

Fenelon Falls Downtown Revitalization Action Plan Report

February 2022

Goal 1: The City of Kawartha Lakes will continue to take ownership of the Fenelon Falls Downtown Revitalization project, working in partnership with the community to implement the Actions identified to revitalize Downtown Fenelon Falls

Activity	Tasks	Evaluation	Responsibility	Status	Notes
1.1 The Fenelon Falls Downtown Revitalization management Committee will work with City Economic Development staff to oversee and guide the implementation of the Fenelon Falls Downtown Revitalization Strategic Plan	Develop Committee Terms of Reference (ToR)	Committee established with appropriate representation of the Fenelon Falls community. Terms of Reference in place and work plan established for first year of committee.	Fenelon Falls Downtown Revitalization; City of Kawartha Lakes	Complete	Downtown Advisory Committee was formed in November 2017 with 2 members from each of the DR communities and 2 councillors, along with an OMAFRA rep and staff rep. Fenelon Falls managed their Action Plan through a Steering Committee which consists of community representatives that are responsible for actions within the plan.
	Establish annual Committee work plan			Complete	
1.2 An annual report summarizing the work that has been completed to implement the Fenelon Falls Downtown Revitalization Strategic Plan, will be prepared, published, and made available to all interested parties online, via social media, and in print	The Committee prepares an annual update and report on the progress of implementation.	Report Card distributed to all local business owners, community and City Council annually.	Fenelon Falls Downtown Revitalization; City of Kawartha Lakes	Complete	Presented to Council on September 24, 2018. The presentation included the 2017 OMAFRA DR Report Card and a year to date 2018 update on DR activities. DR Committee of Council reports to Council annually and presents successes and upcoming work plan. Celebration of a 5 year report to wrap up the program required.
	Highlight successes and challenges and future steps of process.				
	Present annual report to Council	Effectively communicate the progress of the DR implementation.			
	Promote and distribute report to community, businesses, etc.				
1.3 The Fenelon Falls Downtown Revitalization Committee will consult the Fenelon Falls community regarding the implementation of the Downtown Revitalization Strategic Plan as required	Conduct public information sessions to share information about the direction of the Downtown Revitalization project, and gain input on upcoming and existing projects.	Community engaged in implementation of Downtown Revitalization resulting in enhanced community support and excitement of the Downtown project and overall direction.	Fenelon Falls Downtown Revitalization Committee	Complete	in 2018 Fenelon Forward hosted public information meetings regularly throughout the year. At the December 2018 Steering Committee meeting it was determined that some of the community groups are not engaged, so Fenelon Forward will be reaching out in early 2019 to re-engage the community groups with the DR program and reintroduce the community to everything that is going on in Fenelon Falls. Meeting was held by Fenelon Forward to communicate the launch the implementation of the DR action plan in Spring 2018
	Consult and gain community input through various means such as social media, newsletters, surveys, etc.				
	Hold initial meeting upon the launch of the strategic plan.				

1.4 Incorporate the Downtown Revitalization Strategic Plan into the City's Economic Development Strategic Plan and ensure that it compliments other related and future plans	Use the background documents developed throughout the Downtown Revitalization process, including the Strategic Plan to help guide the development of the Economic Development strategy.	A strategy for Economic Development, including the "Community" portfolio is developed that recognizes the importance of Downtowns and supports their further development and success.	City of Kawartha Lakes	Complete	The Economic Development Strategy was adopted in July 2017. It incorporates specific actions under "Goal 1: Adopt a City-wide focus, that specifically reference the implementation of the Downtown Revitalization programs"
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Goal 2: Improve the visual appearance and functionality of both the private and public realm while maintaining and enhancing its historic character and creating a livable barrier-free community for residents and visitors to enjoy

Activity	Tasks	Evaluation	Responsibility	Status	Notes
2.1 Create an Awards of Excellence Program to recognize businesses that have improved the visual appearance of their properties, and helped to develop the economy of Downtown Fenelon Falls	Develop a program for the Awards of Excellence Develop criteria and categories for awards Develop process for winners (nomination, etc.) Identify when and how awards will be announced	Awards of Excellence program established and awards given out in first year of program.	Fenelon Falls Chamber of Commerce	Complete	In 2019 the FF Chamber of Commerce developed and awarded the Fenelon Falls Downtown Revitalization Façade Award . Link: https://www.explorefenelonfalls.com/news-archive/2019/2/7/fenelon-falls-downtown-revitalization-facade-award?rq=award
2.2 Have the City create a timeline for the implementation of the streetscape design improvements, as provided in the Fenelon Falls Streetscape and Façade Design Guidelines document, a "5 year Capital Asset Improvement Plan for Fenelon Falls"	Economic Development to meet with appropriate departments to review the Fenelon Falls Downtown Revitalization Strategic Plan, and Streetscape and Façade Design Guidelines to identify the priorities of the community. City to establish a 5 year Capital Asset Improvement Plan for Fenelon Falls, including necessary budget and process requirements. Include necessary upgrades for all infrastructure requirements (including hydro, water, gas, fibre optic, storm and sanitary sewers).	5 year plan developed and presented to Council. Community engaged and informed on upcoming upgrades and timeline for process.	City of Kawartha Lakes	Complete	Engineering has incorporated the Streetscape & Façade Design Guidelines into the Capital Plans for Fenelon Falls, which includes the plans for Colborne Street. Colborne Street Reconstruction to be completed in 2021 March - December. Public consultation took place to ensure construction wasn't done during peak season, resulting in a "break" in construction from Community interested in beautification projects for: Water, Francis, May Streets as per Streetscape design. All amenities invited to have access and install upgrades during construction. Natural Gas brought to Fenelon Falls prior to construction.
2.3 Ensure the recommendations included in the Fenelon Falls Corridor Study of Lindsay Street and Colborne Street (CKL 121), are implemented as a part of the streetscape improvement work to be undertaken	Economic Development to meet with Engineering to review the Fenelon Falls Downtown Revitalization Strategic Plan to identify the priorities of the community. Include the Corridor Study updates within the 5 year capital asset plan	Plan developed for implementation of the recommendations included in the Fenelon Falls Corridor Study. Community engaged and informed on upcoming upgrades and timeline for process. Necessary budget allocations identified and approved by Council.	City of Kawartha Lakes	Complete	This has been completed, and the project is in progress. Discussions related to downtown Fenelon Falls reconstruction project have started in late 2018. Construction began 2021.
2.4 Ensure the City of Kawartha Lakes repairs and enhances all municipal properties in accordance with the Fenelon Falls Streetscape and Façade Design Guidelines	Identification of necessary repairs and updates to be completed. Budget and plans to be developed by both Engineering and Building & Property departments to address updates that incorporate the elements of the Streetscape and Façade Design Guidelines.	Repairs and enhancements completed (coinciding with budget allocations).	City of Kawartha Lakes	Complete	City staff trained on Streetscape and Façade design guidelines upon implementation in 2016. Guidelines provided to Engineering, Parks and Rec and any departments as they implement capital projects on municipal property.

