

The Corporation of the City of Kawartha Lakes

Council Report

Report Number ED2018-011

Date: September 25, 2018

Time: 2:00 p.m.

Place: Council Chambers

Ward Community Identifier: 2, 6, 9, 10, 11, 12, 14, 15

Title: Downtown Revitalization Update Presentation and 2017 OMAFRA
Downtown Revitalization Report Cards

Description: With the support of the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), the Downtown Revitalization Program is being implemented in four communities throughout the City of Kawartha Lakes: Lindsay; Fenelon Falls; Omemee; and Coboconk/Norland. As part of the funding agreement with OMAFRA, the City has agreed to provide annual reports cards to the Province to indicate the progress of the action plans, and monitor the key performance indicators

Author and Title: Leisha Newton, Economic Development Officer – Downtown

Recommendation(s):

That Report ED2018-011, **Downtown Revitalization Update Presentation and 2017 OMAFRA Downtown Revitalization Report Cards**, be received.

Department Head:_____

Financial/Legal/HR/Other:_____

Chief Administrative Officer:_____

Background:

At the Council Meeting of May 28, 2013, Council accepted funding for the Rural Economic Development (RED) Fund application to support the development of strategic action plans for Downtown Revitalization:

**Moved by Councillor Warren, seconded by Councillor Junkin,
RESOLVED THAT** Report ED2014-002, **Rural Economic Development (RED) Fund**, be received;

THAT Council accept matching funding totalling \$245,500.00 to implement projects in Coboconk-Norland, Fenelon Falls, Lindsay, Omemee, Bobcaygeon and Woodville totaling \$491,000.00;

THAT Council authorizes the Director of Economic Development to work with Human Resources staff to recruit a temporary, full time Downtown Revitalization Coordinator to work with the Ministry of Rural Affairs' Downtown Revitalization Program for up to a 24 month period; and

THAT Council approve the City's contribution of \$245,500.00 to come from the Economic Development Reserve.

CARRIED CR2014-228

Two communities, Bobcaygeon and Woodville, were added to the motion during the Council meeting. As the funding had been previously approved by the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), the two additional communities were not able to be added to the project at that time. The project moved forward with the original four communities.

At the Council Meeting of January 26, 2016, Council approved the Streetscape and Façade Design Guidelines for Coboconk-Norland, Fenelon Falls and Lindsay.

**Moved by Councillor Dunn, seconded by Councillor Elmslie,
RESOLVED THAT** Report ED2016-001, **Streetscape and Facade Design Guidelines**, be received;

THAT the Streetscape and Facade Design Guidelines for Coboconk/Norland, Fenelon Falls and Lindsay, attached as Appendix A, B and C to Report ED2016-001, be approved; and

THAT consideration is given to the recommendations contained in the Streetscape and Facade Design Guidelines by the municipality, downtown landowners and local organizations when conducting future work and planning.

CARRIED CR2016-078

At the Council Meeting of March 7, 2017, Council approved an Action plan for each community.

RESOLVED THAT Report ED2017-005, **Downtown Revitalization Update and Action Plans**, be received;
THAT the Downtown Revitalization Action Plans for Coboconk-Norland, Fenelon Falls, Lindsay and Omemee, as outlined in Appendices A to D respectively to Report ED2017-005, be approved;
THAT financial considerations for projects beyond those already identified in existing budgets and work plans be incorporated in future budgets for consideration;
THAT a Downtown Revitalization Committee of Council be established with representation including each community that has a completed Downtown Revitalization Plan; and
THAT staff develop the Terms of Reference for the Downtown Revitalization Committee and forward to Council for approval.

CARRIED CR2017-194

At the Council Meeting of June 27, 2017, Council approved the Streetscape and Façade Design Guidelines for Omemee:

RESOLVED THAT Report ED2017-012 **Omemee Streetscape and Façade Design Guidelines**, be received;
THAT the Streetscape and Façade Design Guidelines for Omemee attached as Appendix A to Report ED2017-012 be approved; and
THAT consideration is given to the recommendations contained in the Streetscape and Façade Design Guidelines by the municipality, downtown landowners and local organizations when conducting future work and planning.

