

Downtown Revitalization Committee of Council

Economic Development Staff Update

February 18, 2021



Downtown Revitalization + COVID

- 2020 was not a year of “business as usual”
- Pandemic response and recovery
- Advocate for downtown’s through Economic Recovery Task Force
- Increased communication with businesses

Downtown Revitalization + 2020



- Million Dollar Makeover
- Digital Main Streets
- Downtown Reconstruction
- Shop Kawartha Lakes
- Increased training opportunities and webinars
- Weekly / bi-weekly newsletter

ERTF Action Plan + Downtowns

2020:

- Opened more CIP programs
- Expanded patios + waived fees

2021:

- Fenelon Falls downtown reconstruction
- Increase in garbage cans and frequency of waste pick up in our downtowns and major parks
- Portable washrooms and associated directional signage in our downtowns and parks

Downtown Revitalization + Reconstruction



- Lindsay (2019 – 2022)
 - Fenelon Falls (2021)
 - Omemee (in design)
 - Coboconk-Norland (Warf in design)
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- Business consultations
 - Weekly communication
 - Additional signage and marketing

Questions?