2.5 Assist with the implementation of the Heritage Conservation District Plan located in the residential area of Fenelon Falls	Liaise with the Economic Development Officer – Arts, Culture & Heritage to identify opportunities for Downtown Revitalization Committee to support the development and implementation of the Heritage Conservation District Plan (HCD).	HCD plan completed and the Fenelon Falls community supportive of local heritage conservation.	Fenelon Falls Downtown Revitalization Committee; City of Kawartha Lakes; Municipal Heritage Committee	Complete	Oak Street Heritage Conservation District adopted by Council in September 2017
2.6 Assist with the promotion of commercial buildings that are available for rent in the Downtown	Use the new City of Kawartha Lakes website, through Economic Development to maintain an online tool that lists commercial and industrial buildings available for lease or sale.	Available budget for online GIS/mapping tool for commercial spaces	Fenelon Falls Downtown Revitalization Committee; City of Kawartha Lakes; Kawartha Lakes Real Estate Association	Partially Complete	Local Intel developed to promote local land uses and links off to local realtor sites with commercial properties for sale. Link: https://kawarthalakes.ecdev.org/available-properties
	Promote tool through community resources, and websites (i.e. Fenelon Falls Chamber of Commerce website, Town Crier, etc.)	Budget to develop program and materials to improve vacant storefronts. Staff and community personnel time			Community will look into how to assist with this post-COVID. Need to define what the vacancies are, working with absentee landlords are. Opportunity to work on this with the 2021/22 Workforce/Investment attraction campaign.
	Establish a program to utilize vacant downtown commercial window and storefronts to promote commercial uses for the space and attract potential businesses.				Fenelon Falls Chamber installed window signage in some vacant windows
2.7 Celebrate local private property and public realm improvements to the Downtown and promote the broader community	Promote enhancements and improvements through a variety of communication channels such as social media, website, newsletters, word of mouth, annual report, etc.	Community encouragement and promotion of improvements spurs increased number of improvements to buildings in the Downtown.	Fenelon Falls Chamber of Commerce; City of Kawartha lakes; Fenelon Forward; Fenelon Falls Downtown Revitalization; Historical Society	Complete	In 2019 the FF Chamber of Commerce developed and awarded the Fenelon Falls Downtown Revitalization Façade Award Link: https://www.explorefenelonfalls.com/news-archive/2019/2/7/fenelon-falls-downtown-revitalization-facade-award?rq=award
	Combine with the Awards of Excellence program.				
2.8 Ensure the City of Kawartha Lakes improves, upgrades and maintains all sidewalks in the Downtown so that they are in good repair, accessible and safe	Identify sidewalk upgrades necessary	Sidewalks maintained and updated.	City of Kawartha Lakes; Trent Severn Waterway	Complete	Part of the downtown Fenelon Falls reconstruction projects (tied to Action 2.2)
	Refer to Streetscape and Façade Design Guidelines and Fenelon Falls Corridor Study for design recommendations.				
	Identify sidewalk improvements as part of the 5 Year Capital Asset Improvement Plan for Downtown Fenelon Falls				
2.9 Encourage property owners and tenants to make entranceways to all store fronts and public facing buildings accessible, and acknowledge and promote this fact	Engage businesses in the benefits on making accessibility retrofits to their entrances and business operations (i.e. signage, interior layout of business, etc.)	Businesses engaged in accessibility, financial incentives and programs available.	CKL Accessibility Committee; Age Friendly Business Engagement Committee	Complete	Million Dollar Makeover program is available for accessibility improvements. Kawartha Lakes Accessibility Awareness Recognition Awards have an "Outstanding Contribution: Business" award.
	Engage with the Age Friendly Business Engagement Committee and Accessibility Committees to have them work with Downtown businesses.	Accessible entrances installed where feasible for Downtown businesses.			
	Promote funding incentives and programs to local businesses for accessibility retrofits.				
	Accessibility Awards through Chamber of Commerce Awards				

2.10 Ensure that all streetscape elements in the Downtown area are properly installed/planted and maintained inclusive of: current and additional trees and flower displays; benches; waste receptacles; bike racks; murals; and appropriate public art work	Identify all beautification efforts and initiatives in Down. Categorize potential gaps and beautification enhancements.	Downtown beautification efforts enhanced and maintained.	Horticultural society; Fenelon Falls Chamber of Commerce, Fenelon Falls Downtown Revitalization, Parks Canada, TSW, City of Kawartha Lakes	Complete	Fenelon Falls Chamber and Horticultural Society maintain beautification elements in the Downtown. Fenelon Falls Chamber Student Ambassador program in 2019 - 2021 helped to enhance a clean downtown.
	Work with community organizations responsible to enhance beautification efforts.				Streetscape elements (waste recepticals, benches and new street signs) to be installed with the Colborne Street Reconstruction.
2.11 Create and install improved, accessible, public signage in the Downtown reflective of Fenelon Falls' railway, logging and waterfall heritage, utilizing the direction provided in the Streetscape and Façade Design Guidelines	Conduct sign inventory to identify redundant signs, necessary upgrades and new signage opportunities.	Visitors and residents can navigate Downtown Fenelon Falls more easily. Community assets are connected and accessible via new and updated signs.	Fenelon Falls Downtown Revitalization Committee	Partially Complete	Rock Directional Signage installed in Fall 2018, etching to be completed in Spring 2019
	Refer to Business Retention and Expansion program for previously identified signage gaps, and update.				CKL Building Dept is championing a task force to review and revise the Sign By-law. Expected to be a 2 year process, with a new By-law expected in 2020-2021.
	Include way- finding signage and ensure signage is accessible and visible in the dark.				Larger wayfinding signage and community signage project to be implemented by City,
	Review Sign By-Law to ensure new signage aligns with By-Law, or recommend necessary amendments to the policy.				
2.12 Installed improved lighting on buildings and streets (poles and fixtures), using the direction provided in the Streetscape and Façade Design Guidelines	Promote Streetscape and Façade Design Guidelines to private building owners.	New lighting installed on both public and private properties to better illuminate the Downtown and increase pedestrian and traffic safety.	Fenelon Falls Downtown Revitalization; City of Kawartha Lakes; Landowners	Complete	Streetscape and Façade Guidelines widely available. Mandated through CIP/Million Dollar Makeover program for privately owned properties.
	Identify lighting improvement needs on public lands, and include within the 5 Year Capital Asset Plan.				New street lighting included with Colborne Street reconstruction. Improved lighting in M3 parking lot identified during Parking Strategy consultation.
	Identify potential funding opportunities to lighting upgrades and promote to private landowners				CIP/Million Dollar Makeover

