

The Corporation of the City of Kawartha Lakes
Economic Recovery Task Force Report

Report Number ERTF 2020-004

Meeting Date: September 22, 2020
Title: Working Group Session 2
Description: An overview of the first round of Working Group meetings
Ward Number: All
Author and Title: Rebecca Mustard, Manager of Economic Development

Recommendation(s):

That Report ERTF2020-004, Working Group Session 2, be received;

Background:

At the Economic Recovery Task Force (Task Force) Meeting of September 1, 2020, the Task Force provided direction for Session 2 Working Group meetings. Three (3) meetings were to be held including Session 1 participants and other interested parties, and include discussion on the expectations of businesses for the upcoming months and input on municipal actions to support business recovery.

Three meetings were held the week of September 14;

Tourism, Monday, September 14, 2020

Construction and Innovation, Wednesday, September 16, 2020

Agriculture and Industry, Thursday September 17, 2020

Many Task Force members were in attendance. The meetings were structured to encourage discussion between participants and the Task Force members.

This report provides an overview Working Group Session 2 as a background for Task Force action planning discussions.

Rationale:

The Session 2 Working Group discussions identified trends that are being seen in the Kawartha Lakes area including;

- Tourism visitors; diversification of visitors from the GTA area were noticeable this year with a strong interest in outdoor activities
- Resident opportunities; remote work is evident with people working from cottages, expectation that less residents will travel south this winter and remain in Kawartha Lakes, noticed increase in volunteers
- Business transformation; adaptation to process and products due to impacts of the pandemic, increased technology adoption in local business

Below is a high level overview of the discussion at each Session 2 Working Group to inform Task Force discussions at the September 22 meeting;

Tourism: This discussion noted that improvements to broadband across Kawartha Lakes are essential. The discussion also identified the importance of developing outdoor tourism opportunities, continued development of a strong tourism program with collaborations, and the beautification and maintenance of downtowns and municipal infrastructure.

Construction and Innovation: This discussion included the importance of broadband improvements, the value of business development and training services for small and growing business, facilitation of development through improved municipal services, and utilizing municipal assets to stimulate recovery.

Agriculture and Industry: This discussion noted challenges in workforce and supply chains.

Overall, the key themes from Session 1 were reiterated as areas for municipal action to stimulate the local economy; broadband improvements, business development, resources and training support, communications and marketing (tourism, business and resident attraction), improvements in the development process, municipal infrastructure and services, and workforce limitations.

E-Mail: rmustard@kawarthalakes.ca

Phone: 705-324-9411 ext. 1395

Department Head: Chris Marshall, Director of Development Services

Attachment 1: Working Group Session 1 Recommendations

All of the recommendations are listed for consideration by the Task Force with the top issues as identified by each Working Group is bolded at the top of each list;

Restaurants

- **Communication from City to the public about health standards and expectations (physical markings on sidewalks, signage, promotions etc) Include enforcement options**
- **Advocate for wage subsidy program expansion beyond August**
- **Deferring property tax or sewer/water rates**
- **Information, policy training on best practices for front line staff and employer legal advice**
- Restaurant Forum group to encourage ongoing connection between restaurants
- Marketing Campaign encouraging staycations
- Support for workforce retention and attraction
- Kent Street construction deferred another year (Lindsay)
- Allowing use of public infrastructure: picnic tables, fencing
- Public washrooms and garbage cans in Downtowns

Tourism

- **City infrastructure –washrooms, garbage cans**
- **City signage directing to what is open (beaches) and to assets (boat launches) etc.**
- **Tourism Marketing Campaign – promotion of all that can be experienced safely (cottage rentals, boat rentals, window shopping etc)**
- Creation of Blogs, lists, of what can be experienced.
- Opening of City Facilities(Chamber of Commerce)
- Consistent messaging and marketing from the City to the public
- Business protocols and procedure certifications to support consumer and resident confidence
- Support for businesses to be able to communicate with all levels of government (health unit, municipal, provincial, federal etc)
- Advocate for support for staffing challenges
- Virtual Event platform

Small Business

- **Continue to offer business workshops and business mentoring**
- **Improve internet structure**
- **Facilitate peer to peer meeting for strategic alliances. Introductions, connections, network for partnerships**
- **Need advocacy. Promote KL as a safe place to visit and shop**

- Provide low cost flexible spaces for businesses to rent for short term
- Messaging has been confusing about resources available . Need for 1 source of information.
- Incentive for homeowners to do home improvements.

