

Omeme Downtown Revitalization Action Plan Report**February 2022****Goal 1: Get business owners and organizations collaborating on downtown revitalization**

Activity	Tasks	Evaluation	Responsibility	Status	Notes
1.1 Organize business owners to talk regularly about improving the local business climate	Invite all business owners	Number of meetings, number of business participating	Business owners	Partially Complete	Omeme Unites and DR committees meet frequently. Limited engagement from businesses. Community has identified need for engagement and excitement to gather committee. The Community has ebbs and flows of engagement, with different representatives sitting around the table. Community was meeting regularly and saw a lot of progress prior to COVID-19.
	Identify topics for discussion and action				
	Determine meeting schedule (formal or informal)				
	Host meetings				
1.2 Organize regular meetings of all the parties helping to implement this plan	Identify groups to invite and promote to community	Number of meetings, number of parties participating, number of actions undertaken	City of Kawartha Lakes Economic Development, Downtown Revitalization Committee	Complete	Omeme Unites committee created and has been active in getting other community groups engaged in the implementation of the action plan.
	Determine meeting schedule (quarterly)				
	Host meetings				
1.3 Develop an annual report card	Develop report card template	Report card complete and distributed	City of Kawartha Lakes Economic Development	Complete	OMAFRA Reports Annually 2017-2019 Annual reports to Council as part of the Committee of Council Issue a 5 year report to celebrate the achievements of the DR program 2017-2021. This could tie in with community engagement: identify a community member who could post regularly success stories in Omeme. Create the scorecard with list of accomplishments - use 5 year report to inform this.
	Complete with input from community				
	Share with community on an annual basis				
1.4 Investigate creating an Omeme fund for capital projects and festivals	Investigate ways to start a <u>community fund</u>	Fund established, fundraising goals, investments made	Community	Complete	Small Guitar Signs were sold and an event fund was started for the DR group. It totals approximately \$1000. Funds will be redirected for improvements to Coronation Hall for future events through the Cultural portfolio.
	Identify structure and governance				
	Develop and run fund				

1.5 Communicate what is going on in Omemee	Identify methods to communicate e.g. Grow Omemee Facebook, the Bridge, community entrance signs, church sign, community notice boards at the Post Office, library, Foodland Regularly send updates on community activities Investigate funding to keep The Bridge in circulation	Number of locations community news is posted	Community	Complete	This was really active in the implementation of the DR, though has community capacity declined, so did the social media presence.
1.6 Use the hashtag #GrowOmemee	Use the Hashtag at every opportunity to celebrate Omemee on social media and in communications	Number of posts using #growomemee	Community, City of Kawartha Lakes	Complete	This was active in the early implementation of the DR. This hashtag has not been used since 2016, except for when we hosted the DR training in November 2018 when it was used once. There is a Grow Omemee Facebook Page that was created when the Omemee DR Action Plan was created. It has not been used since the implementation has begun, and a new group page has been created.

Goal 2: Attract new, expanding and relocating businesses to Downtown Omemee

Activity	Tasks	Evaluation	Responsibility	Status	Notes
2.1 Create a marketing package to attract businesses to Omemee	Draft package based on downtown revitalization research Share draft with Downtown Revitalization Committee Finalize marketing package Broadcast the completed infographic Identify distribution for package e.g. online, building and business owners, KLSBEC, real estate agents	Package complete	City of Kawartha Lakes Economic Development	Complete	Downtown Committee of Council decided to utilize Local Intel as a digital attraction toolkit. The DR market area data, businesses and resident surveys were turned into an infographic that summarized the strengths of the community and opportunities for investment.
2.2 Work with the local real estate community to attract destination businesses	Identify real estate community and owners of vacant buildings Develop a program to work with the real estate community to attract destination businesses, particularly those identified in the research (e.g. gas, coffee, bakery, hardware stores, restaurant, Kawartha dairy)	Program developed, number of brokers/agents engaged, number of inquires	Downtown Revitalization Committee and City of Kawartha Lakes Economic Development	Complete	Vacancies have been identified through the Building and Business Inventory (summer 2018). In progress with the Business Development Officer. Real Estate sessions occurred annually. Inventory updates each year. New businesses opening in community.

