

# Economic Recovery Task Force Recommendations

Committee of the Whole  
November 3, 2020



# Economic Recovery Task Force

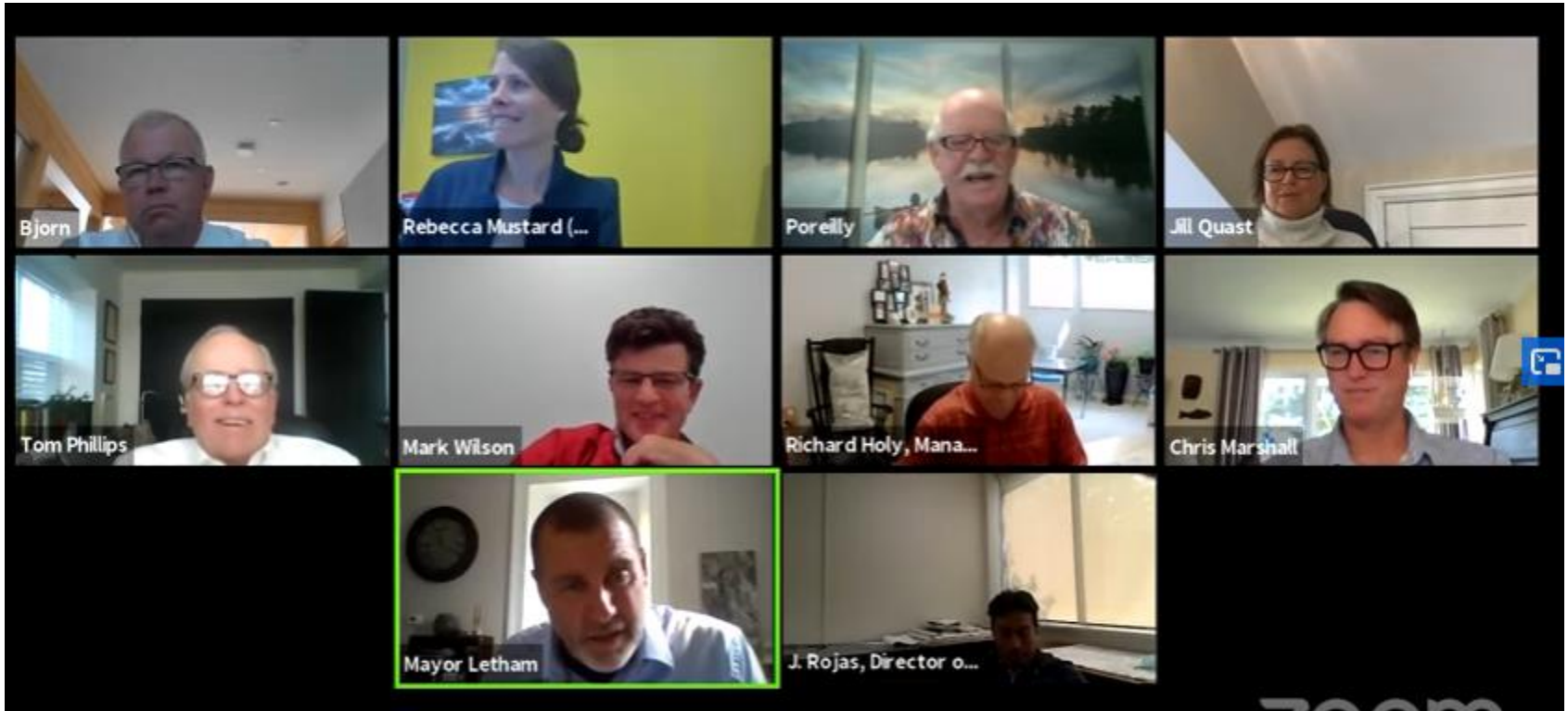
**Established: May 26, 2020**

## **Mission:**

The Economic Recovery Taskforce is established to provide advice and recommendations to Council and Staff on resources and support to stimulate local economic recovery from the COVID-19 Pandemic.

