

Rural Economic Development Program APPLICATION FORM

Before you start

Please read Program Guidelines before completing this application form

Applications will be assessed based on the *Rural Economic Development (RED) Program Guidelines*, which can be viewed on the Ontario Ministry of Agriculture, Food and Rural Affairs website at RED Program.

Submit your completed application as a saved Adobe PDF document

This form must be filled out using Adobe software, such as Adobe Reader or Adobe Pro, as other PDF software, including your internet browser, may not compatible with this form, which may result in the content you enter not saving properly. If you do not have Adobe software on your computer, you can download a free version here: <u>Adobe Acrobat Reader</u>
To complete the form:

- 1. Save the application to your computer.
- 2. >>>File>>>Save As...[give the file a name]...Save.
- 3. You can work on completing the application at any time.

The applicant's information must be up to date with both Transfer Payment Ontario and Supply Ontario.

To register with, or update information previously submitted to Transfer Payment Ontario, visit Transfer Payment Ontario.

To register with, or update information previously submitted to Supply Ontario, click on Supply Chain Ontario.

If you are the Applicant or are authorized to represent the Applicant, you can register and update the information referred to above.

Step 1 Applicant Information

1.1 Lead Applicant

Consult the <i>Who is Eligib</i>	o <mark>le</mark> section of the RED	Program Guidelines to ensure the le	ad applicant
is eligible to apply under	the RED program.		
Preferred Language	English	○ French	

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First Name		Last Name	ast Name		Job Title		
Carlie		Arbour	EDO - Community				
Full Legal Name / Corporate Name of Organization Primary/Business Phon							
The Corporation of the C	ity of	Kawartha Lakes		(705) 324-	9411		
Operating Name (if differ	ent fr	om Legal Name)					
✓ Same as above or:	The C	Corporation of the City of k	Kawartha Lakes	3			
Street Address:							
26 Francis Street							
City/Town		Municipality	Province		Postal Code		
Lindsay		Kawartha Lakes	Ontario		K9V5R8		
Organization Type	•) Municipality	С) Not-for- _l	orofit		
	C) Ontario Indigenous Co or Organization	mmunity C) Local Se	ervices Board		
Primary Project Contac	t for l	Lead Applicant					
First Name		Last Name		Job Title			
Carlie		Arbour		EDO - Community			
Email		Primary/Busine	ss Phone				
carbour@kawarthalakes.	ca	(705) 324-9411					
Street Address (if different from above)							
✓ Same as above or: 26 Francis Street							
City/Town Municipality Province					Postal Code		
Lindsay Kawartha Lakes			Ontario K9V5R8		K9V5R8		

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Business Number - Canada Revenue Agency Client Number The Business Number is a 9-digit business identifier used in Canada to which clients can register program accounts with the Canada Revenue Agency (CRA). The program account number consists of three parts: business number, two letter program identifier, and a four-digit reference number. Canada Revenue Agency (CRA)
OR I/we confirm I/we do not have a CRA Number
Please describe your organization. Include a brief history, strategic overview, services offered, clients served, and the part of your organization to which the application relates.
(Maximum 200 words) Word Count: 200 of 20
Amalgamated in 2001 from 16 former municipalities, the City of Kawartha Lakes is Ontario's second largest single tier municipality. Home to 75,000 year-round residents and 30,000 seasonal residents, the municipality welcomes over 1.6 million visitors each year. Lindsay, Bobcaygeon, Coboconk Norland, Fenelon Falls, Omemee and Woodville are larger urban areas of our rural municipality that are interspersed between villages, farmland, Oak Ridges Moraine, forests and lakes. The municipality's priority, outlined in the Strategic Plan, is providing responsible, efficient and effective services in order to create a vibrant and growing economy, an exceptional quality of life and maintain a healthy environment. To achieve this, the municipality offers over 250 services through 11
1.2 Co-Applicants
Consult the Who is Eligible section of the RED Program Guidelines to ensure each co-applicant is eligible to apply.
Are there Co-Applicants for the project?
If yes, please fill out the table below

If this project has a Co-Applicant(s), complete Appendix A (Co-Applicants), which can be found at RED Program. Please fill out a separate Appendix A form for each co-applicant.

