



Committee of the Whole Report

Report Number: ED2022-013
Meeting Date: March 8, 2022
Title: Downtown Revitalization Advisory Committee 2021 Annual Report and Future Recommendations
Author and Title: Carlie Arbour, Economic Development Officer - Community

Recommendations:

That Report ED2022-013, **Downtown Revitalization Advisory Committee 2021 Annual Report and Future Recommendations**, be received;

That Council dissolve the Downtown Revitalization Advisory Committee; and

That members of the Downtown Revitalization Advisory Committee, Lynne Manning, Anna Radey, Stephen Podolsky, Karen Quinn, Dinah Wilson, Julie Kellett, and Matthew Hutchinson, be thanked for their contribution; and

That Staff be directed to work with Downtown stakeholders to establish a Downtown Community of Practice.

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 2021 Annual Workplan included three goals:

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.
2. Review the Downtown Action Plans and complete a summary of actions completed 2017-2021.
3. Make recommendations to Council on the framework of a Kawartha Lakes Downtown Revitalization program based on the Ontario Downtown Revitalization Program.

Following completion of these goals, the Downtown Revitalization Committee of Council made the following resolution at their November 18, 2021 meeting:

DRAC2021-023

Moved By M. Hutchison

Seconded By A. Radey

That the Committee request that Council dissolve the Downtown Revitalization Advisory Committee; and

That Members of the Committee be thanked for their contribution; and

That Economic Development work with Downtown stakeholders to establish a Downtown Community of Practice.

Carried

This report addresses that direction.

Rationale:

The Downtown Revitalization Advisory Committee (DRAC) 2021 Annual Workplan included three goals:

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.
2. Review the Downtown Action Plans and complete a summary of actions completed 2017-2021.
3. Make recommendations to Council on the framework of a Kawartha Lakes Downtown Revitalization program based on the Ontario Downtown Revitalization Program.

The Downtown Revitalization program was developed with a five (5) year implementation plan between 2017-2021. The program and the Committee have been in place for the duration of the program. In 2021, the Committee worked through (1) a review and update on the actions completed during the 5-year implementation and (2) the development of a framework for a future Downtown Revitalization program to recommend to Council.

Upon the conclusion of the 2017-2021 Downtown Revitalization plans, the Committee has made a series of recommendations regarding the program, they are included in the Council Report ED2022-009 Downtown Revitalization Program 2017-2021 along with a summary of the action plans.

As defined in the Terms of Reference, the purpose of the Committee is to implement the Downtown Revitalization Action Plans. Upon the conclusion of these plans, the DRAC has recommended that Council dissolve the Committee and establish a downtown community of practice to encourage participation from a broader stakeholder group in future downtown programming.

A community of practice is the preferred direction to engage stakeholders in Downtown Revitalization rather than an Advisory Committee of Council. A community of practice allows individuals and stakeholders with an interest in downtowns, and downtown revitalization to learn from one another, engage in joint activities and discussions, and help each other. This format will allow a larger stakeholder group to engage in the activities, and broader discussion that supports both downtown revitalization, and community economic development initiatives in the communities than in the Advisory Committee.

Other Alternatives Considered:

Council could choose not to dissolve the Downtown Revitalization Advisory Committee; however, this is not recommended. The Committee was established to implement the Downtown Action plans, and these plans have come to the end of their five-year term. The Committee has not recommended developing new Action Plans.

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 by ensuring communities have a strong core through supporting downtown revitalization programming.

Financial/Operation Impacts:

No financial impacts.

Consultations:

Downtown Revitalization Advisory Committee
Manager, Economic Development
Clerk

Attachments:

Appendix A - Downtown Revitalization Advisory Committee 2021 Work Plan Status Report



Appendix A -
Downtown Revitalizati

Appendix B - Downtown Revitalization Advisory Committee Terms of Reference



Downtown
Revitalization Advisory

Department Head email: rholy@kawarthalakes.ca

Department Head: Richard Holy, Director of Development Services