

# DRAFT Kawartha Lakes Downtown Revitalization Program Framework

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Kawartha Lakes Economic Development + Downtown Revitalization Advisory  
Committee, November 2021

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## Introduction

This Kawartha Lakes Strategic Plan 2020-2023 identified “support[ing] downtown revitalization to ensure communities have a strong core” as a key action to support a vibrant and growing economy.

This framework provides direction on what Downtown Revitalization means to Kawartha Lakes Economic Development, the community and how the four-point approach will inform ongoing support and programming. This approach has been used throughout the 5 years of Downtown Revitalization implementation has ensured a comprehensive program that meets all facets of a thriving downtown.

Downtown Revitalization programs encourage the proper mix of public space and social uses combined with bustling commercial activity create a vibrant and engaging environment for residents and visitors alike. Strengthening local business, investing in built-environment, designing public spaces that encourage civic activities and providing work and living opportunities are some of the processes involved in improving the social, economic and physical health of downtown.

The success of a downtown revitalization relies on the passion and spirit of the community that is driving the project. Through the leadership of the City of Kawartha Lakes Economic Development division, community champions are offered support and encouragement in their efforts towards implementing the projects of the downtown revitalization and collecting data for their respective community.

## Four Point Approach to Downtown Revitalization

Downtown Revitalization programs utilize a four-point approach to stimulate a community's economic, social and physical prosperity.



**Economic Development** objectives such as helping existing merchants target specific market segments in their trade area or identifying potential new businesses that complement the existing business mix.

**Leadership and Management** activities that include various organizations to ensure the process continues and volunteers are celebrated and renewed.

**Marketing and Promotions** to ensure that the identity and positive image of the downtown is communicated and that events and activities animate the area; and

**Physical Improvements** such as restoring historic facades, streetscapes, parking and creating safe, walkable environments.

## Downtown Revitalization for Kawartha Lakes

### Economic Development

Support businesses with the necessary resources to make informed decisions to serve their clients, expand, or invest.

#### Suggested Activities:

- Data collection
- Investment Attraction
- Training and Development

### Leadership and Management

The municipality continues to recognize Downtowns as a key economic drivers and commercial centers. Continue to build capacity within the community groups, business organizations, and businesses that support and lead initiatives in the Downtown.

#### Suggested Activities:

- Chambers + BIA Roundtable
- Kawartha Lakes Ecosystem Network (KLEN)
- Downtown Community of Practice

### Physical Improvements

Support physical improvements of both public and private lands that improve the appearance and functionality of the Downtowns

#### Suggested Activities:

- Public Property
  - Streetscape Guidelines
  - Reconstructions
  - Wayfinding signage
  - Place-making initiatives
- Private Property
  - Community Improvement Plan / Million Dollar Makeover
  - Façade Design Guidelines

### Marketing and Promotions

Highlight a positive image of Downtown(s) and create space for events and activities that animate the area.

Suggested Activities:

- Profile downtowns on City and community websites
- Social media presence
- Imagery of Downtowns
- Celebration of Downtown Revitalization project

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## Example of ongoing implementation activities led by Economic Development\*:

Ongoing	Annual	Every 3-5 Years
<input type="checkbox"/> Business Training	<input type="checkbox"/> Businesses Count	<input type="checkbox"/> Market Area Data
<input type="checkbox"/> Investment Attraction	<input type="checkbox"/> OSPREY Surveys	<input type="checkbox"/> Resident Survey
<input type="checkbox"/> Promote Downtown Successes	<input type="checkbox"/> MDM Intakes	<input type="checkbox"/> FICE / 24-Hours in Downtown
<input type="checkbox"/> Downtown Community of Practice		

\*This is meant to be a list of suggested opportunities, and not all encompassing.  
The activities identified are suggested activities as fit within the economic development program