CARRIED CR2017-562

At the Council Meeting of March 21, 2017, Council approved a funding application for implementation, and at the Council Meeting of October 24, 2017, Council approved the funding agreement to begin the implementation of the Downtown Revitalization Action Plans, which has become known as “Downtown Dreams”:

RESOLVED THAT Report ED2017-006, **Rural Economic Development Fund Application Request for Downtown Revitalization Implementation**, be received;
THAT the project **Downtown Revitalization Implementation** be approved for an application to the Rural Economic Development Program with a total project cost of up to \$200,000 with the City’s 50% contribution coming from the Economic Development Reserve; and
THAT the Mayor and Clerk be authorized to execute any documents and agreements required by the approval of this application.

CARRIED CR2017-234

RESOLVED THAT Report ED2017-018, **Rural Economic Development Funding Agreement RED08084**, be received;

THAT the agreement between the Corporation of the City of Kawartha Lakes and Her Majesty the Queen in Right of Ontario as represented by the Minister of Agriculture, Food and Rural Affairs, for funding under the Rural Economic Development (RED) Program, to accept matching funds totaling \$62,150.00 to implement the Business Growth Program Project, attached as Appendix A to Report ED2017-018, be approved;

THAT Council authorizes the Manager of Economic Development to work with Human Resources staff to recruit a temporary full time Economic Development Officer, Downtown Revitalization for a period of up to 14 months;

THAT the City's contribution of \$62,150.00 from the Economic Development Reserve Fund, be approved; and

THAT the necessary by-law to authorize execution of the agreement be brought forward for adoption.

CARRIED CR2017-913

This report provides Council with an annual report of the progress of the downtown revitalization activities in each of the communities, as well as the Downtown Revitalization Advisory Committee.

In addition to the report card, the presentation will provide an update on the status of the downtown revitalization activities to date.

Rationale:

The Downtown Revitalization Annual Report Card provides a summary of the impact of downtown revitalization activities. The report card highlights the economic impact of downtown revitalization activities. As part of the Provincial Funding Agreement, the City provides OMAFRA with an annual report card outlining employment and building trends, investment, and Action Plan implementation progress.

Since adopting the four Downtown Revitalization Action Plans in 2017, the City and communities have implemented a number of Action Plan initiatives. The attached Downtown Revitalization Annual Report Cards include activities for 2017. Highlights of the work underway to date include;

City-wide:

- A Downtown Revitalization Advisory Committee was formed with two representatives from each of the four community working groups and two Council representatives. This committee has met four times over the last

year to discuss the downtown revitalization activities throughout the City of Kawartha Lakes and to determine opportunities to share ideas, and work collectively.

- The Downtown Revitalization Advisory Committee is engaged with the Community Improvement Plan development, and will continue to be involved with the implementation.
- The Downtown Dreams Business Growth Program was implemented in the four communities with three finalists starting, moving and growing their businesses in 2018. This included promotion of the downtown business communities through the contest and the downtown revitalization program.

Lindsay:

- Lindsay designated Heritage Conservation District approved by Council in October 2017
- KLSBEC partnered with the four Chambers of Commerce to deliver a series of three digital training workshops, with 25 attendees
- Lindsay & District Chamber of Commerce hosted a series of six diversity training workshops, with 14 businesses participating in the workshop series
- The DR Working Group, along with the LDBIA and LDCC, provided detailed feedback regarding the downtown Lindsay reconstruction project. These groups will continue to be engaged in the process as the project progresses

Fenelon Falls:

- Fenelon Falls designated Heritage Conservation District approved by Council in September 2017
- Fundraising and installation of a new splash pad near the museum, adjacent to the downtown area
- The community has coordinated with the Trent Severn Waterway to have ongoing repairs and maintenance performed to the site including fencing, paving and general site improvement. This enhances the attraction of the site to tourists
- Fenelon Falls & District Chamber of Commerce launched a new www.explorefenelonfalls.com website in summer 2018, combining the branding of the Town Crier and the community communications

Coboconk/ Norland:

- Installation of free Wi-Fi at the Coboconk wharf in partnership with the Coboconk, Norland & Area Chamber of Commerce (CNACC)
- The CNACC 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

- The DR Working Group has been corresponding with CKL staff to determine a suitable location for portable toilets by the wharf to accommodate the boaters and visitors during to warmer months. A solution has not yet been found, but this issue will still be addressed.

