Downtown Revitalization

Tracking Your Downtown Revitalization
Program's Performance

Annual Report Card

Name of Community/Project:	Coboconk/ Norland
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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⁺Physical improvements defined as additions, alterations, signage, facades, and any other activities that would normally be collected as part of municipal permitting activities.

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 227 employed (146 Full time, 81 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 44 businesses.

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 8 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*?

    1

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

    174.01 ☐   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*?

     ☐ Sq.Ft. **OR** ☐ Sq. M.

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

4

   a. What were the approximate value of the improvements*: $ 84,000

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

   a. Residential: $6,628,000
   b. Multi-Residential: $0
   c. Commercial: $7,363,500
   d. Office: included in commercial
   e. Other: $1,850,800

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

$ 186,207

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

   $ 148,207, which includes $6,707 Community Partnership and Development Fund Grant

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

   EODP through CFDC, Canada Summer Job Funding, OMAFRA for the Horticultural Societies

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 Coboconk/Norland. There were 6 volunteers engaged in the downtown revitalization initiatives in 2017.

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

Coboconk, Norland & Area Chamber of Commerce, Coboconk and Norland Horticultural Clubs, Ontario Ministry of Transportation, Lion's Club, Fresh Water Summit Organizing Committee, Shadow Lake Association.

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 Coboconk, Norland and Area Chamber of Commerce and the greater community to implement the Actions identified to revitalize Downtown Coboconk and Norland.
   Action 1.1 Establish a management committee to meet quarterly consisting of the Downtown Revitalization Advisory Committee, the Coboconk, Norland and Area Chamber of Commerce, Municipal Staff and Community Stakeholders.
   • 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 Coboconk/ Norland, 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 Groups and Committee of Council have been established and meet regularly.

   Action Plan Goal 3. Improve the visual appearance and functionality of the public realm to create a year round cottage community for residents and visitors to enjoy.
   Action 3.2 Research viability of a downtown public WiFi program that allows all visitors to connect online.
   • Free public WiFi was installed at the Coboconk wharf in 2017 in partnership with the Coboconk, Norland & Area Chamber of Commerce.

   Action Plan Goal 8. Enhance recreation opportunities in Coboconk Norland
   Action 8.2 Increased utilization of recreation facilities by increased programming, enhanced promotions of facilities and activities, events and use by community groups and visitors.
   • The Coboconk, Norland & Area Chamber of Commerce initiated a project to renovate and/or replace several public docks and one public boat ramp in order to achieve the objective of bringing more boaters into the downtowns and increasing potential water recreational activities.
   Action 8.3 Explore funding for recreational capital project needs and bring partners together to operationalize.
   • Over the past three years, more than $750,000 has been spent at the Norland Recreation centre for upgrades.

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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 so that key community leaders can meet regularly and 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?

   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 Coboconk/ Norland.

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

   We have been strategizing to attract more boaters to Coboconk through the addition of more services like water, electricity, wifi, etc. To date, free wifi has been implemented at the Coboconk wharf. Another part of our plan includes improving capital infrastructure to bring more boaters into the downtowns and to increase potential recreation activities like swimming, fishing, boating, sailing, etc. In 2017, the Chamber of Commerce initiated a project to renovate and/or replace several public docks and one public boat ramp in order to achieve this objective. This project will conclude in 2018.

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

   As we were at the beginning of the implementation phase, there were challenges with getting volunteers re-engaged and reigniting the excitement and interest from community members that participated throughout the long planning process. The community is slow to recognize achievements to date. Staff time at the Chamber of Commerce office was reduced, slowing down implementation of Chamber-led initiatives.

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

   We see the upcoming Community Improvement Plan as a wonderful opportunity to support and encourage property improvements throughout the downtown areas. Once challenge that we deal with is the need to work with MTO to allow the implementation of our Streetscape & Façade Design plans as we our downtown is located on an MTO highway. An additional challenge has been identifying the sources and securing funding to implement the actions within our plan.

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

   We are committed to continue to engage with the Chamber of Commerce in seeking funding for initiatives and leading communications within the community. This includes efforts to engage more DR working group members.

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

   In our experience, we have two provincial ministries (OMAFRA, MTO) that are at odds with their goals for this project, so helping with maintaining a mutually beneficial relationship with MTO to allow implementation would be very helpful. In addition, we require case studies that include successful funding models for implementation of DR projects.

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 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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