

Downtown Revitalization Committee of Council

Economic Development Staff Update

April 15, 2021

Four Point Approach



Leadership

- Downtown Revitalization Advisory Committee
 - Community Working Groups
- Chambers + BIA Roundtable
- Kawartha Lakes Ecosystem Network (KLEN)

Marketing

- New Websites (City + Tourism)
 - Community and Tourism Event Calendars
 - Tourism business directory
- Shop Local
- Diggin' Downtown
- Digital Main Streets

Economic Development

- Building and Business Inventory, annual (≠2020)
- Digital Main Streets
- Local Intel
- Workforce Attraction Piece
- Education and Training
 - Retail Refresh
 - KLSBEC Training Program
- Downtown Dreams

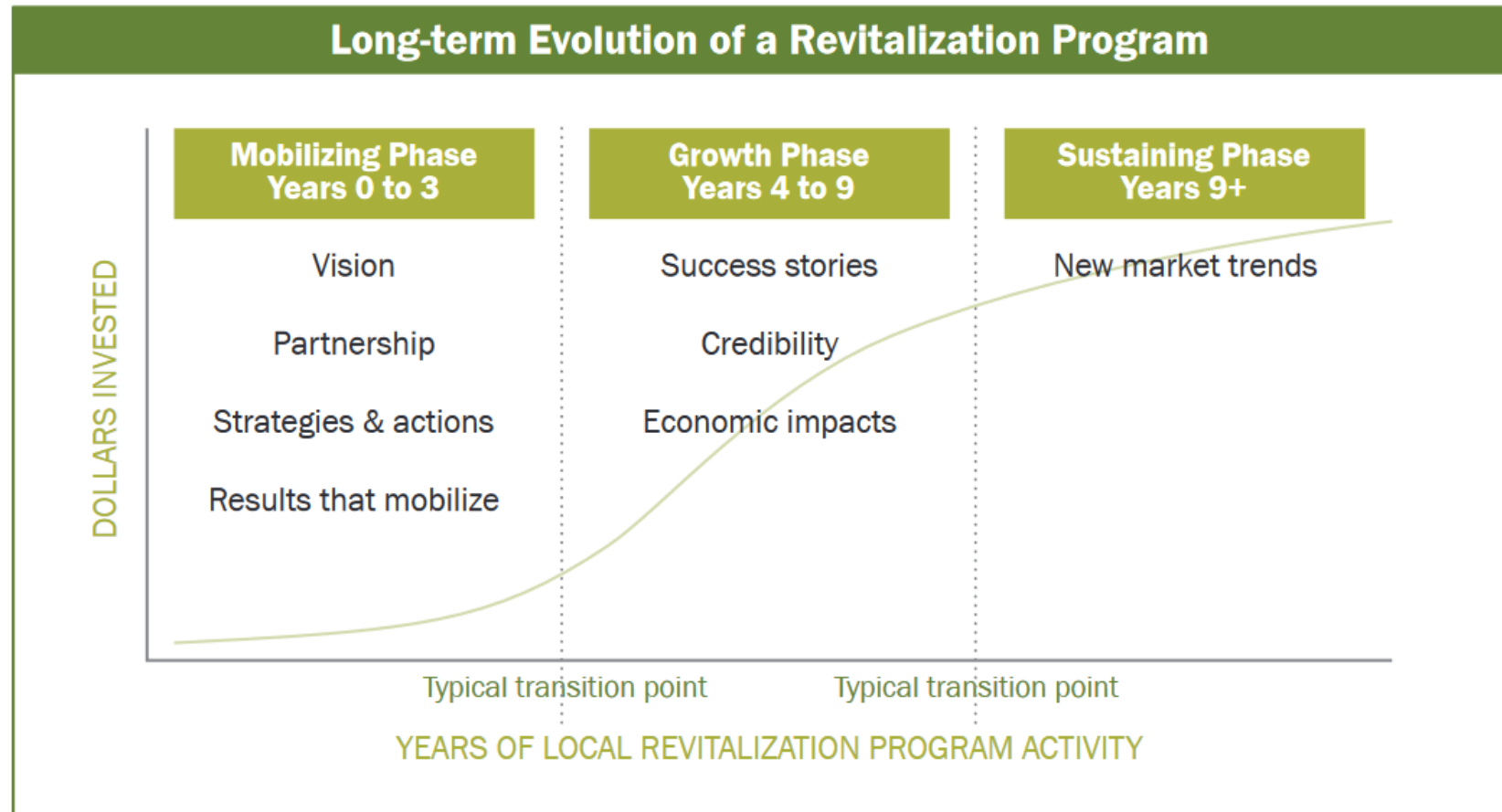
Physical Improvements

- Downtown Reconstructions
 - Lindsay
 - Fenelon Falls
 - Omemee (in progress)
 - Coboconk-Norland (warf)
- Private Property
 - Community Improvement Plan
 - Million Dollar Makeover
- Parking Study
 - Lindsay
 - Fenelon
 - Bobcaygeon

Additional

- Public Art Policy & Program
- Heritage Conservation District
- Perception of Downtowns

Evolution of Downtown Revitalization



Questions?