

# Kawartha Lakes Downtown Revitalization: Plans Summary

## Four Pillars to Downtown Revitalization



## Successes + Completed Actions

### Marketing

- Million Dollar Makeover Program
- Digital Main Street
- New City + Tourism websites
  - o Community and Tourism event calendars
  - o Tourism business directory
- Shop Local Campaign
- Diggin' Downtown (video campaign, social campaign)

### Economic Development

- Business Count Program
- Digital Main Streets
  - o (more to come in 2021-22)
  - o 37 \$2,500 grants approved for businesses (more to come in 2021-22)
  - o 51 businesses supported with launching ecommerce sites
  - o 380+ businesses engaged in program
- Local Intel
  - o Digital online toolkit for businesses
- Workforce Attraction Piece

Updated October 5, 2021

- Education and Training
  - o Retail Refresh
  - o KLSBEC Training Program
- Downtown Dreams

### Physical Improvements

- Downtown Reconstructions
  - o Lindsay
  - o Fenelon Falls
  - o Omemee (in progress)
  - o Coboconk-Norland (warf in progress)
- Private Property
  - o Community Improvement Plan policy developed
  - o Million Dollar Makeover
    - 44 projects approved (April 2021)
- Parking Study
  - o Lindsay
  - o Fenelon
  - o Bobcaygeon

### Leadership

- Downtown Revitalization Advisory Committee
  - o Community Working Groups
- Chambers + BIA Roundtable
  - o Monthly, now bi-weekly meetings.
  - o Significant increase in collaborative projects and partnerships
  - o Expanded services for member businesses
- Kawartha Lakes Ecosystem Network (KLEN)
  - o Monthly meetings with 16 + business support organizations. Sharing resources, building collaborative projects and strengthening relationships

### Community Identified Successes

#### Lindsay

- Reconstruction
- Better snow removal
- Heritage Conservation District
- Building and Landlord Inventory
- Streamlined parking enforcement

Updated October 5, 2021

- Lindsay designated Trail Town
- Parking Study
- Downtown Walking Tour
- Information Kiosk (in development)
- BIA Event playbook for downtown events

#### Coboconk-Norland

- Wellness Centre
- Norland Management Committee
- Obtained management of Lions Park in Coboconk
- Increase of use of parks
- Increase in visitors to area
- Great local facilities
- Beautification efforts

#### Fenelon Falls

- Community leadership and capacity
- Reconstruction of Colborne Street
- Wayfinding Signage
- Walking Tour
- The Grove Theater
- Sculpture Project
- Beautification (flowers)
- Business retention during COVID-19
- Business innovation during COVID-19
- New condo developments (in development)
- Relationship with High School Co-op Program

#### Omemee

- Guitar Signage
- MDM projects in town
- Library and Mikeals collaboration
- Murals
- Music Series at Coronation Hall
- Neil Young Concert
- Omemee Units + increase in community events

## Challenges

### Community Identified Challenges

#### Lindsay

- Wifi in Downtown
- Standard Business Hours
- Horse and buggy parking

#### Coboconk-Norland

- Community capacity and leadership to implement plans
- Community out-migration of long time residents + visitors

#### Fenelon Falls

- Signage: wayfinding, entrance, highway

#### Omeme

- Community capacity and leadership to implement plans
- Access to workforce

## Important Projects Yet to be Completed

### All Communities

#### Marketing

- Celebrate the successes in report card

#### Economic Development

- Business investment attraction to fill vacancies

#### Leadership

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#### Physical Improvements

- Signage – highway, wayfinding, business direction signs, parking, public infrastructure, key community assets
- Public washrooms in downtown
- Place-making (gathering spaces, public art)

### Community Specific Initiatives Not Completed

#### Lindsay

- Better integrate Downtown with TSW
- Improved lighting in parking lots
- Recognition program for private investment in buildings

Updated October 5, 2021

- Increased cultural assets in Downtown

#### Coboconk-Norland

- Tourism Marketing Campaign + vibrant weekend atmosphere
- Line painting parking spaces in Downtown
- Increased utilization of municipal facilities (recreation)

#### Fenelon Falls

- Streetscape improvement for Water, Francis and May Streets
- Cultural + Recreational Directory
- Policy to allow for housing developments
- Better viewing options for the Falls
- Second crossing

#### Omemee

- Business networking group
- Increased communication about events and activities in Omemee
- Eliminate residential use of commercial spaces
- Develop gathering spaces (boardwalk, gazebo)
- Encourage commuters on Hwy 35 to stop and shop