2.3 Develop spaces that are gathering spaces	Work with City Planning and Building staff to identify ways to make spaces gathering places	How to create a gathering space known, outreach	Downtown Revitalization Committee, City of Kawartha Lakes	Not complete	
	Work with local businesses and government to identify opportunities for crating gathering spaces				
	Promote opportunities				
2.4 Enforce commercial uses in commercial spaces	Identify commercial properties not in commercial use	Properties identified, By-law engaged, properties back in commercial use	Community	Complete	Identified in annual Building and Business Inventory / Business Count program.
	Work with City By-Law department			Not complete	
2.5 Help businesses get ready for new opportunities such as Cham Shan Temple, 407	Identify new opportunities	Opportunities identified, program developed, number of businesses engaged	Community, City of Kawartha Lakes Economic Development	Not complete	
	Identify ways for businesses to benefit				
	Develop a program to engage businesses e.g. seminars, information, meet and greets etc.				
	Implement program				

Goal 3: Improve the physical environment of our downtown

Activity	Tasks	Evaluation	Responsibility	Status	Notes
3.1 Give the Downtown a colourful "face lift"	Identify ways to give the town an immediate facelift (e.g. banners, paint garbage cans) and bring colourful art to the street	Opportunities identified, changes made	Community, Downtown Revitalization Committee	In progress	A collage mural was installed on the Legion, Neil Young Mural was installed on Coronation Hall, and red Guitar shaped directional signs were installed throughout the downtown. Committee investigating banners, colourful benches and garbage bins. Benches and Garbage bins may be a part of the Downtown reconstruction project, and to date (Oct 2021) premissions have not been given to paint existing municipal furniture. Million Dollar Makeover prgoram implemented to support private property improvements.
	Find ways to cover the costs (in kind or funding)				
	Bring people and groups together to do this work				
3.2 Develop a public art program	Identify opportunities for a public art program	Program developed and approved, art installed	City of Kawartha Lakes Economic Development, Community	Complete	Public Art Policy was adopted by Council in Summer 2018. Two murals installed, Legion and Coronation Hall. In 2020 a stuents program through Fleming designed reccomendations for public art and the buildings that they could be installed on. This was led by Economic Development and presented to the Committee.
	Identify buildings that could host art				
	Develop and implement the program				
3.3 Update the existing Omemee Streetscape and Façade Design Guidelines and incorporate into the City's capital budget	Initiate Streetscape and Façade Guideline project	Study adopted, number of participants, work funded and scheduled	City of Kawartha Lakes, community for engagement	Complete	Streetscape and Façade Guidelines adopted in 2017.
	Seek community participation in design work				
	Focus the project along Highway 7 through the village (integrating along the entire road e.g. lamp posts)				
	Finalize and Council adopt work				Signage & Façade Design Brochure was created to support the Million Dollar Makeover program in late 2018.
Integrate work into City capital budgets					
3.4 Help local businesses and building owners improve their facades through the introduction of a Community Improvement Program	Develop and fund Community Improvement Program (Council approved and funded)	CIP approved, CIP funding, number of facades improved, amount of public and private funds invested	City of Kawartha Lakes	Complete	CIP was adopted by Council in Summer 2018 and the Million Dollar Makeover was launched in November 2018. Materials have been distributed throughout the community and the program has been promoted.
3.5 Encourage businesses and building owners to improve their properties following the Facade Design Guidelines, in keeping with a historic "old town charm" and cottage look and feel	Work with local business and building owners to identify ways to improve their properties	Number of building and business owners and contractors engaged, number of facades improved	Downtown Revitalization Committee, City of Kawartha Lakes Economic Development, local contractors, local business and building owners	Complete	In progress - 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.
	Local contractors and business people to work together and explore a group buying opportunities to improve facades and implement the facade design guidelines			Complete	

3.6 Continue Age Friendly initiatives	Age Friendly committee continue meeting Continue to host meetings for community members Help businesses become age friendly	Number of events held, number of initiatives undertaken	Age Friendly Committee	Complete	Age Friendly is represented at the Omemee Unites meetings that are attended monthly by several members of the DR working group committee.
3.7 Celebrate the history of Omemee and its buildings	Identify historic buildings and buildings with historic value Identify heritage designated properties Investigate existing programs to celebrate Heritage (e.g. Stratford plaque program) Develop program for Omemee Reinvent the Omemee walking tour	Historical properties identified, program developed and implemented	Community, City of Kawartha Lakes Economic Development	Complete	Legends and Lore Walking tour established: Walk, listen, see, and sense the heritage of Omemee's downtown on this self-guided walking tour honouring our locals, our legends, and our lore. Print copies of this tour are available at the Omemee Municipal Service Centre. https://directory.explorekawarthalakes.com/Home/View/omemee-downtown-walking-tour

Goal 4: Grow an animated, ecofriendly pedestrian town linking natural assets and businesses

