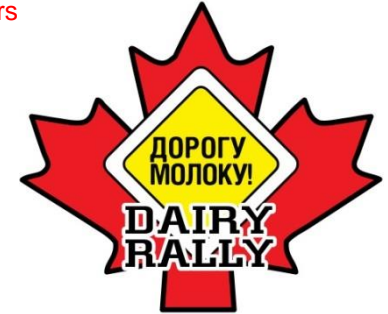


Agriculture and Food



Goal 2: Grow
specific business
sectors

- Hosting the (Russia) DairyNews Motor Rally July 15-21 – **Export Development** in dairy genetics, equipment, technology and management expertise
- Growing the food processing sector to build employment around value added agriculture
 - **Supported expansion:** Simcoe Street Meats, Mariposa Dairy, & Kawartha Dairy
 - **2 Value-added food processing workshops** (80 attended)



Agriculture and Food



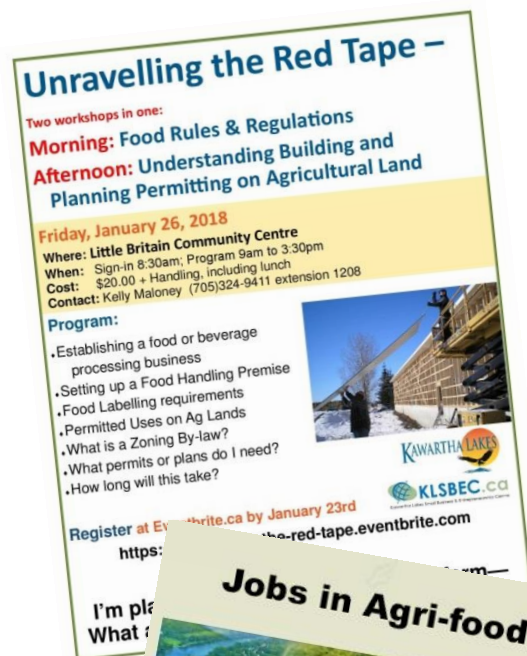
Protection of agricultural land & encourage on-farm diversified uses to increase farm revenues

Grow agri-culinary through development of the **Food Tourism Strategy**

Enhance Kawartha Farmfest to include more **on-farm culinary experiences**

Kawartha Choice FarmFresh **website content & increased social media**

Increase businesses and employment by working with industry partners to develop a **larger dairy goat sector** in eastern Ontario



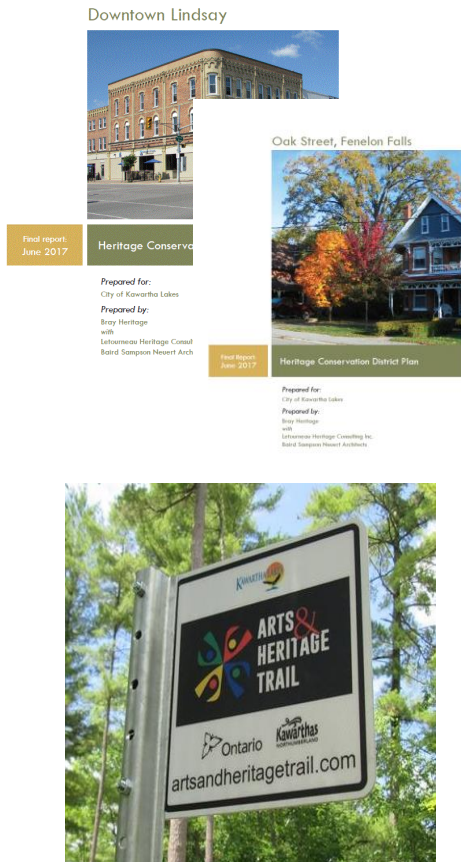


Kawarthalakes.ca

ARTS, CULTURE AND HERITAGE



Goal 1: Adopt
a City-wide focus



- 2 Heritage Conservation Districts created (Downtown Lindsay, Oak St. neighbourhood)
- Arts & Heritage Trail
- Public Art Policy developed
- Kawartha Lakes Arts & Heritage Trail is becoming a recognized brand now attracting new artists, cultural businesses (up from 24 to 50 destinations)
- Foster development of cultural events and festivals
 - Oct. 2017 2 day workshop “How to Plan Successful Festivals & Events”