Goal 3: Improve the appearance of privately owned properties through a commitment to implementing the Fenelon Falls Community Improvement Plan (CIP) and Façade Design Guidelines

Activity	Tasks	Evaluation	Responsibility	Status	Notes
3.1 Ensure all property owners and business owners in the Downtown are provided with information regarding the Fenelon Falls Streetscape and Façade Design Guidelines, and the City's Community Improvement Plan (CIP) as it applies to Downtown Fenelon Falls	Promote the Streetscape and Façade Design Guidelines and CIP to all existing property and business owners, through existing websites and communication tools.	Fenelon Falls business community well informed of the Streetscape and Façade Design Guidelines and CIP programs Guidelines easily accessible on the City of Kawartha Lakes Economic Development and Fenelon Falls District Chamber of Commerce website(s).	Fenelon Falls Chamber of Commerce; Fenelon Falls Downtown Revitalization Committee; City of Kawartha Lakes	Complete	Door-to-door delivery of Million Dollar Makeover and Streetscape Guidelines completed. Resources and program details easily found online.
	Include information about the Streetscape and Façade Design Guidelines and CIP programs to all Building, Planning and Economic Development business inquiries and applications.				
	Ensure hard copies are available through local organizations such as the Fenelon Chamber of Commerce, Library, etc.				
	Executive Summary/Marketing piece prepared with information specific to building owners and facades developed to easily educate applicants on the guidelines.				
	Promote on social media.				
3.2 Complete a comprehensive Building and Business Inventory information database of all properties in the Downtown, including the "key contact person"	Review and update existing Building and Business Inventory developed in 2014/15	Complete building and business inventory for Downtown Fenelon Falls completed.	City of Kawartha Lakes	Complete	Building and Business Inventory completed by summer students in 2018 and 2019. Brader Business Count program implemented in 2021 for Downtowns and Industrial Parks.
	Complete Building and Business Inventory Data Collection Form for all downtown properties and businesses.				Create a report to share the 2021 and ongoing business count aggregate data per community.
3.3 To help ensure the success of the Façade Improvement Program component of this project, as directed in the Streetscape and Façade Design Guidelines, request that City Council approve an appropriate Community Improvement Plan (CIP) for Downtown Fenelon Falls, and appropriately fund the identified Community Improvement Plan incentives to implement the Plan, including the option of providing facade improvement grants, and an incremental tax increase incentive program	City of Kawartha Lakes staff to finalize the Downtown and Main Streets Community Improvement Plan document	Downtown and Main Streets CIP in place and funded by Municipality.	City of Kawartha Lakes	Complete	CIP was adopted by Council in Summer 2018 and the Million Dollar Makeover was launched in November 2018 with the first award of grant and loan funding scheduled for early 2019. Materials have been distributed throughout the community and the program has been promoted.
	CIP presented to Council				
	Promote businesses assisted by CIP program and which CIP programs are being accessed.				
3.4 Ensure the City's Planning and Building Departments review all applications within the area identified as part of the Fenelon Falls Downtown Revitalization Strategic Plan Area with regard to the direction provided within the Fenelon Falls Streetscape and Façade Design Guidelines	City's Planning, and Building, Departments review all applications within the area identified as part of the Fenelon Falls Downtown Revitalization Strategic Plan Area with regard to the direction provided within the Fenelon Falls Streetscape and Façade Design Guidelines.	Fenelon Falls business community well informed of the Streetscape and Façade Design Guidelines.	City of Kawartha Lakes	Complete	City staff trained on Streetscape and Façade design guidelines upon implementation in 2016. Guidelines provided to Engineering, Parks and Rec and any departments as they implement capital projects on municipal property.
	Executive Summary/Marketing piece prepared with information specific to building owners and facades developed to easily educate applicants on the guidelines.	Downtown façade improvements align with Streetscape and Façade Design Guidelines.		Complete	Guidelines available on City website and business stakeholder organization. Summary document for Façade and Signage Guidelines created and made available to interested property owners and parties. Guideline Summary available at local Chamber of Commerce

3.5 Promote the Fenelon Falls Streetscape and Façade Design Guidelines to all members of the community	Promote the Streetscape and Façade Design Guidelines and CIP, through existing websites and communication tools.	Fenelon Falls community well informed of the Streetscape and Façade Design Guidelines.	Fenelon Falls Chamber of Commerce; Fenelon Forward	Complete	Guidelines available on City website and business stakeholder organization. Summary document for Façade and Signage Guidelines created and made available to interested property owners and parties. Guideline Summary available at local Chamber of Commerce
	Ensure hard copies are available through local organizations such as the Fenelon Chamber of Commerce, Library, etc.			Complete	
	Executive Summary/Marketing piece prepared with information specific to building owners and facades developed to easily educate community on the guidelines.			Complete	
3.6 Create and promote a "celebrate your building's heritage" program/event	Define the purpose and needs of the program or event.	Heritage program or event created for Downtown Fenelon Falls.	Maryboro Lodge; Historical Society; City of Kawartha Lakes	Complete	City of Kawartha Lakes Osprey Heritage Awards: the Municipal Heritage Committee holds its Osprey Heritage Awards to recognize individuals, groups, and businesses in our communities who have contributed to heritage preservation. (link: https://www.kawarthalakes.ca/en/business-growth/heritage-designated-buildings-register.aspx) Fenelon Falls Legends and Lore walking tour established (link: https://kawartha.maps.arcgis.com/apps/MapJournal/index.html?appid=6ee413dbf80d44fc9af465c30c98a56d) New programming through Maryboro Lodge
	Access local resources to tap into building and heritage history.				
	Link into Historical Walking Tours ("Legends and Lore") for Kawartha Lakes.				
3.7 Encourage and work with Downtown businesses and building owners to improve facades of their businesses, and to rehabilitate, repurpose, and/or develop their land/buildings based on the Fenelon Falls Streetscape and Façade Design Guidelines, with the assistance of applicable Community Improvement Plan policies and incentives	Action plans for 3.1, 3.4, 3.5		Fenelon Forward to create Action Plan	Complete	Million Dollar Makeover program incentives
3.8 Work with private property owners to improve the signage provided on private properties and building facades, utilizing the direction provided in the Streetscape and Façade Design Guidelines	Action plans for 3.1, 3.4, 3.5		Fenelon Falls DR to create Action Plan	Complete	Million Dollar Makeover program incentives

