

The Corporation of the City of Kawartha Lakes

Committee of the Whole Report

Report Number ED2020-010

Meeting Date: March 10, 2020

Title: Downtown Revitalization Committee Annual Report and 2020 Work Plan

Description: Annual report and work plan for Downtown Revitalization Committee of Council

Ward Number: 1,3,5,6,7

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

Recommendation(s):

That Report ED2020-010, **Downtown Revitalization Committee Annual Report and 2020 Workplan**, be received; 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 for the Downtown Revitalization Committee of Council dictate that an annual report be written to Council by the end of Q1 each calendar year in line with the Committee's achievements from the previous year and to present their upcoming work plan for the upcoming year.

The Downtown Revitalization Committee of Council reviewed the work plan and made the following resolution at their February 20, 2020 meeting:

Moved By S. Podolsky
Seconded By K. Quinn

That the 2020 Downtown Revitalization Committee of Council Work Plan be approved and forwarded to Council for approval.

Carried

Rationale:

During 2019, the Downtown Revitalization Committee of Council supported the advancement of following priorities listed in the Action Plans:

- Toolkit for new businesses the new local intelligence data tool available on the City's website
- Advocate for the need for public washrooms within the Downtowns
- Support the designation of the Trail Towns program in Downtown Revitalization communities
- Collaborate with the City on the advancement of the Downtown Reconstructions

Outlined below is the proposed 2020 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 Downtown Action Plan will be identified by each community and put forward by the Committee in a combined Staff report.)	a) As issues arise b) DRAC Meetings called c) Items Discussed d) Report to Council	Ongoing	Council Adoption
2. 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
3. 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. 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 2020-2023 Strategic Plan:

The recommendations within this report directly align with all Strategic Priorities, with a primary focus on supporting A Vibrant and Growing Economy.

Consultations:

Downtown Revitalization Committee of Council

Attachments:

None.

Department Head E-Mail: cmarshall@kawarthalakes.ca

Department Head: Chris Marshall