

The Corporation of the City of Kawartha Lakes
Council Report

Report Number ED2018-007

Date: June 19, 2018
Time: 2:00 p.m.
Place: Council Chambers

Ward Community Identifier: All

Title: Ontario's Main Street Revitalization Initiative Funding Agreement

Description: By-Law to enact Funding Agreement

Author and Title: Denise Williams, (Acting) Manager, Economic Development

Recommendation(s):

That Report ED2018-007, **Ontario's Main Street Revitalization Initiative Funding Agreement**, be received;

That staff be authorized to enter into the agreement in order to participate in Ontario's Main Streets Revitalization Initiative;

That the Mayor and Clerk be authorized to execute the Municipal Funding Agreement provided in Appendix A for the transfer of Main Streets Revitalization Initiatives funds in the amount of \$96,311.62 between the Association of Municipalities of Ontario (AMO) and the City of Kawartha Lakes; and

THAT the necessary by-law to authorize execution of the agreement be adopted by Council.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

Beginning in 2015, volunteers in four communities began working with the City's Economic Development Division and the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) with a goal to revitalize the downtown areas in their communities. Lindsay, Fenelon Falls, Cobocok, Norland and Omemee have finalized and are currently implementing the action plans developed through the Downtown Revitalization Program. One of the key priority actions in each of the four plans was to create a Community Improvement Plan that could provide financial incentives to building owners to make physical improvements to their buildings.

In January 2018, the Minister of OMAFRA and Small Business announced the Main Street Revitalization Initiative, the government's approach to the distribution of the \$26 million support for Ontario's main streets and their business communities. All single and lower tier municipal governments (except Toronto) are to receive funding that will enhance and revitalize downtowns and main street areas. The City of Kawartha Lakes will receive \$ 96,311.62.

Rationale:

Eligible projects (section 4 of the Municipal Funding Agreement) include costs directly and reasonably incurred by the Recipient for construction, renewal, renovation or redevelopment or material enhancement activities funded under existing Community Improvement Plan financial incentive programs. The fund allows for main street renewal in two categories:

1. Implementation of The City of Kawartha Lakes Community Improvement Plan (CIP), currently in the final public consultation stage of development.
2. Funding of strategic municipal physical infrastructure such as signage, streetscaping improvements, or marketing plan implementation.

Immediately following the execution of the agreement, a Communication Report will be sent to the funder to opt into option one, the implementation of the City's CIP. Funds must be spent by July 2020.

Financial/Operation Impacts:

This program will require staff time to implement, monitor and report.

Relationship of Recommendation(s) to the 2016-2019 Strategic Plan:

The Council Adopted Strategic Plan identifies these Strategic Goals:

- Goal 1 – A Vibrant and Growing Economy
- Goal 2 – An Exceptional Quality of Life
- Goal 3 – A Healthy Environment

Ontario's Main Street Revitalization Initiative contributes to the Council Adopted Strategic Plan, Goal 1 – A Vibrant and Growing Economy.

The program aligns directly with Goal 3 in the Economic Development Strategy to encourage a positive community business culture and with Goal 5 to attract and retain a new generation of great entrepreneurs and workforce.

Consultations:

Ontario Ministry of Agriculture, Food and Rural Affairs
City Clerk

Attachments:

Appendix A – MFA Ontario's Main Street Revitalization Initiative



Municipal Funding
Agreement Ontario's M

Appendix B – By-Law to authorize the execution of an Agreement – Main Street Revitalization Initiative



Appendix B Report
ED2018-007 - 2018- B

Department Head E-Mail: cmarshall@kawarthalakes.ca

Department Head: Chris Marshall, Director of Development Services