

Downtown Revitalization



Tracking Your Downtown Revitalization
Program's Performance

Annual Report Card

Name of Community/Project:

Fenelon Falls

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 December 2014, there were a total of 528 employed (364 Full time, 164 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 104 businesses in downtown Fenelon Falls.

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 9% 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*?

0 ☐ Sq.Ft. OR ☐ Sq. M.

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

There were 2 business units that acquired a building permit in 2017 for physical improvements.

- a. What were the approximate value of the improvements*: \$ 87,000

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

- a. Residential: \$8,260,000
- b. Multi-Residential: \$3,169,000
- c. Commercial: \$24,417,000
- d. Office: included in commercial
- e. Other: \$19,718,400

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

\$ 335,162

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

\$ 155,162, which includes \$52,500 Powerlinks and CHEST Fund, and \$12,162 Community Partnership and Development Fund Grant

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

EODP, Rotary Club, Sobey's, and Community fundraising events were held for the splashpad

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

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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 Fenelon Falls. There were 20 volunteers engaged in the downtown revitalization initiatives in 2017.

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

Fenelon Falls Chamber of Commerce, Fenelon Forward, Rotary Club, Lion's Club, Legion, Friends of Lock 34, Knights of Columbus, Trent Severn Waterway, 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 Fenelon Falls Downtown Revitalization project, working in partnership with the community to implement the Actions identified to revitalize Downtown Fenelon Falls

Action 1.1 The Fenelon Falls Downtown Revitalization management committee will work with City Economic Development staff to oversee and guide the implementation of the Fenelon Falls 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 Fenelon Falls, 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 has been established and meet regularly.

Action 1.4 Incorporate the Downtown Revitalization Strategic Plan into the City's Economic Development Strategic Plan and ensure that it compliments other related and future plans

- 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 both the private and public realm while maintaining and enhancing its historic character and creating a liveable barrier-free community for residents and visitors to enjoy.

Action 2.5 Assist with the implementation of the Heritage Conservation District Plan located in the residential area of Fenelon Falls

- Oak Street Heritage Conservation District adopted by Council in fall 2017

Action Plan Goal 5. Develop a robust Downtown business community

Action 5.2 Work with the business community to identify training and assistance needs that can be provided to them, to help business owners grow their business, and help them thrive

- KLSBEC partnered with the Chambers to identify training needs of their membership and methods of instruction. Digital marketing training was identified as a priority need for the small business community. A series of Digital Marketing workshops were held in December of 2017.

Action 5.11 Restructure the City's tourism website so that local Fenelon Falls' events can be easily added to the website, including events organized by private businesses.

- A new municipal website (www.kawarthalakes.ca) and tourism website (www.explorekawarthalakes.ca) were completed in August of 2017. The public can add events to the City website that are then forwarded to be added to the tourism website.

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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 Fenelon Falls.

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

Achievements include the adoption of the Oak Street Heritage Conservation District, as well as the creation of the Committee of Council and Working Group. The community also joined together to raise money for the installation of a new splashpad at Garnet Graham Park, which is adjacent to the downtown area and is a great attraction for the downtown.

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 a lot of engaged volunteers that wanted to be involved. It can be a challenge to delegate tasks effectively to ensure priorities are set and progress is made. We are committed to getting volunteers engaged and reigniting the excitement and interest from community members that participated throughout the planning process.

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

Based on upcoming plans, the working group anticipates opportunities to work with the Trent Severn Waterway to get infrastructure improvements and a site plan completed. In addition, the working group plans to work with the City of Kawartha Lakes to get infrastructure (e.g. roads, sidewalks etc.) improved.

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

We are planning to coordinate regularly scheduled working group meeting to make progress on the action plan activities. We appreciate the importance of the volunteers involvement and understand the need for continued support, so we will continue to provide the required resources to ensure the sustainability of this initiative.

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

The Fenelon Falls Downtown Revitalization Initiative needs funding from all levels. The community would like to find a grant writer to research and write grants for funding. In addition, the community would like some seed money for social media and grant writing. In addition, the City of Kawartha Lakes would benefit from continued advisory services related to the downtown revitalization program activities as the involvement of the OMAFRA advisor is instrumental in the implementation of DR activities.

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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