

Downtown Revitalization



Tracking Your Downtown Revitalization
Program's Performance

Annual Report Card

Name of Community/Project:

Lindsay

Completed by:

Leisha Newton, City of Kawartha Lakes

Date completed:

September 7, 2018

Time frame:

January 1-December 31, 2017

Number of businesses surveyed (if applicable):

Purpose of the Survey:

The goal of the Annual Report Card is to establish an understanding of the impacts that downtown revitalization activities have generated in communities over time. The data collected will help downtown revitalization groups to build an understanding of those impacts with their respective committee members, their municipality and key stakeholders.

There are many indicators to take into consideration when determining the success of a Downtown Revitalization process. As part of the broader Annual Report Card process OMAFRA asks you to respond to the questions included in this Report Card. However we encourage you to consider including additional indicators relative to your project in your annual reporting and monitoring activities, as outlined in the Downtown Revitalization program resources.

Confidentiality:

Your Annual Report Card data will be consolidated into a combined report that will be shared with other Downtown Revitalization projects and stakeholders. The specific details for your community will not be shared outside of the Ontario Ministry of Agriculture, Food and Rural Affairs.

Questions:

For further information or general questions, please contact your local Agricultural and Rural Economic Development Advisor.

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Annual Downtown Revitalization Report Card

Section One

The following questions deal with more quantitative aspects of downtown revitalization initiatives, including employment, investment, and stakeholder engagement. It is expected that answers to these questions will generally emerge from annual monitoring activities of the organization, but data may also be sourced from more general areas as well (e.g. municipal building permit records, outreach to businesses/organizations).

1. Do you have a Community Improvement Plan focused on your downtown area?

☐ Yes ☒ No

2. a. How many people were employed in your downtown at Dec. 31, 2017?

In June 2015, there were 1,369 employed (939 Full time, 430 Part time)

- b. What was the net increase or decrease since Dec. 31, 2016?

n/a

3. How many businesses were in the downtown at Dec. 31, 2017?

In December 2014, there were 228 businesses in downtown Lindsay.

4. What was the commercial (i.e. office and retail) vacancy in your downtown:

- a. At Dec 31, 2016

- i. Number of vacant units: In Fall 2014, there were 25 vacant units.
- ii. Rate (% by number of vacant units): In Fall 2014, there was a 11.5% vacancy rate

- b. At Dec 31, 2017

- i. Number of vacant units: This data will be updated in the 2018 report card
- ii. Rate (% by number of vacant units): This data will be updated in the 2018 report card

5. How many businesses expanded their square footage (i.e. added new commercial space) in 2017*?

There were 2 businesses that expanded their commercial space in 2017.

6. How much new commercial space was added in total*?

1,308.9 ☐ Sq.Ft. OR ☒ Sq. M.

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7. Did you lose any commercial space (e.g. to demolition, conversion to non-commercial uses) in your downtown area in 2017?

☐ Yes ☒ No

a. If yes, how much commercial space was lost in total*?

0 ☐ Sq.Ft. OR ☐ Sq. M.

8. How many business units had physical improvements⁺ made to them in 2017*?

There were 45 business units that made physical improvements in 2017.

a. What were the approximate value of the improvements*: \$ 7,734,610

9. What was the total assessed value of properties in the downtown area, by class, for 2017? (most recent MPAC Roll Total)

- a. Residential: \$5,455,000
- b. Multi-Residential: \$7,476,000
- c. Commercial: \$77,279,000
- d. Office: included in commercial
- e. Other: \$12,662,500

10. What is the total amount of public funds invested in downtown revitalization in 2017 from all public sources[^]?

\$ 368,018

- a. What was the total investment from the municipality in downtown revitalization initiatives (e.g. streetscaping, servicing, Community Improvement Plans, marketing and promotion)[^]?

\$ 298,018, which includes \$35,000 Community Partnership and Development Fund Grant for Lindsay Downtown Business Improvement Association

- b. What other sources of public funding were used for downtown revitalization (e.g. CFDC, Provincial)[^]?

The Lindsay Downtown Business Improvement Association is responsible for the beatification of downtown Lindsay, as well as marketing and promotion for the downtown businesses.

11. a. How many volunteers were engaged in downtown revitalization initiatives in 2017?

In 2017, the implementation phase of the downtown revitalization project was initiated with the creation of a Committee of Council (see Section 2, Question 1 for more detail) and the regeneration of the working group for Lindsay. There were 20 volunteers engaged in the downtown revitalization initiatives in 2017, starting to get the community re-engaged in the process.

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b. How many organizations were engaged in downtown revitalization initiatives in 2017?

Downtown Lindsay Business Improvement Area, Lindsay & District Chamber of Commerce, Municipal Heritage Committee

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Section Two

The following questions deal with qualitative aspects of downtown revitalization initiatives, including opportunities and challenges in implementing the program, and illustration of intangible positive impacts and outcomes arising from the program.

1. What projects did you work on in 2017, and what have been the results of those projects?

Action Plan Goal 1. The City of Kawartha Lakes will continue to take ownership of the Downtown Revitalization project working in partnership with the community to implement the actions identified to revitalize Downtown Lindsay

Action 1.1 The Lindsay Downtown Revitalization Advisory Committee will become a working group that will work with City Economic Development staff to oversee, guide and manage the implementation of the Lindsay Downtown Revitalization Strategic Plan

- The Downtown Revitalization Action Plans were adopted by Council in March 2017. As part of the strategies, the City of Kawartha Lakes chose to create a Downtown Revitalization Advisory Committee (Committee of Council) that included two representatives from each of the four communities that are implementing Downtown Revitalization Action Plans. In addition, each community including Lindsay, formed a working group to start the process of moving the plans forward. The Working Group and Committee of Council terms of reference were approved by Council in Fall 2017. DR Working Group and Committee of Council have been established and meet regularly.