Relationship with the Lead Applicant

Community Lead for the Project

Co-Applicant Name

Fenelon Falls and District Chamber of Commerce

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Step 2 - Proposed Project Information 2.1 Project Title (10 words maximum) Fenelon Falls Downtown Revitalization 2.0 2.2 Project Location List the municipalities / counties / regions / districts / Ontario Indigenous Communities or Organizations that would be targeted by this project: City of Kawartha Lakes, Fenelon Falls 2.3 Project Streams and Types While the project may fit into more than one of the categories listed below, please choose the type that best suits the project. (see RED Program Guidelines for a description of Project Types) **Economic Diversification and Competitiveness Stream** Entrepreneurship/Business succession Business retention and expansion Downtown revitalization Technology adoption/innovation initiatives Attraction and retention of workers, immigrants and youth Collaborative marketing and outreach Sector or value chain development Strategic Economic Infrastructure Stream Rehabilitation of cultural, heritage or tourism attractions

Please consult the <u>Selection Process – Stage 2: project assessment</u> section of the RED Program Guidelines for all assessment criteria and how they may apply to your project.

Rehabilitation of vacant and/or underutilized buildings

Streetscaping and landscaping

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2.4 Project Rational

i) Project summary

Provide a brief overview of your project by outlining what the project will achieve through the project activities and the partners that will be involved. These should align with activities listed in the work plan in section 3.1.

Word Count: 295 of 300

In 2022, the City of Kawartha Lakes completed a five-year multi-community Downtown Revitalization (DR) program, implementing initiatives such as the Kawartha Lakes Strategic Community Improvement Plan (CIP), three downtown reconstructions, an annual business count program, and re-branding led by the Fenelon Falls Chamber of Commerce. Afterward, the Council adopted a Downtown Revitalization framework, highlighting ongoing practices to support downtown cores.

In both the 2020-2023 and 2024-2027 (draft) Kawartha Lakes Strategic Plans, Council prioritized Downtown Revitalization for local economic support. The Fenelon Falls community plans to strategically build on existing momentum by developing another downtown action plan, collaborating with community groups for a thriving downtown and implementing an evidence-backed plan.

This project will:

- Support BR+E of downtown businesses for year-round vibrancy
- Encourage private investment in the Downtown

· Cupport the labor force, creating and retaining jobs using gethered data

ii) Reducing economic barriers

Describe how this project will reduce existing barriers to economic development and reference any plans or studies where these have been identified.

Word Count: 194 of 200

(Maximum 200 words)

Fenelon Falls, as a rural community in Ontario faces several economic barriers. This project will work to address these challenges in the following ways:

Staff and community capacity: Recognizing the community's commitment to downtown vitality, the project addresses the need for a dedicated staff resource. Unlike the initial volunteer-based Downtown Revitalization, this initiative recognizes the need for an efficient, dedicated team. The coordinator will actively engage businesses and organizations in DR initiatives, ensuring their needs shape the community action plan.

Seasonality: As a predominantly seasonal community, Fenelon Falls experiences peak visitor and resident numbers in spring and summer. Through marketing campaigns and business development support to diversify year-round offerings, we aim to boost annual downtown visitors.

Improved Pedestrian Flow: A 2023 analysis identified concentrated pedestrian traffic in one downtown

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2.5 Program Outcomes

Describe how the RED project addresses the program outcomes (each listed under the subsections below). Please review the guidelines for more detailed definitions of the program outcomes.

i) Labour force challenges addressed

Describe in detail how the project activities will act on labour force challenges in rural Ontario during or after the project and how this will be measured. Word Count: 282 of 300

(Maximum 300 words)

The project has a comprehensive approach aimed at addressing labor force challenges during both the action planning and implementation stages.