This will include a focus on three strategic areas;

- Critical Infrastructure Investments
- Planning and Development Stimulus
- Business Recovery and Support



# Task Force Members

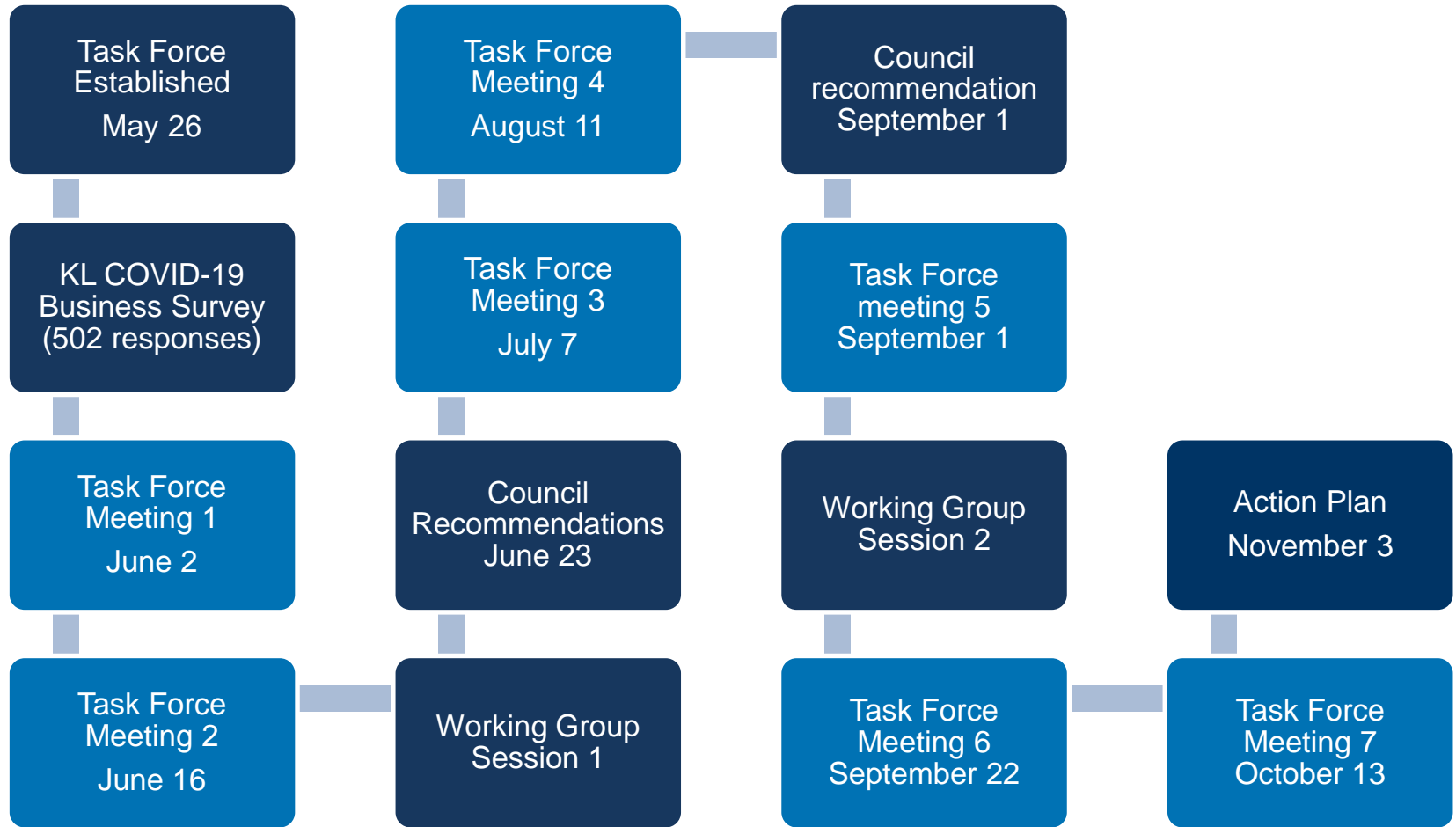
- **Mayor Letham (Chair)**
- **Deputy Mayor Councillor O'Reilly (Vice Chair)**
- **Councillor Seymour-Fagan**
- **Councillor Veale**
- Director of Development Services Chris Marshall
- Director of Engineering and Corporate Assets Juan Rojas
- Bjorn Alfredsson (community member, at large)
- Jill Quast (community member, business)
- Mark Wilson (community member, development)
- Tom Phillips (community member, infrastructure)