Goal 4: Support Develop and promote existing cultural and recreational assets that make Fenelon Falls a great place to live

Activity	Tasks	Evaluation	Responsibility	Status	Notes
4.1 Create and implement cultural events and activities that support the Downtown	Establish a committee, or determine an existing committee to develop the event/activities.	New cultural event and or activity hosted in the Downtown that supports local businesses and attracts new visitors to the area.	Fenelon Falls Chamber of Commerce	Complete	Numerous activities implemented to support the downtown community: (1) The establishment of The Grove Theater (2) Hay Fever event (Fall) (3) Jump Back in Time (in development) and (4) Sculptures in the Maryboro Lodge rain garden (in development)
	Connect with the Arts Council and Heritage Network to coordinate event/activities with existing opportunities within Kawartha Lakes				
	Seek out support from Economic Development Officer, Arts, Culture and Heritage for input knowledge of cultural assets and resources in community.				
4.2 Identify Fenelon Falls' cultural and recreational assets, and create an "Information Directory" of all cultural and recreational assets, organizations and events in the community including contact and locational information for each	Identify and gather information on all cultural and recreational assets in community.	Information Directory of all local cultural and recreational assets, organizations, and events is developed and updated regularly.	Fenelon Forward; Fenelon Falls Chamber of Commerce	In progress	Summer project led by the Fenelon Falls Chamber of Commerce
	Seek input from Arts Council and Heritage Network.				
	Seek out support from Economic Development Officer, Arts, Culture and Heritage for input knowledge of cultural assets and resources in community.				
	Create and market the directory.				
4.3 Ensure an organization exists to provide liability insurance protection to groups that do not have insurance, and guidance and help groups initiate new, and grow existing events and activities	Support end promote organizations similar to Kawartha Works Community Co-op and Fenelon Falls and District Chamber of Commerce	Co-op, or similar organization exists and helps to increase capacity for non-incorporated groups in Fenelon Falls.	Fenelon Falls Downtown Revitalization Committee	Complete	Kawartha Works Community Co-Op serves this purpose. Eleven (11) initiatives under the Co-Op as of June 2021. Link: https://kawarthacoop.ca/participating-initiatives/
4.4 Make groups aware of funding opportunities with the help of City of Kawartha Lakes Economic Development Department	Share information and resources about available arts, cultural and heritage funding opportunities to appropriate community groups.	Increased communication and information sharing about funding opportunities in the cultural sector.	City of Kawartha Lakes; Kawartha Lakes Arts Council; Heritage Network; Kawartha Lakes CFDC	Complete	Grant Funding 101 Workshop hosted Funding resources shared though various organizations via newsletters, web pages and consultation support. EcDev Arts & Heritage Officer offers support and advice on grant applications for arts, and heritage organizations.
	Promote on various websites				

4.5 Ensure Fenelon Falls events are broadly promoted utilizing all available promotional mediums including radio, social media, cable, posters, newspapers, City of Kawartha Lakes Tourism Website, and Regional Tourism Organization District 8 (RTO8)	Develop an information resource with local and regional media sources to share with local event organizers.	Expanded marketing of Fenelon Falls events to a broader audience and region.	Fenelon Forward ; Fenelon Falls Chamber of Commerce	Complete	Fenelon Falls Chamber of Commerce undertook the development of a new website, branding and increased social media presence. This has drastically increased the promotion of local events. Kawartha Lakes Tourism website can promote tourism events via the events calendar City of Kawartha Lakes website can promote community events via the events calendar
	Cross promote local events between organizations to ensure largest reach to multiple audiences.				
	Investigate joint marketing initiatives				
	See "Kawartha Fun" as a model of best practice.				
4.6 Provide signage to direct people to the Falls	Design signage.	Signage installed.	Friends of Lock 34 ; Parks Canada TSW	Partially Complete	Signs exist to direct people to the falls. These are being repainted in 2021 via Power Links and Downtown Revitalization.
	Identify and secure necessary funds to create sign				
	Determine most appropriate location for the sign.				
4.7 Decoratively light the tree located on the island below the Falls, on a year-round basis	Gain appropriate permissions for year-round lighting of the tree.	Tree light year round.	Friends of Lock 34	Not complete	No longer a priority. Action not proceeding. There is a Christmas Tree lit on the West side of the falls.
	Arrange for necessary hydro.				

Goal 5: Develop a robust Downtown business community

Activity	Tasks	Evaluation	Responsibility	Status	Notes
5.1 Work with business owners to implement "Unified Business Hours"	Advocate to all Downtown business owners the research collected in the Resident Survey in 2014/15 identifying a need for unified business hours and extended Friday business hours.	Personnel time Business community support and participation	Fenelon Falls Chamber of Commerce	Complete	Unified hours were piloted in 2018. Pilot did not work.
	Initiate a "pilot" season for businesses to come together for the peak seas on with unified hours.	Resident survey and associated Downtown research documents			
	Survey businesses for feedback on new initiative to identify further opportunities to improve or engage the businesses to develop more permanent "downtown business hours" program.	Access to Downtown business owner contact information. 75% of downtown businesses participate in unified hours program.			
5.2 Work with the business community to identify training and assistance needs that can be provided to them, to help business owners grow their business, and help them thrive	Connect with local business community to identify training and assistance needs.	Local business community training and assistance needs identified, and programs and services made available to meet their needs.	City of Kawartha Lakes; Fenelon Falls Chamber of Commerce	Complete	KLSBEC and Economic Development partnered with four Chambers of Commerce to identify training needs of their membership and methods of instruction (partnership began in 2018). Examples of training sessions held: - Digital Marketing Training Series - Business Model Canvas Trainign - Retail Refresh Training Series - Employment Law - Mental Health Session (Chambers) - DIversity Training (LDCC) Chambers of Commerce and Lindsay BIA now work collectively with KLSBEC and Economic Development to continue to assess and offer training opportunities that serve local business communtiy.
	Using the Business Owner Survey results and additional business input, develop a training program that includes programs in high demand from local businesses.				
	Identify assistance needs beyond training and work with local community organizations to develop a method to support those needs.				
	Training requested from the Business Owner Survey focused on: evaluating market opportunities, marketing, social media marketing and dealing with competition. (Preference for evening or spring evening sessions)				
	Provide customer service training for business owners and staff, emphasizing cross promotion and support of other local businesses, to create a positive customer experience within the whole community –not just individual businesses.				
	Provide culturally sensitive customer service training.				

