Downtown Revitalization

Tracking Your Downtown Revitalization
Program's Performance

Annual Report Card

Name of Community/Project:	Omemee
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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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 December 2014, there were 69 employed (56 Full time, 13 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 25 businesses in downtown Omemee.

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 11 vacant units.
      ii. Rate (% by number of vacant units): In Fall 2014, there was a 23% 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 no businesses that expanded their commercial space in 2017.

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

   0 ☐ 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*?

200 ☐ Sq.Ft. **OR** ☒ Sq. M.

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

There were no business units that made any physical improvements in 2017.

a. What were the approximate value of the improvements*: $ 0

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

   a. Residential: $1,230,300
   b. Multi-Residential: $1,991,000
   c. Commercial: $6,280,000
   d. Office: included in commercial
   e. Other: $7,513,300

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

$ 149,862

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

$ 137,350, which includes $1,350 Community Partnership and Development Fund Grant

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

The community received support through the grants that are offered through the municipality for beautification. Fundraising took place in 2017 by the Lion's Club and the Legion for the 2018 installation of an Omemee mural on the Legion.

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)

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and the regeneration of the working group for Omemee. There were 10 volunteers engaged in the downtown revitalization initiatives in 2017.

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

Legion, Lion's & Lioness Clubs, Omemee Blooms (Horticultural Society), Lindsay & District Chamber of Commerce

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. Get business owners and organizations collaborating on downtown revitalization
   Action 1.2 Organize regular meetings of all the parties helping to implement this 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 Omemee, 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 Plan Goal 4. Grow an animated, ecofriendly pedestrian town linking natural assets and businesses
   Action 4.1 Promote Omemee and events on the www.explorekawarthalakes.com official tourism website
   • Content for Omemee page was enhanced with the launch of the new website in 2017. Content continues to be updated.

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

   The priority for the first year will be 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. One priority that has been identified is the design and installation of new way finding signage. The Working Group have yet to determine their additional 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?

   As this past year (2017) was an organizational year, the findings have been used to establish parameters and guidelines for the next steps in the implementation plan for the action plan in Omemee.

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

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The Omemee community has worked on building an identity around the Neil Young and "Still Standing" connections. Neil Young is an international recording artist who proudly calls Omemee his childhood hometown and hosted a concert at Coronation Hall in late 2017. In addition, the Canadian television show "Still Standing" filmed an episode in Omemee in 2016.

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

   Our community has learned that a well-informed staff member is needed to assist in helping to move things forward in the downtown revitalization process.

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

   As we were at the beginning of the implementation phase, there were challenges with getting volunteers engaged and reigniting the excitement and interest from community members that participated throughout the planning process. We see the Neil Young connection as an opportunity to pursue music themed downtown revitalization elements.

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 working together with knowledgeable staff and our ministry advisor to effectively complete the actions as outlined in our 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 community partners and resources 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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