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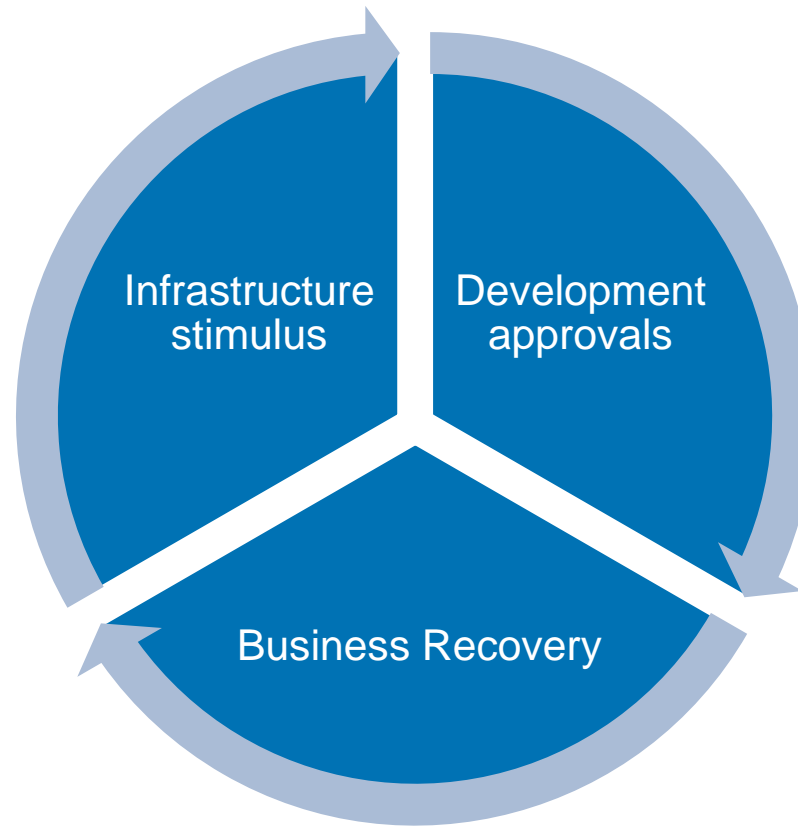
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# Action Plan