5.3 Help business operators to enhance their existing businesses, and/or create new businesses, by providing them with training and assistance to use the opportunities that technology now offers, to create, manage, and provide the ongoing maintenance of "online stores", and other technology based business ventures	Develop a series of training and assistance programs to support businesses with opportunities that technology now offers, to create, manage, and provide the ongoing maintenance of "online stores", and other technology based business ventures.	Local businesses utilizing online technology such as websites, inventory and ecommerce.	City of Kawartha Lakes; Fenelon Falls Chamber of Commerce	Complete	Starter Company PLUS program (KLSBEC) if for new and existing businesses looking for business plan development support, market research, operations, marketing strategies, technologies. Program includes coaching and mentorship support and peer-to-peer roundtables.
	Promote and host training programs to support business online ventures.				Digital Main Street (2019-2021/22) program delivered locally in Kawartha Lakes. Brought four (4) opportunities for businesses to get online: (1) Digital Transformation Grant \$2,500 for businesses to implement digital technology including training and development of digital transformation plan (2) Digital Service Squad - 1 on 1 consulting for businesses to pivot and access digital media and technology and implement the digital transformation plan (3) Digital Training and Education sessions available online on regular basis (4) ShopHERE - free support to start an online Shopify ecommerce site
	Utilize "Connecting Kawartha Lakes" program to help businesses to get new webs presence.				
5.4 Initiate a team to help businesses put "their business" online, providing coaching, tutorials, photo space, etc.	Utilize "Connecting Kawartha Lakes" program to establish new websites for local businesses.	More business presence online or updated websites.	Fenelon Falls Downtown Revitalization Committee; Fenelon Forward; Fenelon Falls Chamber of Commerce	Complete	Digital Main Street (2019-2021/22) program delivered locally in Kawartha Lakes. Brought four (4) opportunities for businesses to get online: (1) Digital Transformation Grant \$2,500 for businesses to implement digital technology including training and development of digital transformation plan (2) Digital Service Squad - 1 on 1 consulting for businesses to pivot and access digital media and technology and implement the digital transformation plan (3) Digital Training and Education sessions available online on regular basis (4) ShopHERE - free support to start an online Shopify ecommerce site
	Develop an online sales portal.				
5.5 Work with the City's Economic Development Department to develop and market "A Toolkit for New Businesses" to help them locate in Fenelon Falls. The "Toolkit" will include written guidelines, information, and appropriate contact information to help new businesses establish themselves	Develop and market a "Toolkit for New Businesses" to help them locate in Fenelon Falls.	Toolkit developed and made available for new businesses.	City of Kawartha Lakes; Fenelon Falls Chamber of Commerce; Fenelon Falls Downtown Revitalization Committee	Complete	Downtown Revitalization Advisory Committee went with the direction of an online "Toolkit" with Kawartha Lakes Economic Development. Local Intel, link: https://kawarthalakes.ecdev.org/help
	"Toolkit" will include written guidelines, information, and appropriate contact information to help new businesses establish themselves				Tools include: Business Climate, Industry Trends, Customer Demographics, Competition, Land Uses, Environment, Workforce, Community Facilities, Transportation, Utilities, and Available Properties.
5.6 Encourage local businesses to work with the Fenelon Falls High School Co-op Program	Partner with high school to promote the local co-op program	Youth are engaged in local business community, expanding understanding of various career and entrepreneurial opportunities that are available locally.	Fenelon Falls Downtown Revitalization Committee; Fenelon Falls Chamber of Commerce	Not complete	Community interest in pursuing this, COVID and capacity has stalled this.
	Support youth skill and career development by strengthening partnership between high school and business community.				
5.7 Improve the permitting process to reduce the time necessary for new businesses to locate in Fenelon Falls	Provide input and support to the Planning Approvals Task Force to ensure permitting issues being faced in Fenelon Falls are incorporated into improvements.	Improved permitting process, including reduced timelines for businesses to navigate process.	City of Kawartha Lakes	Complete	The Concierge Pilot Program (launched 2020) acts as a link between staff departments to enable developers to have a seamless experience throughout the site plan process.
5.8 Kawartha Lakes to consider Fenelon Falls as a satellite location for municipal services	Develop a business case for the City of Kawartha Lakes to consider a new service centre and/or municipal office in Fenelon Falls (i.e. public works depot, fire station, "hub")	Committee presents Council the business case for establishing a new service/municipal office location.	Fenelon Falls Downtown Revitalization Committee	Not complete	Not a priority at this time.

5.9 Ensure all accessible public washrooms are in good working order and well maintained, are provided in the Downtown and that they are available to the public seven days a week on an as required basis	Install new, or repair existing public washroom facilities	Public washrooms opened in Downtown Fenelon Falls	City of Kawartha Lakes	Partially Complete	New washroom facilities in development at Garnet Graham Park munchie-hut (2021). Community Services exploring installation of public washrooms at Public Library (2021). Downtown program via Economic Recovery Taskforce in 2021 committed to providing access to washrooms for Summer 2021 (likely temporary washrooms)
5.10 Assist in the development of policies and regulations that discourage property owners from benefiting financially because they choose not to lease or occupy their properties	Identify existing policies that support vacant buildings (i.e. Provincial Land Tax Rebate Program)	New policies in place, and enforced.	Fenelon Falls Downtown Revitalization, City of Kawartha Lakes	Complete	The City exited the Tax Rebate Program in 2018.
	Work with municipal staff to identify and opportunities to develop new policies or regulations (i.e. vacant building registry) that will discourage vacant commercial spaces.	Fewer vacancies in Downtown due to updated policies.			
5.11 Restructure the City's tourism website so that local Fenelon Falls' events can be easily added to the website, including events organized by private businesses	Revamp the City's tourism website so that Fenelon is better marketed		City of Kawartha Lakes	Complete	This was completed in 2017 with new City of Kawartha Lakes and Tourism websites. Fenelon Falls Chamber of Commerce launched a new website in 2018.
	A new City of Kawartha Lakes website, including the Tourism site, is being developed in 2017.	New website established with events calendar.			
	The committee to provide input via "Have Your Say" website survey and to share with community				
5.12 Communicate all of the events and accomplishments that occur in the community including both public and private events and accomplishments	Use the community events calendar to keep track of all local events.	Local events and accomplishments celebrated, resulting in greater community participation.	Fenelon Falls Chamber of Commerce	Complete	This is accomplished via the Fenelon Falls Chamber website, social media and the Town Crier
	Promote and share information about each event using online and print media.				
	Celebrate new initiatives and accomplishments in the community.				
	Cross communication between organizations to allow for cross promotion.				

