

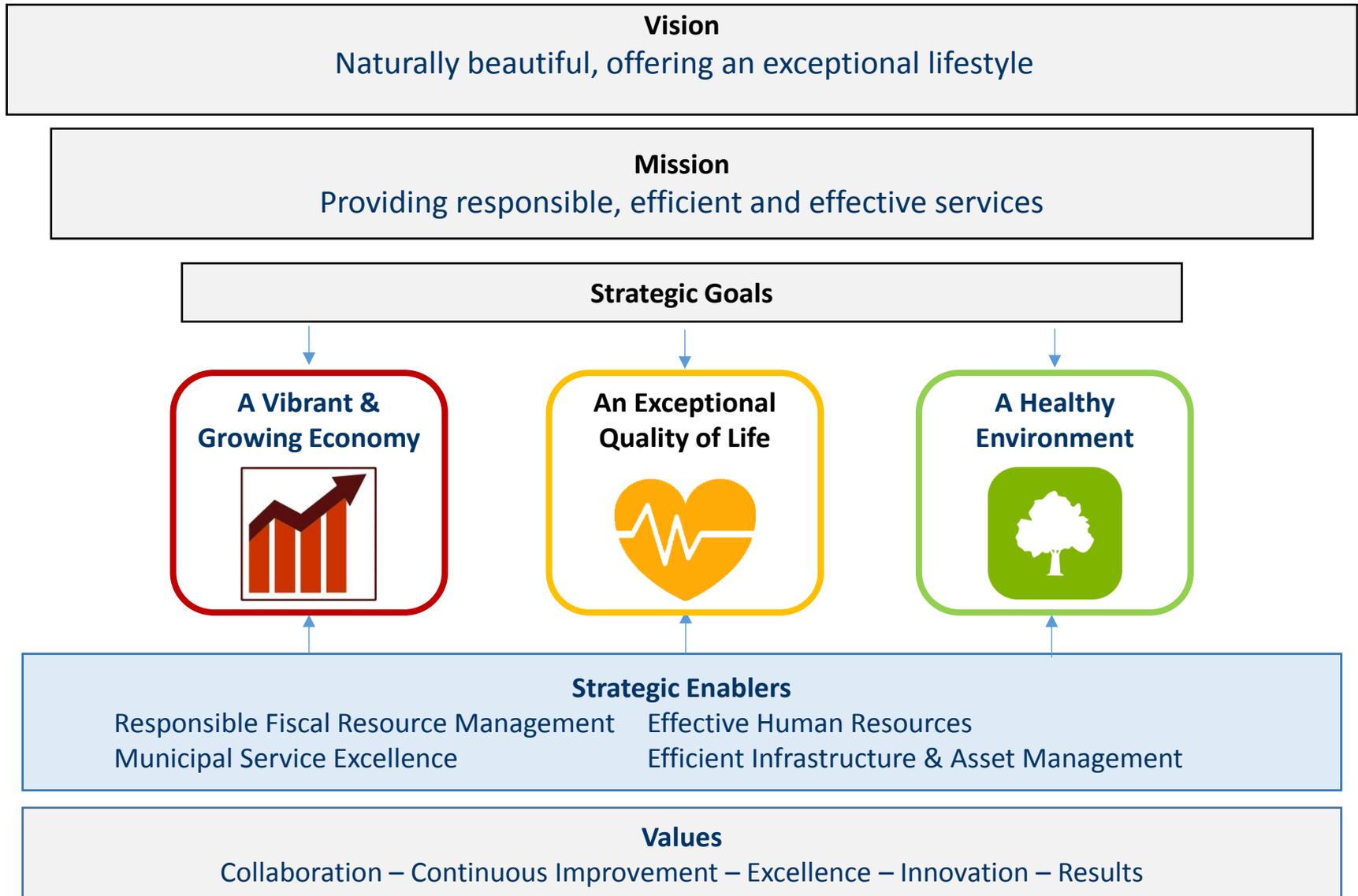
Downtown Revitalization

Update Presentation and 2017 OMAFRA
Downtown Revitalization Report Cards

Leisha Newton, Economic Development Officer
September 25, 2018



City of Kawartha Lakes Corporate Strategic Plan Framework



Strategic Goals



Goal 1: Adopt a City-wide focus



Goal 2: Grow specific business sectors



Goal 3: Encourage a positive community business culture



Goal 4: Align and inspire City resources



Goal 5: Attract and retain a new generation of great entrepreneurs and workforce

Planning Phase (2013-2017)