Action 1.4 The Lindsay Downtown Revitalization Strategic Plan will be incorporated into the City's Economic Development Strategic Plan, to ensure that other future and related plans have regard for, and incorporate, its contents

- The Economic Development Strategy was adopted in July 2017. It incorporates specific actions under "Goal 1: Adopt a City-wide focus, that specifically reference the implementation of the Downtown Revitalization programs"

Action Plan Goal 2. Improve the visual appearance and functionality of the public realm while maintaining and enhancing its historic character by committing to implementing the Lindsay Downtown Revitalization Strategic Plan, and the Lindsay Streetscape and Façade Guidelines, creating a livable and attractive community for residents and visitors to enjoy

Action 2.7 Ensure the maintenance of public and private properties including the removal of garbage and overgrown vegetation

- City by-law continues to enforce as needed.
- Maintenance workers are also employed by BIA for street cleaning, flower and tree watering, and general maintenance tasks.
- The Streetscape and Façade Design Guidelines were incorporated into the Heritage Conservation District Plan for the Lindsay District

Action Plan Goal 3. Promote a socially and physically safe, barrier-free, pedestrian friendly Downtown that is accepting, accessible, and embraces diversity

Action 3.5 Embrace, promote and support diversity initiatives created and initiated by other agencies and groups as they impact the Downtown

- Lindsay & District Chamber of Commerce (LDCC) held a series of 6 diversity training

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workshops, with 14 businesses participating.

- One downtown business completed permanent building renovations to make their building entrance accessible.

Action Plan Goal 4. Encourage and support the improvement of the visual appearance, character and functionality of the privately owned properties location in the Downtown
Action 4.8 Support and assist with the implementation of the Heritage Conservation District Plan that applies to Downtown Lindsay

- Lindsay Heritage Conservation District was approved by Council in fall 2017

Action Plan Goal 6. Work to support and enhance a robust business community in the Downtown.

Action 6.6 Provide workshops and training to address the needs of Downtown businesses i.e. digital marketing, customer service and diversity issues.

- KLSBEC partnered with the four chambers of commerce to deliver a series of three Digital Training Workshops with a total of 25 attendees.
- LDCC held six diversity training workshops with a total of 14 business participating.

2. What priority projects do you intend to undertake over the next year?

The priority for the first year was setting up the Working Group and Committee of Council organization to continue to improve communication with community stakeholders to allow for collaboration throughout the City of Kawartha Lakes. The Working Group have yet to determine their priorities.

In addition, the City of Kawartha Lakes will be implementing a Business Growth Program and working on a Community Improvement Plan.

3. Can you provide an example of how you have used the findings of the downtown revitalization planning process over the last year?

Data collected during the planning process helped highlight priorities for the CIP and Heritage Conservation District. The planning process also helped highlight the need for improved communication with downtown revitalization moving forward.

4. Is there any specific achievement or success you have had based on downtown revitalization?

The downtown revitalization process assisted in the adoption of the Lindsay Downtown Heritage Conservation District, as well as the action plan for improvements throughout downtown Lindsay.

5. Did you have any challenges and lessons learned over the previous year that you would like to share?

It was determined that collaboration among the key stakeholders in the Downtown will result in more opportunities for success.

6. What emerging trends, opportunities, or challenges do you see influencing your downtown revitalization activity over the next year?

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We see the adoption of a new Community Improvement Plan as an opportunity to provide local property & building owners with tools to improve their properties and contribute to the revitalization of downtown Lindsay. We expect that the adoption of the Heritage District may bring about some challenges, specifically in understanding the process required to make building alterations. This presents an opportunity to communicate with local property and building owners about the programs available.

7. What strategies/activities are you pursuing to ensure the ongoing sustainability of your downtown revitalization initiative over the next year?

The Working Group is seeking additional volunteers to help execute on specific tasks in the Downtown Lindsay Revitalization Action Plan.

8. Is there anything that you are presently working on in downtown revitalization that the ministry can assist with?

We would like to identify opportunities for funding for improvements for business areas, recreational improvements and grant writing. In addition, it would be helpful to learn where and how to access funding options.

9. What is the methodology that you used to collect data for Section 1 (e.g. purchase of census or custom data set, surveys, interviews)?

The methods used to compile the data for Section 1 are as follows: Business Surveys and Business and Building Inventory interviews for questions 2 through 4; Municipality databases for questions 5 through 8; MPAC Database for question 9; contacting BIA and municipal departments to assess investments for question 10; and downtown revitalization records for question 11.

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Data Notes

Daytime Employment:

Daytime employment estimates are based on compiled business data which includes counts of employees who work, presumably during the day, at the business location within a given dissemination area (DA), based on businesses geocoded to that specific DA.

Business Points:

Canada Business Points is a national database of business establishments that provides geocoded points for each business record. The business data is provided by InfoCanada, which assembles its business file from a variety of sources including yellow page directories, new business filings, utility connections, press releases, corporate websites, annual reports, and user generated feedback.

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