

Kawartha Lakes Economic Recovery Taskforce Engagement Strategy

The Kawartha Lakes Economic Recovery Taskforce activities include:

b) Develop and execute an engagement strategy with local businesses, communities, business organizations, and industry associations to support the development and implementation of initiatives.

d) Establish Working Groups to inform the work of the Taskforce.

1. Working Groups

Working Groups will be established by the Taskforce to address specific economic response and recovery needs. These Working Groups will include representation from local Chambers of Commerce, Business Improvement Area, sector and industry associations.

At the discretion of the Taskforce, Working Groups may be organized in various ways, including by; community, sector (including agriculture and food, construction, arts/culture/heritage, manufacturing, retail, services, and tourism) associations (including Chambers of Commerce, Business Improvement Associations, industry associations, and Team Kawartha Lakes), and public interest. (Economic Recovery Taskforce Terms of Reference)

The City of Kawartha Lakes has key sectors of the economy. The role of the working groups is to reach into those sectors and speak with businesses and organizations for their input to the economic recovery of Kawartha Lakes.

The outcome of the working groups will be two fold, firstly to provide recommendations to the Taskforce from a broad range of stakeholders in a strategic manner, and secondly to provide a platform for businesses to support each other through discussing issues of mutual interest.

The initial Working Groups will use a roundtable facilitated virtual session:

8-12 participants

1.5 hrs

Structured agenda with pre-circulated questions

Time for each participant to provide input followed by group discussion

Identify a list of recommendations to bring to the Taskforce with the top three (3) identified

Facilitated by an Economic Development Officer with support team member

Session will be recorded

Timing: June- July 3 or 10, 2020

1.1 Potential Working Groups:

Cluster focused input: direct discussions with business owners 8-12 participants from across Kawartha Lakes. Pre-circulated questions, structured agenda with time for each participant to provide input followed by open group discussion. Propose to set up two scheduled times for participants to register, target key business leaders to register and open registration to the cluster businesses/ associations.

Economic Development Strategy Clusters:

- Agriculture (Kelly)
- Culture (Donna)
- Tourism (Laurie)
- Innovation/ tech (Rebecca)
- Manufacturing and food processing (Rebecca/ Kelly)

Additional Clusters listed in the Terms of Reference:

- Downtown (Carlie)
- Retail
- Small business/ services (Diane)
- Construction (Emily)
- Restaurants

Community focused input: working with established community groups that have demonstrated working towards a collaborative or coordinated response.

- Team KL facilitated session
- Bobcaygeon: Impact 32 and Chamber
- Fenelon Falls: Fenelon Forward and Chamber
- Lindsay: Chamber and BIA

Issue focused input: working with businesses and organizations on specific issues

- Workforce/ labour

2. Broad Engagement

The purpose of broad stakeholder engagement is to support the development and implementation of initiatives that stimulate the local economy. To this end, interactions will be focused on generating ideas and conversation that add value to this discussion.

The Jump In Kawartha Lakes platform is proposed to be the broad engagement tool. Jump In Kawartha Lakes has several features including discussion forums, idea boards, and polls;

- Forums provide space for multiple users to provide a comments to a particular set of questions and create conversation.
- Ideas allows the user to upload singular messages, including pictures, to a question.
- Polls show a question and set list of answers for quick response
- Questions enable people to answer (possibly without creating discussion)

Anyone can view content on the platform. To share ideas and content, sign in is required.

Information gathered through the Jump In platform will be shared with the Taskforce.

DRAFT

Appendix 1

Team Kawartha Lakes business organizations

Lindsay and District Chamber of Commerce

Coboconk Norland and Area Chamber of Commerce

Bobcaygeon and Area Chamber of Commerce

Fenelon Falls and Area Chamber of Commerce

Downtown Lindsay BIA

Community organizations

Impact 32

Fenelon Forward

Industry Organizations

Peterborough Kawartha Home Builders Association (PKHBA)

Kawartha Lakes Arts Council (KLAC)

Kawartha Lakes Heritage Network

Kawartha Lakes Federation of Agriculture

Committees of Council:

Agriculture Development Advisory Committee

Downtown Revitalization Advisory Committee

Team Kawartha Lakes

Fleming College

Trent University

Workforce Development Board

OCE

Chambers of Commerce and BIA (5)

Kawartha Lakes CFDC

Province: OMAFRA, MEDJC,

School Board

VCCS

Kawartha Lakes Real Estate Board

CAWT

Appendix 2

Proposed consultation outline

Introduction: overview of activities to date and purpose of Working Group.

Section 1: (40 mins)

Individual input

- 1. We know that COVID-19 has impacted your business, what has been your response to the pandemic? (what measures/ actions have you put in place to help your business survive)**
- 2. What would speed up the recovery of your business?**

Section 2: (30 mins)

Discussion

- 3. What are the emerging trends in your industry?**
- 4. The taskforce is looking for your ideas for immediate action- what could we do locally to help businesses like yours recover and implement in the short term and medium term?**

Section 3: (15 mins)

Discussion

- 5. By consensus, identify the top three actions that are most important to recommend to the Taskforce for local economic recovery**

Wrap up (5 mins)

Appendix 3

Jump In Engagement Questions

Draft Forum questions:

1. Have a local business you'd like to recognize? Give them a shout out below.
2. What's working to bring in cash flow during COVID-19?
Share how you're connecting with customers, keeping cash coming in and adapting your business to the 'new normal'. Have questions about how to do business when your doors are shut.
3. What new tools or technology are you using to do business in the 'new normal'?
Share what new apps, technology or providers are most helpful to your business during COVID-19. Tell us about tools you're using for marketing, sales, resourcing or operations that are helping you do business.

Draft Idea questions:

1. Give us an idea of how you'll know when our economy has recovered. Is it:
 - All businesses open?
 - Jobs in Kawartha Lakes?
 - Is it the same or different to where we were a few months ago?What wins have you had in 'new normal' of doing business online
2. Share how your business has started to overcome the challenges of COVID-19 by embracing doing business.
 - What tools, suppliers, or tactics are working?
 - What marketing or promotions are people responding to?
Upload a sample of your promotions, a screenshot of your webpage, or whatever you're doing that working that can encourage others.