Culture

- **Tourism Marketing Campaign to encourage visitation and showcase what is open**
- **Landing page on the website where everything that is open can be listed as well as what to expect when you arrive**
- **Marketing dollars given to businesses for their marketing**
- **Operational funding for cultural facilities**
- **Streamline City regulations to support outdoor performances and activities**
- Increase broadband and cellular service in Kawartha Lakes
- Reactivating Cultural Hub activities to support arts

Construction

- **Change the tenor of the planning and building process to increase efficiency and issue permits/approvals more quickly**
- **Introduce electronic permitting including an electronic application process and internal electronic tracking and approvals**
- **Increase communication from the City on the building/planning processes in general and to individual applicants as the pandemic progresses**

Retail

- **Campaign promoting KL is a safe place to shop and that measures are in place for public safety for locals and visitors**
- **Promotions to cottagers that they are welcome back.**
- **Looking for ways to increase daily store visitor numbers by encouraging people to shop local**

Manufacturing and Food Processing

- **Tax increase to be shared residential/non-residential not just on business**
- **Building process improvements to LOCATE & expand businesses in KL**
- **Employee/resident attraction (to increase labour force)**
- Find space for businesses to move into (existing buildings not ok)
- Expand space for patios into the street
- More industry/businesses (to retain workers)
- Child care solution/Support
- Support working from home/ in office transitions

Agriculture and Agri-Business

- **Address needs for labour force** (including support in finding good, qualified employees and filling vacant and under filled jobs which aligns with the SAO project and direct supports to the ag sector by VCCS)
- **Address issues with the local food processing sector** (including addressing diversity of processing options to maintain a safe/secure processing capacity in the food chain, supporting small and medium businesses needing to provide processing locally when capacity becomes an issue for large corporations)
- **Support direct to consumer sales**
- **Improve rural broadband services**
- Continue to emphasize the importance of local agriculture
- Setting up protocols and processes for the changing state of the agriculture industry
- Continued communication and direct support for accessing funding and programming opportunities
- Implement tariff system on imports to promote buying local products

Innovation

- **Developing new partnerships and relationships with communities**
- **Define who the City wants to be (and build/design/invest from there)**
- **Increase and ensure accessibility to technology and rural internet**
- Companies and municipality facilities available to test new technology/ commercialize/ Use and support local businesses to develop new technologies
- Address shortages in the local labour market (attraction/ repatriation)
- Create services and opportunities to attract talent to Kawartha Lakes
- Provision of employment grants for companies to innovate
- Address shortages in local housing for new workers (diversity of stock)
- Provide opportunities for students to understand and experience being in the workforce
- Incentives to help people work innovatively at home

Downtowns

- **City to increase municipal services to support downtown businesses - garbage cans, public washrooms, signage**
 - **Shop Local campaign and marketing should include open and safe messaging**
 - **Clear communications for the revised funding programs to support the downtown business community post -COVID i.e. million dollar makeover, digital main street**
 - Increase communication from the municipality to downtown organizations
 - City to take lead on Health and Safe measures
- Closing roads to support physical distancing measures

Attachment 2: Working Group Participants

Restaurants

Laurie McCarthy – City of Kawartha Lakes
Carlie Arbour – City of Kawartha Lakes
Andy Letham– City of Kawartha Lakes
Bjorn Alfredson – Task Force
Julia Kirby - Original Just for the Halibut
Nicki Dedes - Olympia
Wesley Found - Hobarts
Erastus Burley - Pie Eyed Monk
Vinh Mac - Fenelon Falls Brewery
Heather - Murphy's Lockside Pub

Tourism

Laurie McCarthy – City of Kawartha Lakes
Donna Goodwin – City of Kawartha Lakes
Bjorn Alfredson - Task Force
Chris Marshall - Task Force
Jill Quast - Happy Days Houseboats/Task Force (phone)
Denise Benning-Reid - Bobcaygeon Chamber of Commerce
Carly Poole - Buckeye Marine/Impact 32
Candace Buckley - Days Inn & Suites Lindsay (phone)
Mary Lee Boston - Fenelon Falls Chamber of Commerce
Harry Stoddart - LEX
Danielle French - South Pond Farms
Karen Haagsma - Pigeon Lake Resort