5.13 Continue to host special events such as Midnight Madness and Santa Day, and embrace new events proposed by community partners such as Hawaiian Luau Event	Continue to host special events such as Midnight Madness and Santa Day, and embrace new events proposed by community partners.	Success of existing events. 1-2 new annual events launched by 2020	Fenelon Falls Chamber of Commerce	Complete	Fenelon Falls Chamber continuing to work with business community to host events. Key Event: Kawartha Lakes Country Living Show 2020-2021 brought challenges for events. The Chamber has gotten creative with engaging socially distance events such as photo
	Identify new events that residents and visitors would be interested in.				Chamber has taken a lead on business development initiatives, Fenelon Forward and Co-Op has taken on the community development component.
	Approach community partners to take the lead on new events.				
5.14 Create annual contests and events utilizing the windows of local businesses to attract people to visit Downtown Fenelon Falls	Create annual contests and events utilizing the windows of local businesses to attract people to visit Downtown Fenelon Falls	Annual window contest(s) developed.	Fenelon Falls Chamber of Commerce	Complete	Various window decorating initiatives led by the Chamber of Commerce. Chamber initiated window signage in vacant storefronts.
5.15 Promote cross-marketing among Downtown businesses	Identify various marketing opportunities, both online and in print media.	Local businesses supporting each other in cross promotions in print, online, during events and to customers. Supportive business community.	Fenelon Falls Downtown Revitalization; Chamber of Commerce	Complete	This is an ongoing initiative. Town Crier and Explore Fenelon Falls captures this.
	Work with local businesses, through the Chamber of Commerce to participate in cross-promotional opportunities.				
	Increased communications among businesses to allow for sharing of information about products and offerings				
5.16 Ensure that sufficient parking, in good condition, with appropriate lighting and signage is available in the Downtown, and that sufficient and appropriate parking related signage is provided	Conduct a parking inventory, including quality of parking area, lighting and signage (including way finding signage to access parking).	Better utilization of existing parking assets, and improved parking (including condition of lots, signage and lighting).	Fenelon Falls Downtown Revitalization, City of Kawartha Lakes	In progress	In progress. Recommended as part of the Downtown Parking Strategy for Fenelon Falls. Link to report: https://www.kawarthalakes.ca/en/municipal-services/resources/Major-Projects/Downtown-Parking-Strategy---June-1---Accessible.pdf
	Identify parking deficiencies and needs				
5.17 Create a "red line" or "sidewalk drawing" to encourage visitors to travel around the village	Create a "red line" or "sidewalk drawing" to encourage visitors to travel around the village.	Animate the Downtown to encourage visitors to visit multiple local attractions.	Maryboro Lodge	Not complete	Not yet started. No longer of interest. Fenelon Falls Walking Tour updated in 2020/2021 . Link: https://cms.driftscape.com/feature/9c16153e-e15d-11eb-8000-bc1c5a8f0f67
	Align with local historical walking tours.				
5.18 Eliminate cash-in-lieu of parking policy for Fenelon Falls. Ensure the policy is in light with other communities in City of Kawartha Lakes. Committee to make recommendation to Council	Eliminate cash-in-lieu of parking policy for Fenelon Falls.	Cash-In-Lieu of parking policies eliminated.	City of Kawartha Lakes	In progress	In progress. Recommended as part of the Downtown Parking Strategy for Fenelon Falls. Link to report: https://www.kawarthalakes.ca/en/municipal-services/resources/Major-Projects/Downtown-Parking-Strategy---June-1---Accessible.pdf Recommendation: Abolish cash-in-lieu of parking for Fenelon Falls and do not introduce cash-in-lieu of parking for Bobcaygeon;
	Ensure the policy is in light with other communities in City of Kawartha Lakes.				
	Committee to make recommendations to Council.				

Goal 6: Increase the volume of consumers in Downtown Fenelon Falls in order to improve business viability

Activity	Tasks	Evaluation	Responsibility	Status	Notes	
<p>6.1 Create and implement a proper preferred purchase/shop local program amount local businesses and residents</p>	<p>Investigate best practices for shop local programs (Downtown Dollars, Membership Card, Mobile App, etc.)</p>	<p>Shop local program implemented with participation from significant number of local businesses. Increased customer base in the downtown.</p>	<p>Fenelon Falls Downtown Revitalization; Fenelon Forward; Fenelon Falls Chamber of Commerce; City of Kawartha Lakes</p>	<p>Complete</p>	<p>Chamber has implemented shope local passport programs throughout peak seasons (Christmas, Summer)</p>	
	<p>Engage local businesses on interest in participating in program to ensure program success.</p>				<p>Shop Kawartha Lakes, shop local program, COVID response in 2020-21.</p>	
	<p>Educate the community, business owners and the public, regarding the multiplier effect a shop local program has on the economy of the community when money is spent in local businesses.</p>				<p>Chamber runs regular programming to encourage shopping local.</p>	
	<p>Establish a committee with business and organization representatives to develop the program.</p>				<p>2021 Chambers of Commerce and BIA in Kawartha Lakes recieved funding from the Ontario Chamber of Commerce (OCC) to implement a Shop Local program for Fenelon Falls (and various communties in KL) "Lovin' It Local"</p>	
	<p>Identify and collect key statistics (i.e. downtown property assessment values, number of jobs, investment value, etc.)</p>					
<p>6.2 Encourage an enhanced development environment to increase the number of housing units available in Fenelon Falls and area</p>	<p>Approval of secondary plans by Ontario Municipal Board.</p>	<p>Secondary plans approved to allow for housing developments in Fenelon Falls.</p>	<p>Fenelon Falls Downtown Revitalization</p>	<p>In progress</p>		<p>Waiting for seconday plan to be approved. New condominium developments approved and low income housing program to move forward.</p>
	<p>Implementation of recommendations by the Planning Approvals Task Force.</p>					
	<p>Fenelon Falls Downtown Revitalization Committee to stand at OMB hearing. Ensure messaging aligns with Planning and City of Kawartha Lakes.</p>					
<p>6.3. Promote the Fenelon Falls community as a good place to telecommute from</p>	<p>Identify the key factors that make Fenelon Falls a good place to telecommute from. (High speed internet, commute times when necessary, etc.)</p>	<p>Increased number of professionals working and living in Fenelon Falls.</p>	<p>City of Kawartha Lakes; Fenelon Falls Chamber of Commerce</p>	<p>Partially Complete</p>	<p>During COVID-19 we saw many seasonal residents locating here permanently.</p>	
	<p>Determine scope of promotional campaign, combine with business attraction work.</p>				<p>2021 Workforce and Investment Attraction program in development through Economic Development, in partnership with the Chamebrs.</p>	
	<p>Provide local Realtors with information to help them in attracting residential buyers to the community.</p>				<p>New broadband program announced through EORN: https://www.kawarthalakes.ca/en/news/province-announces-nearly-1-billion-support-for-broadband-and-cellular-access-across-ontario.aspx</p>	
	<p>Investigate services available to support justification that telecommuting is a viable option.</p>					