Through the Kawartha Lakes Business Count Survey we gather downtown specific business related metrics. This includes data on the number of businesses and employees, workforce needs and future plans. In 2023 33% of businesses surveyed in Fenelon Falls reported a skills shortage and 62% indicated plans for hiring in the future.

This annual data collection provides an understanding of the existing labor landscape, identify challenges, and tailor interventions to address specific needs. The Coordinator will look to the business count and other data collected to inform their actions, while also collaborating with Victoria County Career Services (VCCS) to implement strategic tools and resources to support businesses in attracting, and retaining their desired workforce.

The resource of a dedicated Coordinator will allow for a more engaged and direct collaboration with the businesses and community, creating strengthened relationships that allows us to pinpoint local solutions to labor force challenges. The Coordinator will work to implement any "quick win"

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Word Count: 285 of 300

ii) Investment attracted or retained

Describe in detail how the project activities will lead to the attraction and retention of investments in rural Ontario from public and private sources, and how this will be measured.

(Maximum 300 words)

The Fenelon Falls Downtown Revitalization 2.0 aims to attract and retain investment in the community through three distinct ways.

Firstly, the project seeks to boost investment in private commercial buildings downtown by encouraging participation in the Kawartha Lakes Strategic Community Improvement Plan (CIP). This program fosters public-private partnerships, encouraging investments to enhance local building infrastructure for current or potential businesses. The Coordinator will leverage the CIP as an incentive, motivating business and property owners to enhance their physical spaces. To date, 11 businesses in Fenelon Falls have participated in the program. As the program reaches the 5 year mark, uptake has decreased year-over-year and this project will connect with the less engaged business and property owners.

Secondly, the project focuses on supporting business expansions. Utilizing data from the business count program, the Coordinator will collaborate closely with businesses to understand their expansion 🖪

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iii) Businesses attracted, retained and/or expanded

Describe in detail how the project activities will lead to an increase in the number of businesses that have opened, remained, and/or grown in rural Ontario and how this will be measured. (Maximum 300 words)

Word Count: 243 of 300

The Fenelon Falls Downtown Revitalization 2.0 is dedicated to supporting the retention and expansion of businesses in Kawartha Lakes through strategic initiatives.

The local Coordinator will actively collaborate with businesses to understand their expansion requirements. This collaborative approach ensures a tailored understanding of each business's unique needs. Additionally, the Coordinator will leverage partnerships with entities such as the Chamber, Economic Development, and other agencies, providing access to resources for effectively addressing

iv) Renewed or improved strategically important community assets

Describe in detail how the project will improve strategically important comm	unity physical assets which					
vill lead to the improved quality and community use of the asset for future generations, and how this						
will be measured. Provide information on previously completed work (e.g. plans, strategies, research,						
lata) that identifies this project as an economic development priority.						
(Maximum 300 words)	Word Count: 0 of 300					

v) Regional partnerships that support growth

Describe in detail how the project will work with other entities in your region in rural Ontario (e.g., groups, organizations, communities, municipalities) to drive growth and how this growth will be measured. (Maximum 300 words) Word Count: 218 of 300

This project will significantly benefit from the collaborative efforts of regional partnerships cultivated by the City of Kawartha Lakes and the Fenelon Falls Chamber of Commerce. Kawartha Lakes Economic Development oversees the locally developed Kawartha Lakes Ecosystem Network (KLEN). Comprising 21 representatives from diverse organizations such as Chambers of Commerce, BIA, Innovation Cluster, Workforce Development Board, Career Services, Fleming College, Trent University, Local School Boards, Small Business Centre, OMAFRA, MEDJCT, and more, KLEN convenes both in-person and virtually on a monthly basis.

KLEN's specific objective is to build regional partnerships across business support agencies in

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2.6 Planned Results and Implementation

i) Regional, sector or value chain impacts

Describe any anticipated impacts the project will have across multiple communities, sectors, or across parts of a value chain and how they would be measured.