# Focus Area: Infrastructure Investment

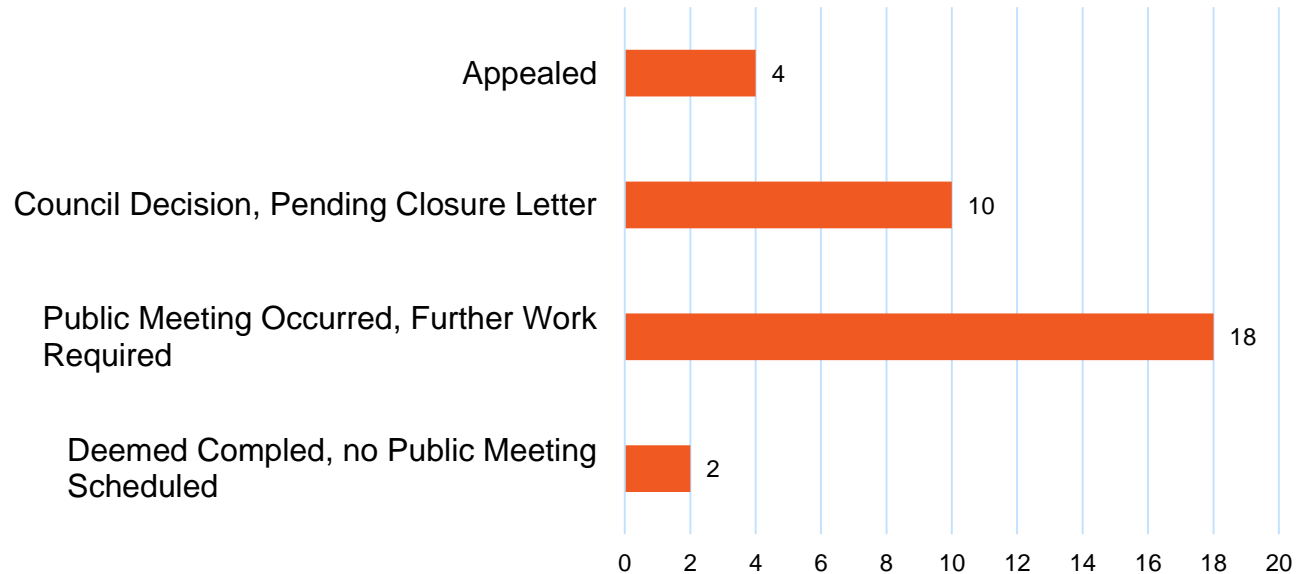
Action Item		Now	2021	2021+
2.1	That council consider, from an economic recovery perspective, Downtown Fenelon Falls reconstruction proceed in 2021		x	
2.3	That Council consider increased signage and portable washrooms in our downtowns.		x	
2.4	That Council consider increased investment in our boat launches and trails for improved access and enjoyment.		x	
2.5	That the Culture Master Plan implementation be accelerated, and that council consider setting up an emergency cultural sector grant program in 2021, which could be applied to operating costs for our arts and culture community, and that Staff develop an ongoing cultural organization operating program for consideration in the 2022 budget.		x	x
2.7	The Transit master plan be accelerated with immediate focus on the need for linkage regarding transit between Pontypool and Lindsay, Peterborough and Lindsay, and Lindsay and Bobcaygeon. This immediate focus be based on an employment perspective to assist with the workforce challenges. Timing should include early morning links for work availability and early evening links for return home availability			x
3.1	That Council continue to work through EORN and EOWC and support the Eastern Ontario 1 GIG proposal for INCREASED BROADBAND capacity. This is by far, the #1 priority from an economic perspective			x
3.2	If the EOWC proposal doesn't play out, that council pursue a 'Made in Kawartha Lakes' solution and work with EORN on a local solution to supplying 1gig data to the home for all businesses and homes in Kawartha Lakes.			x

# Focus Area: Development Stimulus

Action Item		Now	2021	2021+
1.1	Opened up the Community Improvement Plan (CIP) for the full utilization of all tools if needed	x		
1.5	Current exemption in place for all Industrial DC charges and up to 25,000 square feet of Commercial DC charges	x		
2.6	Improve timelines and processes in the Development Department. An updated spreadsheet to track applications is being finalized for review and recommendation. This should make it easier to follow and track progress on each file in the planning department. Concierge Pilot Project implemented. updated spreadsheet be brought forward to planning committee each month for discussion.		x	
3.3	Increase housing stock across the city to improve and increase the workforce, fill vacancies in employment, and provide options for young working families.			x

# Planning Applications + Concierge

OPAs and ZBAs as of October 2020



# Focus Area: Business Recovery

Action Item		Now	2021	2021+
1.2	Allow patios and restaurants to expand into parking lots or sidewalks if requested	x	x	
1.3	Waived fees for parks, patios and events for 2020	x	x	
1.4	Deferred 3 property tax payments for 2020	x		
1.6	Tourism and Shop local marketing campaigns	x		
1.7	Support digital transformation of local businesses through the Digital Main Street program	x		
2.2	That Council consider an increase in number of garbage cans and frequency of pick up in our downtowns and major parks for 2021		x	
2.8	That Council consider an extension to the Kawartha Lakes Innovation Cluster Pilot program to provide specific support for high growth businesses.		x	
3.4	Work with Fleming College to help fill labor market needs (trades, etc.)			x


# Business supports: Marketing

- Tourism = 250% increase in website users
- #ShopKawarthaLakes = 60 businesses participating





Feeling all cooped up?

centurycinemas3.ca  
shopkawarthalakes.ca



There's no place like home.

explorefenelonfalls.com  
shopkawarthalakes.ca



Eat, drink and be merry.

bobcaygeonbakery.ca  
shopkawarthalakes.ca



# Business Supports: Transformation

- Digital Main Street = 103 businesses trained
- Manufacturing and agriculture SkillsAdvance Ontario = 11 businesses, 100 trainees
- Business start up, retention and expansion = 400+ consultations
- Doing business differently training = 513 training participants