ARTS, CULTURE AND HERITAGE



Goal 2: Grow
specific business
sectors

Two new cultural tourism experiences developed:

- Carden Alvar Bird and Nature Photography,
- Balsam Lake Dry Stone Wall Restoration
- involving 9 local businesses and aspiring entrepreneurs



ARTS, CULTURE AND HERITAGE



Goal 3: Encourage a positive community business culture

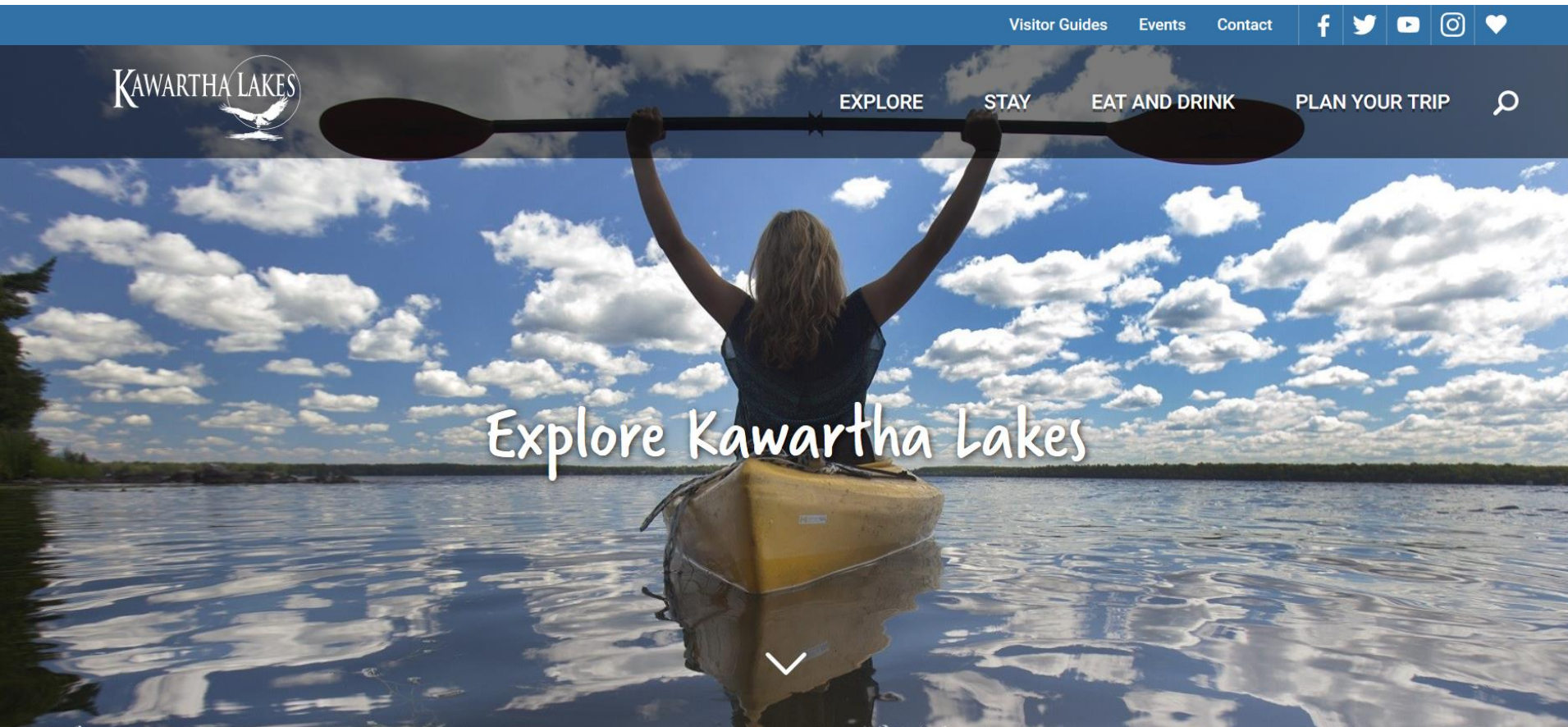
Five workshops since October 2017 for cultural businesses and organizations on:

- asset mapping
- business planning
- event coordination
- marketing coordination
- business support networks
- visitor experience development



Tourism Development & Marketing

www.explorekawarthalakes.com



Partner Relations, Product Development, Marketing and Promotions



GROWING FOOD TOURISM
IN KAWARTHA LAKES