(Maximum 200 words) Word Count: 189 of 200

The project is designed to have a significant impact across multiple communities in Kawartha Lakes, extending beyond Fenelon Falls. This initiative promotes community-led engagement, showcasing successful partnerships between local communities and the municipality.

Building on the existing Kawartha Lakes Downtown Revitalization framework, this project will serve as a model for other communities within Kawartha Lakes, demonstrating how to initiate their own DR projects. Success will be measured by the adoption of similar approaches in additional communities,

ii) Sustainability

Describe how the project activities and outcomes will continue / be maintained after the RED program funding ends. (Maximum 200 words)

Word Count: 195 of 200

Kawartha Lakes has a successful history of implementing and sustaining DR programs. Council has further shown commitment to ongoing support in the Corporate Strategic Plan. Due to the overwhelming success of the previous program, Fenelon Falls has embraced the DR process and is eager to build upon the groundwork laid.

The Fenelon Falls Downtown Revitalization 2.0 program funding is strategically designed for enduring impact within Fenelon Falls and across the broader Kawartha Lakes region. The programs

iii) Project oversight

Describe the resources and skills the applicant(s) will use to manage and complete the project. Identify an individual(s)/organization(s) and their experience or resources, skills and governance the applicant will contribute. Provide examples of similar projects that were overseen/implemented.

(Maximum 200 words)

Word Count: 167 of 200

Rebecca Mustard:

Rebecca, Kawartha Lakes' Economic Development Manager since 2016, oversees business programs, the Small Business and Entrepreneurship Centre, and Tourism. With 15 years of experience, she's led diverse community economic development projects, holding a Masters in Local Economic Development and an Ec.D. certification.

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2.7 Project Timelines

Project start date: (YYYY/MM/DD)	2024/06/01	Project end date: (YYYY/MM/DD)	2025/05/31
,	No earlier than April 1, 2024	,	

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Step 3 - Work Plan and Budget

3.1 Project Work Plan

List each activity necessary to successfully complete the project and the anticipated start and end date of each activity. Consult the <u>RED Program Guidelines</u> for eligibility criteria. If there is relevant documentation to support your application, you may provide this with your completed application.

Note: Project activities starting prior to the approved project start date and ending after the project completion date are not eligible.

Project Activity	Start Date (YYYY/MM/DD)	End Date (YYYY/MM/DD)
e.g. Organize a virtual community consultation event	2024/04/01	2024/06/01
e.g. Social media marketing campaign	2024/06/01	2024/08/01
Hire Project Coordinator	2024/06/01	2024/08/01
Data Collection	2024/08/01	2024/11/30
Data Analysis	2024/09/01	2024/12/30
Project Coordination (Committee, Community and	2024/06/01	2025/05/31
Create the Fenelon Falls 2.0 DR Action Plan	2024/11/01	2025/04/30
Marketing, Creative Development and Execution	2024/08/01	2025/05/31
Partnership Development	2024/08/01	2025/05/31
Action Plan Implementation (BR+E, Investment	2025/03/01	2025/05/31

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3.2 Project Budget

List each cost item necessary to complete the project activities and provide a description. Fill in the "Eligible Costs" and "In-Kind / Ineligible" fields (if applicable) with the cost in Canadian dollars. Applicants are encouraged to provide as much detail as possible about cost items and may attach more detailed budget documents with your application. You may consider attaching quotes and estimates to strengthen your application. Consult the RED Program Guidelines for eligible cost criteria.

Approved applicant(s) completing Strategic Economic Infrastructure projects will be required to install a permanent sign upon project completion recognizing the support of the Rural Economic Development Program. The province will reimburse the eligible cost-share up to \$100 maximum (\$333.33 total eligible costs) Please budget for recognition signage in the budget table below.

Note: Costs incurred prior to project start date are not eligible for funding.