- 4 Downtown Revitalization Projects
 - Coboconk/Norland,
 - Fenelon Falls,
 - Lindsay, and
 - Omemee
- Community & City collaboration with OMAFRA support
- Action Plans approved March 2017

2017 Investment in Public Space that contribute to Downtown Revitalization

	Municipal	CPDF Grant	Powerlinks & CHEST	Public Funding	Total
Lindsay	\$ 263,018.00	\$ 35,000.00		\$ 70,000.00	\$ 368,018.00
Fenelon Falls	\$ 90,500.00	\$ 12,162.00	\$ 52,500.00	\$ 180,000.00	\$ 335,162.00
Omeme	\$ 136,000.00	\$ 1,350.00		\$ 12,512.00	\$ 149,862.00
Coboconk/ Norland	\$ 141,500.00	\$ 6,707.00		\$ 38,000.00	\$ 186,207.00
	\$ 631,018.00	\$ 55,219.00	\$ 52,500.00	\$ 300,512.00	\$ 1,039,249.00

**\$738,737 Municipal investment
downtown revitalization activities in 2017**

OMAFRA Annual Report Card

- # of employees in downtown of each community
- # of businesses in downtown
- # of vacancies in downtown
- # of businesses expanded commercial space each year, and amount of space
- # of businesses that have made physical improvements, and the value of the improvements
- Value of the properties in the downtown areas
- Amount of investment in downtown revitalization activities, by municipality and public sources

City-wide initiatives

- A Downtown Revitalization Advisory Committee (DRAC) was formed
- DRAC is engaged with the Community Improvement Plan development
- Downtown Dreams Business Growth Program was implemented with three finalists starting, moving and growing their businesses in 2018.
- Promotion of the downtown business communities through the contest and the downtown revitalization program.
- Small Business Entrepreneurship Centre partnered with the four Chambers of Commerce to deliver a series of **3** digital training workshops, with **25** attendees

Lindsay

- Designated Heritage Conservation District
- Chamber of Commerce hosted a series of **6** diversity training workshops, with **14** businesses participating in the workshop series
- LDBIA hosted **2** new events, Fun Four Hours in the summer and the fall
- Businesses are making improvements to signage and facades to meet Heritage and accessibility requirements
- **17** new businesses
- Installation of new heritage windows and doors at 180 Kent Street

Omemee

- Relocation of the library from Coronation Hall to a more centralized downtown location
- Installation of community collage mural
- Neil Young Mural will be installed
- Guitar themed way finding signs, and way finding maps
- Coronation Hall Concert Series event was hosted on July 28, with Melissa Payne concert (4 pop up concerts)
- New organization: Omemee Unites - community groups working together to collectively promote, support and build Omemee through collaboration
- 2 new businesses
- Beach revitalization project

Coboconk/ Norland

- New boat ramp and dock extension in Norland and new dock at Riverside Parkette.
- Accessibility improvements with new handrails at Mill Pond dock pathway in Coboconk
- **4** New businesses
- **2** new community events in shoulder seasons: Spring Shindig and Oktoberfest
- New playground equipment in Lions Park
- Expansion of Drive Through Art Gallery : banners painted by local artists.
- Horticultural Societies expanding gardens

Fenelon Falls

- Designated Heritage Conservation District
- New splash pad
- **4** new businesses opened
- Original art metal banners on bridge
- New event, Simcoe Day
- Expanded Country Living Show, included artists. Doubled attendance
- Bike Share program
- Ongoing repairs and maintenance performed to the TSW site
- New www.explorefenelonfalls.com website
- Revitalization of the Fenelon Falls Marquee sign

Thank you

For more information, please contact

Leisha Newton

Economic Development Officer – Downtown

705-324-9411 extension 1366

lnewton@kawarthalakes.ca