Small Business

Diane Steven – City of Kawartha Lakes
Sandy Greenburg – City of Kawartha Lakes
Bjorn Alfredson - Task Force
Chris Marshall - Task Force
Tammy Adams – Silver Lights Senior Services
Debra Kemp – Kawartha Mediums
Denise Benning-Reid – Bobcaygeon Chamber of Commerce
Mark Imrie - Imrie Group
Lisa Vehrs - Recovered Treasure Upholstery
Marylee Boston – Fenelon Falls Chamber of Commerce
Jennifer Bain- Kawartha Lakes CFDC

Culture

Laurie McCarthy – City of Kawartha Lakes
Donna Goodwin – City of Kawartha Lakes
Bjorn Alfredson - Task Force
Chris Marshall – City of Kawartha Lakes /Task Force

James Barrett - Globus Theatre + Lakeview Arts Barn
Tim Wisener - Colborne St. Gallery
Lesley Drummond - Kawartha Lakes Art Council
Erastus Burley - Pie Eyed Monk
Craig Metcalf - Academy Theatre
Robert Plummer - Bobcaygeon Music Council
Barbara Doyle - Olde Gaol Museum
Darlene Mann- Kinmount Artisans Guild + Kinmount Artisans Marketplace

Construction

Carlie Arbour – City of Kawartha Lakes
Kelly Maloney – City of Kawartha Lakes
Pat Murphy
Tim Wisener
Mike Barkwell
Bjorn Alfredsson - Task Force

Retail

Sandy Greenburg – City of Kawartha Lakes
Diane Steven – City of Kawartha Lakes
Chris Marshall – City of Kawartha Lakes
Bjorn Alfredsson – Task Force
Larry McCaw – Canadian Tire
Colleen Collins - Lindsay Chamber

Manufacturing and Food Processing

Rebecca Mustard – City of Kawartha Lakes
Kelly Maloney – City of Kawartha Lakes
Caley Ferguson - Northern Casket
Scott Wilson - MITY Inc. (Holsag)
Raphael Dube - Cardio Med
Vinh Mac - Fenelon Falls Brewing
Bruce VandenBerg - Mariposa Dairy
Carolyn Puterbough – OMAFRA
Bjorn Alfredsson - ER Task Force

Agriculture and Agri-Business

Kelly Maloney – City of Kawartha Lakes
Emily Turner – City of Kawartha Lakes
Guy Masters – Masters Farm
Michelle Murphy-Ward – Wards Farm
Rebecca Parker – Middle Kingdom Farm
Matt Pecoskie – Alliance Agri-Turf
Mark Torrey
Alice VanVught
Andrew Veale – City of Kawartha Lakes /ERT Task Force
Chris Marshall – City of Kawartha Lakes /ERT Task Force

Bjorn Alfredsson - ERT Task Force

Innovation

Rebecca Mustard – City of Kawartha Lakes
Emily Turner – City of Kawartha Lakes
Joanne Ilaqua – Mamasoup Inc
Wesley Found – Linborough Property Corp
Paul Tamlin – Dapagee Industrial IOT
Graeme Barrie - Netmechanics
Mike Perry – Kawartha Lakes Community Foundation
Dennis Geelen – Zero In
Ryan Oliver – Pinnguaq Association
Dan Kitchen – Invent Art Inc
Tom Phillips - ERT Task Force
Bjorn Alfredsson - ERT Task Force

Downtowns

Carlie Arbour – City of Kawartha Lakes
Donna Goodwin – City of Kawartha Lakes
Andrew Veale – City of Kawartha Lakes Council
Chris Marshall – City of Kawartha Lakes
Bjorn Alfredsson – ERT Task Force
Marylee Boston – Fenelon Falls Chamber
Wesley Found – Hobarts Restaurant, Lindsay Downtown
Lynn Manning - DRAC, Fenelon
Melissa McFarland - BIA, Lindsay
Denise Benning Ried – Bobcaygeon Chamber
Vinh Mac – Fenelon Brewery
Carolyn Puterbough - OMAFRA
Hayley Pheonix - Coboconk Chamber