6.4 Create a comprehensive "Marketing Plan" for Fenelon Falls in conjunction with the entire City of Kawartha Lakes that includes the tourism sector, and targets: investors; residents; entrepreneurs; and artisans	Incorporate 6.5, telecommuting opportunity in Marketing Plan	Marketing Plan Developed Evaluation of marketing to be determined through Marketing Plan Engagement of promotions through print media, website(s) and social media, etc	Fenelon Falls Downtown Revitalization; Fenelon Falls Chamber of Commerce; City of Kawartha Lakes	Complete	Wrapped into Fenelon Falls re-branding and marketing plan. Established in 2018 and growing annually via website, brand, social media, town crier, video marketing.
	Provide input into the Communications Strategy, as developed by the Communications, Advertising and Marketing Division of the City				
	Identify key tourism assets in Fenelon Falls, while identifying attraction factors for investors; residents; entrepreneurs; and artisans.				
	Develop a marketing strategy with support from experienced marketing consultant.				
	Access funding to support development of marketing strategy, and the development of marketing products				
6.5 Create and enhance new and additional public pedestrian spaces in the Downtown	Identify potential public pedestrian spaces within "Historical" Downtown Fenelon Falls	New pedestrian spaces created in Downtown Fenelon Falls	Fenelon Falls Downtown Revitalization, City of Kawartha Lakes	Not complete	This is not a current priority, with Downtown reconstruction sidewalks have been widened.
	Determine necessary policy requirements, and processes.				
	Consult with local businesses about the potential impacts and benefits of the pedestrian space(s).				
	Develop concept ideas for public space(s).				
	Conduct Community Consultation to ensure appropriate input is provided.				
	Identify potential community sponsors for pedestrian spaces				
6.6 Install new bike racks in the Downtown	Identify new locations for bike racks	New bike racks installed.	Fenelon Falls Chamber of Commerce; City of Kawartha Lakes	Complete	Bike Share was installed beside the Locks in September 2018 in partnership with Kawartha Works Community Co-op and sponsored by RTO8 and Enbridge
	Gather input from Tourism Development Officer on cycling strategy and Ontario by Bike to ensure racks are installed at ideal locations				
	Research bike rack options and associated costs.				
	Install bike racks previously purchased by Chamber of Commerce				
	Identify and apply for funding to purchase bike racks				

Goal 7: Continue to enhance and build upon our positive relationship with the Trent Severn Waterway encouraging the Waterway to further invest in Fenelon Falls, to help develop the Fenelon Falls economy

Activity	Tasks	Evaluation	Responsibility	Status	Notes
7.1 Extend the daily hours of operation at the Fenelon Falls (Lock 34) and Rosedale Locks (Lock 35)	Advocate to Parks Canada/TSW	Lock 34 Hours of Operation Extended	Fenelon Falls Downtown Revitalization; Friends of Lock 34; Fenelon Falls Chamber of Commerce; Parks Canada TSW; City of Fenelon Falls	Not complete	Parks Canada indicated visitation numbers and docking stats do not support extending hours.
7.2 Institute free lockage in Fenelon Falls (Lock 34) for special events	Advocate to Parks Canada/TSW	Lock 34 provides free lockage for special events.	Fenelon Falls Downtown Revitalization; Fenelon Falls Chamber of Commerce; Fenelon Forward; Parks Canada TSW	Not complete	Parks Canada indicated this is not possible. For Canada's 150th free lockage was offered throughout the entire Trent Severn Waterway and Parks Canada Parks.
	Identify priority events in -season to advocate for free lockage.				
7.3 Maintain a current working relationship with the Trent Severn Waterway, ensuring that the Waterway is kept apprised of all initiatives that are on-going in Downtown Fenelon Falls	Maintain a current working relationship with the Trent Severn Waterway, ensuring that the Waterway is kept apprised of all initiatives that are on-going in Downtown Fenelon Falls.	Strong relationship and open communication maintained with TSW.	Friends of Lock 34; Fenelon Falls Downtown Revitalization; Fenelon Falls Chamber of Commerce	Complete	Fenelon Falls DR had built strong communication ties with the representatives with Parks Canada and TSW.
7.4 Work with the Trent Severn to ensure that Fenelon Falls' assets and opportunities are profiled in all forms of its' public facing publications	Identify TSW publications that Fenelon Falls' assets could be profiled in	Fenelon Falls profiles in TSW publications.	Friends of Lock 34; Parks Canada TSW	Not complete	Not currently a priority.
	Gather all relevant information about local assets and opportunities that have been identified to present to TSW to profile in their publications				
	Advocate to Parks Canada/TSW				
7.5 Investigate options to make the Falls more accessible for people to view	Investigate options to make the Falls more accessible for people to view.(i.e. sidewalk on the bridge along the side of the Falls)	Proposed options prepared to make the Falls more visually accessible.	Fenelon Falls Downtown Revitalization; Friends of Lock 34; Parks Canada TSW	In progress	The Fenelon Falls bridge requires revitalization. Community in discussion to determine if enhanced viewing of the falls could be incorporated into this project. The Locker Bar and Grill expanded it's patio in 2020 / 2021 to allow for increased patrons to see the falls.
7.6 Create additional features on the island and in the gorge that attract people to experience Fenelon Falls natural spaces, the gorge, the falls and the lakes, such as installing art features, and a rock waterfall, in the park	Identify new features to be installed	More animated natural space on the Island and the gorge.	Friends of Lock 34; Parks Canada TSW	Partially Complete	Butterfly benches were installed on the island and throughout the park. Powerlinks and the TSW are working on a pedestrian bridge across the gorge.
	Gain appropriate permissions with TSW				
	Fundraise, or apply for necessary funding to develop and install new features.				
7.7 Light the falls to make it an attraction that draws people to come to Fenelon Falls	Gain appropriate permissions from TSW and establish a process to allow the installation and operation of the lights.	Falls are lit.	Friends of Lock 34; Parks Canada TSW;	In progress	This requires strong engagement from Parks Canada TSW.The community is leading this initiative

draws people to come to Fenelon Falls	Identify appropriate power sources for lights		Power Links?		is leading this initiative.
	Identify lighting needs (colour options, etc.)				
7.8 Add additional docking space at the lower reach of Lock 34 to better serve boaters from Sturgeon Lake	Identify docking needs	New docking installed.	Fenelon Falls Chamber of Commerce; Parks Canada TSW	In progress	Powerlinks and the TSW are working on dockage on Sturgeon Lake side of the falls
	Gain permissions from TSW to install additional docking				