Omemees:

- The library was relocated from Coronation Hall to a more centralized downtown location
- The Omemees Legion lead a project to install a community collage mural on the west wall of the Legion
- RTO8 funding was received to install guitar themed wayfinding signs throughout the community
- A Neil Young Mural will be installed on the west wall of Coronation Hall
- Coronation Hall Concert Series event was hosted on July 28, with Melissa Payne concert

Other Alternatives Considered:

No alternatives have been considered.

Financial/Operation Impacts:

Throughout the downtown revitalization process, the municipality has made significant investments into the four communities: Coboconk/Norland; Fenelon Falls; Omemees; and Lindsay.

The entire downtown revitalization planning phase of the program included a municipal investment of \$245,500 with matching Rural Economic Development (RED) funding for a total cost of \$491,000 during 2014-2017.

Currently, the Downtown Dreams business growth program is being implemented with a municipal investment of \$62,150, and matching RED funds for a total cost of \$124,300.

In 2017, the municipality spent \$738,737.00 throughout the four communities on capital projects, grants and partnerships, plus additional operational costs for beautification, snow removal and maintenance in the downtown areas. A more detailed breakdown can be found in the 2017 OMAFRA report cards found in the appendices of this report.

Relationship of Recommendation(s) To The 2016-2019 Strategic Plan:

The City of Kawartha Lakes Strategic Plan, which provides the vision for Kawartha Lakes, identified the creation of a comprehensive Economic Development Strategy under Goal 1: A Vibrant and Growing Economy.

Through the adoption of a city-wide focus, while leveraging the strengths of local resources, the downtown revitalization action plans are effectively implementing the first goal of the Economic Development Strategy. The Downtown Revitalization project is listed as an activity in the Economic Development Strategy.

Consultations:

The 2017 Annual Report Card is prepared for the Ontario Ministry of Agriculture, Food & Rural Affairs as a requirement of the Downtown Revitalization program. Throughout the downtown revitalization program the creation of the report cards, there has been continuous consultation with our Ministry Advisor.

For the purpose of collecting data and information for the report cards, a series of consultations were undertaken.

Employment, business and vacancy rate information was collected from Business Surveys and Business & Building Inventory interviews were conducted throughout the Downtown Revitalization Planning process in 2014. Business surveys are being conducted throughout 2018, therefore updated data will be provided in the 2018 annual report card.

Commercial space information and details about physical improvements in 2017 was collected through consultation with the Chief Building Officer and the municipal records.

The total assessed value of properties in each downtown area in 2017 was collected from the most recent MPAC Roll Total with the help of the Economic Development Officer – Community.

The Director of Community Services, Director of Public Works, Manager of Corporate Assets, Supervisor of Technical Services, and Manager of Economic Development were contacted to determine any municipal funds that were spent on downtown revitalization activities in 2017.

With regards to public funding, several community groups were consulted to determine the amount of investment in each of the communities. The groups that were contacted include: the Downtown Revitalization Working Group members; Lindsay & District Chambers of Commerce; Coboconk, Norland and Area

Chamber of Commerce; Fenelon Falls & District Chamber of Commerce; Lindsay Downtown BIA; Omemee Lion's Club; and the Omemee Legion.

Each Downtown Revitalization Working Group provided details about the volunteers and a list of the organizations that have contributed to the success of the downtown revitalization activities in each community.

Attachments:

Appendix A - 2017 Downtown Revitalization Annual Report Card for Coboconk & Norland



2017 Annual Report
Card Coboconk Norla

Appendix B - 2017 Downtown Revitalization Annual Report Card for Lindsay



2017 Annual Report
Card Lindsay.docx

Appendix C - 2017 Downtown Revitalization Annual Report Card for Fenelon Falls



2017 Annual Report
Card Fenelon Falls.dc

Appendix D - 2017 Downtown Revitalization Annual Report Card for Omemee



2017 Annual Report
Card Omemee.docx

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Department Head: Chris Marshall, Director – Development Services