Activity	Tasks	Evaluation	Responsibility	Status	Notes
4.1 Promote Omemee and events on the www.exploreKawarthaLakes.com Official Tourism website	Develop content for the Omemee page on the Kawartha Lakes tourism website	Information uploaded, website traffic	City of Kawartha Lakes Economic Development	Complete	Content for Omemee page was enhanced and active. Tourism website re-established. Businesses and tourism events able to be put on website. Community events can be put on City calendar. This is an opportunity for DR working group or Omemee Unites
	Upload information and share via social media				
4.2 Look for opportunities for businesses to provide "natural", "tranquil", and "calming" recreational experiences to customers	Identify businesses willing to participate	Number of businesses promoted, number of experiences	Local businesses, Downtown Revitalization Committee	Not complete	
	Identify ways to provide recreational experiences				
	Help businesses develop experiences				
	Promote				
4.3 Look for opportunities to connect the beach and the rail trail to the Downtown	Link to Streetscape and Façade guidelines	Links planned, links developed	Lions, Community, Downtown Revitalization Committee, City of Kawartha Lakes	Complete	Guitar Sign directional signs were installed in 2018 Lions Club revitalized the rail trail bridge in Fall 2018
	Develop signage for the downtown showing access points to the beach and rail trail				
	Implement ideas				
4.4 Investigate the feasibility of a boardwalk	Review existing feasibility study	Assessment on feasibility	Community	Not complete	
	Identify opportunities for pursuing				
4.5 Investigate the feasibility of a gazebo at the park for concerts	Identify opportunities for gazebo	Assessment on feasibility	Community	Not complete	
	If interest, conduct a feasibility analysis/building plan/fundraising plan				
4.6 Work with partner organizations to clean the river and make it appealing for residents and visitors to spend time in the area	Identify partner organizations interested in cleaning up the river	Partners identified, project planned and implemented	Community	Complete	There was a Beach Clean up project that was initiated with Park, Recreation and Culture in partnership with Provincial funding and corporate sponsorship in 2018
	Identify places and means to clean				
	Work with authorities to plan project				
	Implement project				

<p>4.7 Work with Trent Severn Waterway to find opportunities to improve infrastructure and attract people to use the water and visit Omemee</p>	<p>Meet TSW Staff Look at other communities projects (Fenelon Falls, Bobcaygeon) Identify unique opportunities of this section of the river (e.g. non-motorized craft, business opportunities such as rentals, programming) Brainstorm ideas to improve Develop a project plan</p>	<p>Relationship with TSW established, projects identified and implemented</p>	<p>Community, TSW, City of Kawartha Lakes Economic Development</p>	<p>Not complete</p>	<p>Trail Towns was introduced to Omemee, an initiative to integrate the Downtown and the waterway. It was determined that the community did not have the capacity to take on the initiative (as it's to be community led), but would consider it in the future.</p>
<p>4.8 Increase the number of events throughout the year and regularly during summer</p>	<p>Identify opportunities for new or improvement events (e.g. Christmas event, farmers market, pet show, Chuck Wagon swimming lesson at beach, comedy show) Find groups interested to put on an event Create events to be of interest to locals and visitors Promote events through communication methods identified above</p>	<p>Number of events, number of groups involved</p>	<p>Community, Downtown Revitalization Committee</p>	<p>Complete</p>	<p>Working with Omemee Unites, there have been new events introduced: - Coronation Hall Concert Series: Melissa Payne - New Year Event - 2019 Collaborative Easter Event, April 20 Prior to COVID-19 the community became really active with events.</p>
<p>4.9 Capitalize on activities in surrounding areas such as Emily Provincial Park</p>	<p>Identify surrounding places that attract visitors (e.g. Emily Provincial Park, accommodations, Cham Shan Temple) Find ways to work with these places to promote Omemee and joining activities (e.g. canoeing from Emily Provincial park to Omemee for shopping) Create joint promotions</p>	<p>Places with joint promotions</p>	<p>Community, Businesses, Downtown Revitalization Committee</p>	<p>Not complete</p>	
<p>4.10 Work together as a business community to encourage local people to shop locally more often</p>	<p>Get the business community together Find ways to reach residents (see communications above) Identify opportunities that residents would be interested in Host events or promotions targeted to residents Survey customers and residents to get feedback</p>	<p>Initiatives targeted to locals, local perspective on shopping locally</p>	<p>Business owners, Downtown Revitalization committee, City of Kawartha Lakes Economic Development</p>	<p>Partially Complete</p>	<p>Shop Kawartha Lakes, a shop local campaign was led by Kawartha Lakes economic development in 2020-21.</p>

4.11 Develop a promotions and marketing campaign to attract people to stop and shop	Tie to marketing, Streetscape and signage projects	Campaign developed, survey of shoppers, number of increased shoppers	Businesses, Downtown Revitalization Committee, City of Kawartha Lakes Economic Development	Partially Complete	Shop Kawartha Lakes campaign in 2020-2021. Regional campaign, not specific to Omeme.
	Brainstorm campaign ideas				
	Develop a campaign project plan				
	Implement campaign				
	Track number of increased shoppers				