

Downtown Revitalization

2017-2021 Program Summary

Carlie Arbour

Economic Development Officer – Community

Lynne Manning

Chair, Downtown Revitalization



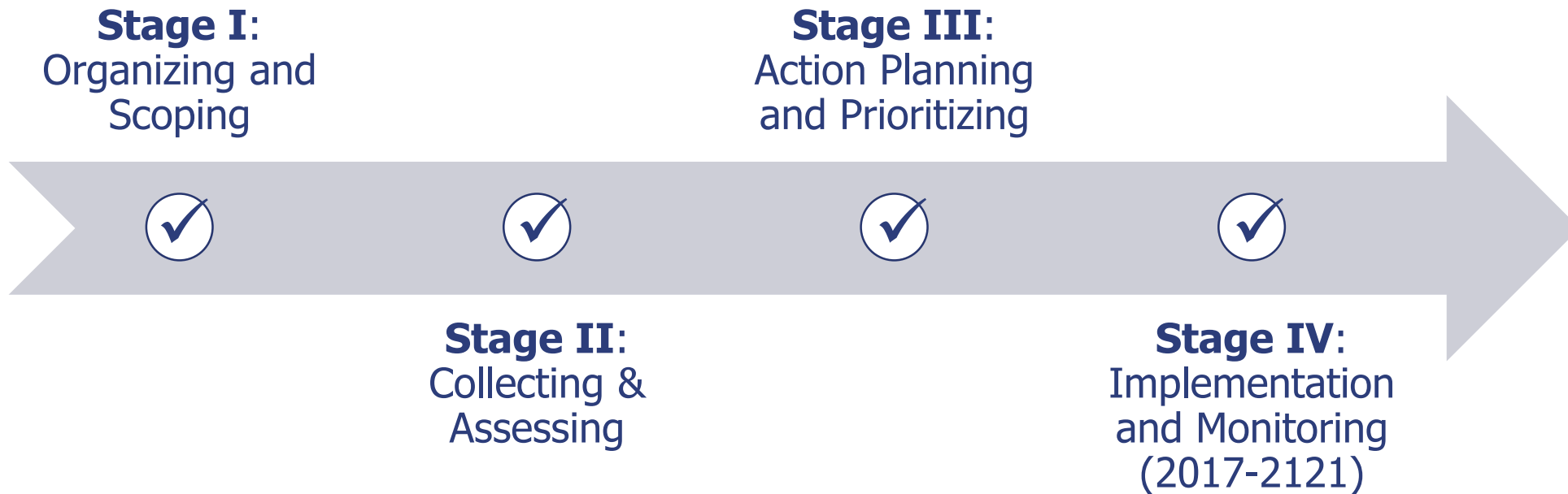
Downtown Revitalization Pillars

- OMAFRA's 4 pillar approach:



