

**The Corporation of the City of Kawartha Lakes**  
**Council Report**

**Report Number ED2017-018**

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**Date:** October 24, 2017  
**Time:** 2:00 p.m.  
**Place:** Council Chambers

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**Ward Community Identifier: Wards 2, 5, 6, 7, 9, 10, 11, 12, 14**

**Subject: Rural Economic Development Funding Agreement RED08084**

**Author: Denise Williams, Manager of Economic Development (Acting)**

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**Recommendation(s):**

**RESOLVED THAT** Report ED2017-018, **Rural Economic Development Funding Agreement RED08084**, be received;

**THAT** the agreement between the Corporation of the City of Kawartha Lakes and Her Majesty the Queen in Right of Ontario as represented by the Minister of Agriculture, Food and Rural Affairs, for funding under the Rural Economic Development (RED) Program, to accept matching funds totaling \$62,150.00 to implement the Business Growth Program Project, attached as Appendix A to Report ED2017-018, be approved;

**THAT** Council authorizes the Manager of Economic Development to work with Human Resources staff to recruit a temporary full time Economic Development Officer, Downtown Revitalization for a period of up to 14 months;

**THAT** the City's contribution of \$62,150.00 from the Economic Development Reserve Fund, be approved; and

**THAT** the necessary by-law to authorize execution of the agreement be brought forward for adoption.

**Department Head:** \_\_\_\_\_

**Financial/Legal/HR/Other:** \_\_\_\_\_

**Chief Administrative Officer:** \_\_\_\_\_

## **Background:**

At the Council Meeting of March 21, 2017 Council adopted the following resolution:

**RESOLVED THAT** Report ED2017-006, **Rural Economic Development Fund Application Request for Downtown Revitalization Implementation**, be received;

**THAT** the project “Downtown Revitalization Implementation” be approved for an application to the Rural Economic Development Program with a total project cost of up to \$200,000 with the City’s 50% contribution coming from the Economic Development Reserve; and

**THAT** the Mayor and Clerk be authorized to execute any documents and agreements required by the approval of this application.

This report addresses that the Mayor and Clerk be authorized to execute any documents and agreements required by the approval of this application.

## **Rationale:**

In August 2017 staff received correspondence from the Ontario Ministry of Agriculture Food and Rural Affairs (OMAFRA) indicating that our application for funding in the Rural Economic Development (RED) program had been approved. The funding application details the program that staff will be implementing called the “Business Growth Program”. This program augments the downtown revitalization work that has been completed in four of the City’s downtown areas: Omemee, Coboconk/Norland, Fenelon Falls and Lindsay. Stakeholders in these four downtowns participated in the full downtown revitalization program with the Ministry of Agriculture Food and Rural Affairs.

The main goal of the Business Growth Program is to encourage additional businesses to locate and operate in the four downtown areas that participated in the downtown revitalization program. Funds will be used to hire a coordinator who will market and implement the program which includes business training, community marketing and a business idea competition with prize package.

The goal of the program is to further increase the vibrancy of our downtown areas.

## **Other Alternatives Considered:**

N/A

## **Financial/Operation Impacts:**

The total budget for the project is \$124,300. The attached contribution agreement indicates that OMAFRA will contribute 50% of the project budget for a total of \$62,150. The balance of the project \$62,150 will be funded from the Economic Development Reserve.

In order to implement the Business Growth Program, a temporary full time Economic Development Officer will be on-boarded. A full and detailed work plan has been designed as part of the funding application.

## **Relationship of Recommendation(s) to the 2016-2019 Strategic Plan:**

The Business Growth Program is in direct alignment with goal number one in the Strategic Plan: “A Vibrant and Growing Economy” through collaboration and innovation.

## **Consultations:**

Director of Development Services  
OMAFRA  
Various communities that have implemented a program like Business Growth Program.

## **Attachments:**

Appendix A – Contribution Agreement RED08084



Adobe Acrobat  
Document

Appendix B – By-Law 2017-XXX



2017 - By-law to  
Execute Funding Agree

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**Department Head:** Chris Marshall