



Committee of the Whole Report

Report Number: ED2021-014

Meeting Date: March 9, 2021

Title: **Downtown Revitalization Committee Annual Report and 2021 Work Plan**

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

Recommendation(s):

That Report ED2021-014, **Downtown Revitalization Committee Annual Report and 2021 Work Plan**, be received;

That the 2021 Downtown Revitalization Committee Work Plan as outlined within this report be approved; 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 18, 2021 meeting:

Moved By D. Livingstone

Seconded By S. Podolsky

That the 2021 Downtown Revitalization Committee of Council Work Plan be forwarded to Council for approval.

Carried.

Rationale:

In 2020, due to COVID-19, the Downtown Committee meetings were deferred and Economic Development activities focused on economic response and recovery. Priorities identified through the Committee and Downtown Revitalization Action Plans were put forth to the Economic Recovery Task Force for consideration in the Economic Recovery Task force action plan.

The Economic Recovery Task Force Action Plan identified the below actions that support Downtowns and the priorities identified through the Downtown Revitalization Action Plans:

- Opened up the Community Improvement Plan (CIP) for the full utilization of all tools if needed
- Allow patios and restaurants to expand into parking lots or sidewalks if requested

- Waived fees for parks, patios and events for 2020
- Tourism and Shop local marketing campaigns
- Support digital transformation of local businesses through the Digital Main Street program
- That council consider, from an economic recovery perspective, Downtown Fenelon Falls reconstruction proceed in 2021
- That Council consider an increase in number of garbage cans and frequency of pick up in our downtowns and parks for 2021
- That Council consider increased signage and portable washrooms in our downtowns.

The Downtown Committee reconvened in February 2021. Outlined below is the proposed 2021 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. Review the Downtown Action Plans and complete a summary of actions completed 2017-2021.	a) Action plan review b) Identification of completed, in-progress, and incomplete actions. c) Report to Council	Q4 2021	Annual Report
3. Make recommendations to Council on the framework of a	a) Define the framework	Q4 2021	Establishment of a framework

Goal	Measurement Stages	Timeline	Measurement of Success
Kawartha Lakes Downtown Revitalization program based on the Ontario Downtown Revitalization Program.	and scope of a Downtown program.		Downtown Revitalization program for Kawartha Lakes communities.

Other Alternatives Considered:

There were no other alternatives considered.

Alignment to Strategic Priorities

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

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.

Consultations:

Downtown Revitalization Committee of Council

Attachments:

None.

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Department Head: Chris Marshall