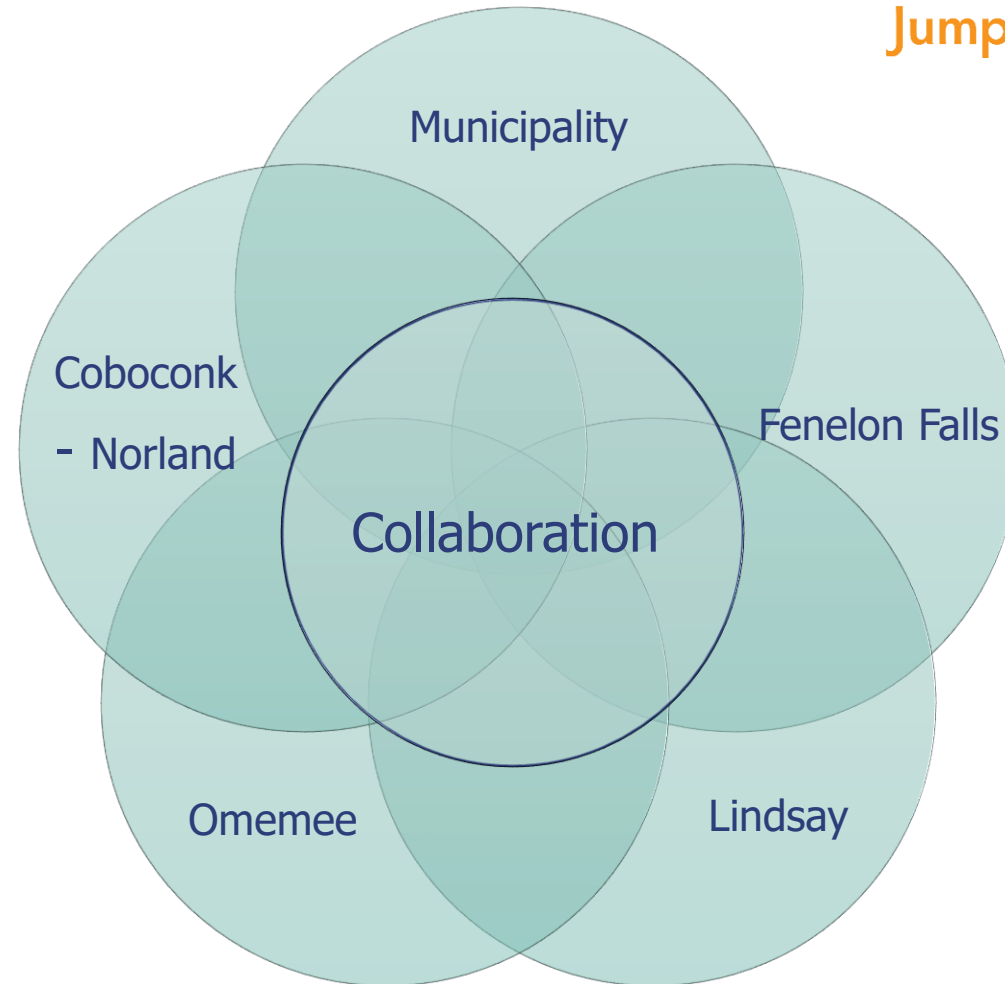
Downtown Revitalization Process

- 4 Communities: Coboconk – Norland, Fenelon Falls, Lindsay and Omemee
- 4 stage process



Collaborative Implementation

- Council
- Downtown Revitalization Committee of Council
- Municipal staff, numerous departments
- Volunteers
- Community Groups
- Business Organizations



Success Highlights

- Million Dollar Makeover + CIP policy
- Digital Main Street
- Municipal websites
- Business count
- Business training
- Reconstructions (Lindsay, Fenelon Falls)
- Parking study
- Chamber + BIA Roundtable
- Kawartha Lakes Ecosystem Network
- Communication improvements
- Enhanced attention on the downtowns

Community Successes

Coboconk – Norland

- Wellness Centre
- Norland Management Committee
- Increase in visitors
- Management of Lions Park
- Beautification efforts

Fenelon Falls

- Community leadership
- The Grove Theater
- Sculpture project
- Walking tour
- Beautification efforts

Lindsay

- Municipal-community relations
- Building and Landlord Inventory
- Streamlined parking enforcement
- Walking tour
- Beautification efforts

Omeme

- Guitar wayfinding signage
- Murals
- Music Series
- Library + Mickaël's collaboration
- Beautification efforts

High Priority Actions to be Completed

1. Reconstruction and beautification of Omemee and Coboconk
2. Public washrooms in downtowns
3. Consistent signage in downtowns across the municipality
4. Creation of a Downtown Community of Practice
5. Adoption of Kawartha Lakes Downtown Framework

KL Downtown Revitalization Framework

Economic Development	Leadership and Management	Marketing and Promotion	Physical Improvements
<ul style="list-style-type: none">• Data collection• Investment Attraction• Training and Development	<ul style="list-style-type: none">• Chambers + BIA Roundtable• Kawartha Lakes Ecosystem Network (KLEN)• Downtown Community of Practice	<ul style="list-style-type: none">• Profile downtowns on websites• Social media presence• Imagery of Downtowns• Celebrate Downtown Revitalization project	<ul style="list-style-type: none">• Reconstructions• Wayfinding signage• Place-making initiatives• Million Dollar Makeover

Thank you!



Questions?