Goal 8: Maximize opportunities for local businesses to enhance and grow their business success through collaboration and partnership between all stakeholders

Activity	Tasks	Evaluation	Responsibility	Status	Notes
8.1 Inventory the business opportunities identified in the analysis the Market Area Data Report information and contact existing business operators to discuss how the identified business opportunities may be opportunities for them to grow or enhance their existing business	Host public meetings targeted to specific sectors to present the business opportunities identified and provide detailed market area data reports to local businesses.	Local businesses are aware of business opportunities identified in Trade Area report. Businesses expand product offerings to fit consumer demands.	Fenelon Falls Downtown Revitalization; Fenelon Falls Chamber of Commerce; City of Kawartha Lakes; Businesses	Not complete	This will be important as part economic recovery. The businesses opportunities is very different following the pandemic. Market Area Data collected is now dated, new data to be collected in a partnership between Economic Development and OMAFRA for 2021/2022. This information can contribute to the workforce and investment efforts developed in the 2021/22 program.
	Work with the Fenelon Falls business community to further identify potential business opportunities.				
	Conduct local business consultations (potentially through OSPREY program) to gain better understanding of local business market identify opportunities using Ansoff matrix.	Local businesses are aware of business opportunities. Businesses expand product offerings to fit consumer demands.			
	Conduct focus groups on potential business opportunities.				
8.2 Strategize ways to develop a "Business Hotel" in Downtown Fenelon Falls that will provide accommodation and assistance to businesses that are getting started	Strategize ways to develop a "Business Hotel" in Downtown Fenelon Falls that will provide accommodation and assistance to businesses that are getting started.	Plan for a local "Business Hotel" established.	Fenelon Falls Downtown Revitalization Committee	Not complete	This is not currently a priority of the DR.
8.3 Organize business networking evenings in the form of rotating open house events, - a "meet the neighbours" event for retail, restaurant and other types of business	Engage local businesses in participation in networking, "meet the neighbours" or "business to business" events.	Local businesses aware of each other's product offerings, specialties and increased ability to cross promote through word of mouth.	Fenelon Falls Chamber of Commerce	Complete	Fenelon Falls Chamber of Commerce hosts regular meetings with their membersto encourage collaboration and connection. Examples include: - Cocktails and Conversations - Coffee and Conversations
	Launch and promote program or schedule of events.				

Goal 9: Ensure that the Fenelon Falls remains a premier tourism destination

Activity	Tasks	Evaluation	Responsibility	Status	Notes
9.1 Participate in the development of the 2018 Tourism Development Strategy and work with the Tourism Development Officer to support marketing and tourism initiatives in Fenelon Falls and the City of Kawartha Lakes	Participate in the development of the 2018 Tourism Development Strategy	Tourism development strategy developed, with input from the Fenelon Falls community	Fenelon Falls DR; Fenelon Forward; Fenelon Falls Chamber of Commerce	Complete	Destination Development Plan was finalized in 2021 and adopted by Council. Stakeholders from Fenelon Falls were engaged in the public consultation portion of the plan development.
	Work with the Tourism Development Officer to support marketing and tourism initiatives in Fenelon Falls and the City of Kawartha Lakes.				
	Ensure community name places and brands are respected and valued.				
9.2 Create and provide maps for ATV users, snowmobilers, and other groups that are interested in all types of activities, similar to the maps created for cyclists	Accumulate information about all trails in the Fenelon Falls area including uses, maps, and highlights	Fenelon Falls trail map developed.	Fenelon Falls Chamber of Commerce; Support from KL ATV Association; KL Snowmobile Club; Victoria Rail Trail and Trans Canada Trail; Kawartha Cycling Club; CKL ED	Complete	Existing maps include: - KATVA - Cycling Routes - Map and Attractions Guide (redeveloped in 2021/22) - Victoria Rail Trail - Arts and Heritage Trail - Strava and AllTrails (online apps for outdoor activities) - Fenelon Falls Walking Tour
	Seek out funding to support map design and development				
	Ensure inclusion of Kawartha Lakes Arts and Heritage Trail				
	Consider circle tours from Fenelon Falls that position Fenelon as a hub for tourism				
9.3 Work with local partners to create a "visitor's passport" for the area that links the area's natural assets, built assets, and cultural assets, which will encourage visitors to explore the Fenelon Falls area, and return again	Identification of the key assets to be included on passport	Visitor passport developed for 2018 tourist season.	Fenelon Forward; Fenelon Falls Chamber of Commerce	Complete	Fenelon Falls Chamber of Commerce has hosted a number of passport initiatives increasing engagement with visitors in the Downtown.
	Development of map and passport program				
	Engagement of business/asset owners to participate in program				
9.4 Improve infrastructure in Downtown Fenelon Falls including: improved traffic management on summer weekends	Provincial support to manage traffic intersections during peak summer weekends.	(not defined in plan)	OPP; CKL (Engineering, Public Works, Planning)	Not complete	Nothing has happened to date. Studies exploring the need for a second crossing in Fenelon Falls include recommendations to existing infrastructure to help manage traffic flow.

9.5 Create a "story board" and new venue profiling Fenelon Falls history and its' many assets and features	Work with Historical Society to map out history of Fenelon Falls	Fenelon Falls historical story board develop and installed in the Downtown.	Historical Society; Kawartha Lakes Arts Council	Complete	The Maryboro Lodge has enhanced it's profile and offerings in the community and fullfil this role.
	Identify key stories, assets and features in history				
	Engage Kawartha Lakes Arts Council to design story board with local artists.				
	Identify location for story board in community, gain appropriate permissions for installation				
	Seek necessary funding				
	Develop a new venue that profiles the area's "natural history" –"The Land Between", in a location that is in, or close to, the Downtown.				