

The Corporation of the City of Kawartha Lakes

Committee of the Whole Report

Report Number ED2019-012

Date: April 9, 2019

Time: 1:00 p.m.

Place: Council Chambers

Ward Community Identifier: 1, 3, 5, 6, 7

Title: Downtown Revitalization Committee 2019 Work Plan

Description: Activities to be completed in 2019 by the Downtown Revitalization Committee of Council

Author and Title: Carlie Arbour -Economic Development Officer, Community

Recommendation(s):

That Report ED2019-012, **Downtown Revitalization Committee 2019 Work Plan**, be received;

That the 2019 Downtown Revitalization Committee Work Plan as outlined in this report be approved; and

That this recommendation be brought forward to Council for consideration at the next Regular Council Meeting

Department Head:_____

Financial/Legal/HR/Other:_____

Chief Administrative Officer:_____

Background:

The Downtown Revitalization Committee of Council Terms of Reference identify that the purpose of the Committee is to implement the Downtown Revitalization Action Plans as approved by Council and stimulate the economic, social and physical prosperity of downtowns. The Committee is to provide advice and assistance to Council and staff, provide opportunities for communities to collaborate, and support the implementation of all Downtown Revitalization Action Plans.

The terms of reference require the Committee to present an annual work plan that includes details on promotion of public education programs, review of other government reports, programs and legislation for any impacts on the City or its programs, and future City policy direction all with the view of advancing the City's adopted strategic priorities and the proposed budget.

This report provides a proposed work plan for 2019. The Downtown Revitalization Committee of Council reviewed the work plan and made the following resolution at their February 28, 2019 meeting:

Moved By L. Manning

Seconded By C. Handley

That the 2019 DRAC Work Plan be approved as amended and that it be forwarded to Council for approval.

Carried

Rationale:

Outlined below is the proposed 2019 work plan for the Downtown Revitalization Committee of Council.

Goal	Measurement Stages	Timeline	Measurement of Success
1. Make recommendations to Council on priority activities identified as "City Led" or "Collaborative" in the Downtown Revitalization Action Plans that may impact and inform future year City's budgets. (Priorities from each	a) As issues arise b) DRAC Meetings called c) Items Discussed d) Report to Council	Ongoing	Council Adoption

Goal	Measurement Stages	Timeline	Measurement of Success
Downtown Action Plan will be identified by each community and put forward by the Committee in a combined Staff report.)			
2. Support for cross-community collaboration and implementation of projects: a) Work with the City on the Downtown Reconstruction projects b) Toolkits for Business & Community c) Incorporating the Trent Severn Waterway into the Downtown Revitalization through the Trail Towns initiative	a) Support community consultation process, public outreach activities, engage the Chambers and BIA b) Collect materials from stakeholders c) Facilitate community involvement in the Trail Towns program	a) Ongoing b) Q4 c) TBD	a) Completed Kit b) Designated Trail Towns in all communities
3. Monitor and advance the progress of the Downtown Revitalization Action Plans	a) DRAC Meetings b) Items Discussed c) Report to Council	Quarterly	Annual Report Card
4. Improve communication from the Downtown Revitalization Committee of Council to City of Kawartha Lakes Council.	a) Quarterly reports to Council, or as needed.	Quarterly/On going	City Council aware of recommendations and key initiatives impacting Downtown Revitalization.

Goal	Measurement Stages	Timeline	Measurement of Success
			Council support received for key initiatives.

Other Alternatives Considered:

There were no other alternatives considered.

Financial/Operation Impacts:

The Committee makes recommendations to Council regarding priority projects in the Downtown Revitalization Action Plans. These initiatives are funded through the department budgets and either included in existing budgets or are identified for consideration in future budgets.

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, 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 an activity in the Economic Development Strategy.

Consultations:

Downtown Revitalization Committee of Council

Attachments:

None.

Department Head E-Mail: cmarshall@kawarthalakes.ca
Department Head: Chris Marshall