Cost Item	Description of C	ost Items	Eligible Cash Contribution (\$)	In-Kind / Ineligible (\$) [If Applicable]
e.g. Project coordinator to manage the project	e.g. Project coordinator	salary	\$60,000.00	
e.g. Project coordinator development	e.g. travel for new hire trelated community cons		\$250.00	
e.g. Funding Recognition Sign	e.g. design, fabrication a funding recognition sign		\$333.33	
Project coordinator to	Project coordinator sala	ry	\$ 44,000.00	
Technology	computer, cell phone pu	rchase and	\$ 2,000.00	
Media, promotions and	development of project r	marketing •	\$ 10,000.00	
Mileage	mileage for project relate	ed travel	\$ 500.00	
Community engagement	Including room rentals, v	workshop related	\$ 3,000.00	
Action plan	Costs related to the imp	lementation of	\$ 10,000.00	
Customer Relationship			\$ 500.00	
		Total Project Costs	Total Eligible Costs	Total In-Kind/ Ineligible
		\$ 70,000.00	\$ 70,000.00	\$ 0.00

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Please indicate which of the following statements apply to you: My organization has the financial capacity to successfully complete this project with the standard provincial cost-share support identified for the project type I have applied for. My organization is seeking extenuating circumstances because it has significant and unique financial barriers to economic development and requires an increased level of provincial cost-share support. If the second statement above was selected, please explain the significant and unique financial barriers to economic development your organization is facing. Word Count: 282 of 300

3.3 Funding Capacity

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3.4 Funding Requested

Based on the project stream you selected in step 2.3, complete one of the tables below

Economic Diversification and Competitiveness Stream				
Line A	Total Eligible Costs (from table 3.2)	\$ 70,000.00		
Line B	Funding % Requested (up to 50%)	50		
Line C	Funding Requested (\$) (up to \$150,000) (Line A x Line B)	\$ 35,000.00		

OR

Strategic Economic Infrastructure Stream				
Line A	Total Eligible Costs Identified (from table 3.2)			
Line B	Funding % Requested (up to 30%)			
Line C	Funding Requested (\$) (up to \$250,000) (Line A x Line B)			

3.5 Project Costs by Fiscal Year

Complete the following table indicating when eligible costs will be incurred.

Projected Eligible Costs by Fiscal Year (April 1 to March 31)

Fiscal Year	2024-25	2025-26	2026-27	Total Eligible Project Costs (must equal total eligible
				costs of Step 3.2)
Eligible Costs	\$ 49,000.00	\$ 21,000.00		\$ 70,000.00

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3.6 Applicant(s) Contribution and Additional Funding Sources

List all sources of funding (see *Program Funding* in the RED Program Guidelines.) Please Note:

- List all sources of public funding applications for this project. Failure to disclose all potential or confirmed public funding sources may result in the termination of your application or Contribution Agreement.
- Projects receiving *any* other provincial funding under *any* other provincial program are ineligible for funding under this RED Program intake.

^{*} Secured funding means written commitment from the co-applicant or partner. All sources of funding must be listed below, whether or not they are secured. The Ministry may request further documentation to support the financial contribution.

Funding Sources for the Project (Legal Name)	Secured Funding*	Eligible Cash (\$)	Ineligible Cash/ In-kind (\$)	Total Project Costs (\$)
RED Program Cost Share Requested (Line C from 3.4 above)		\$ 35,000.00		\$ 35,000.00
Applicant:				
The Corporation of the City of Kawartha		\$ 30,000.00	\$ 5,000.00	\$ 35,000.00
Co-applicant:				
Fenelon Falls Chamber of Commerce		\$ 5,000.00	\$ 3,000.00	\$ 8,000.00
Co-applicant:				
				\$ 0.00
Partners:				
				\$ 0.00
Partners:				
				\$ 0.00
Partners:				
				\$ 0.00
Partners:				
				\$ 0.00
Partners:				
				\$ 0.00
Other government funding:				
				\$ 0.00
Other funding:				
				\$ 0.00
otals (must equal Total Eligible Costs o	f Step 3.2)	\$ 70,000.00	\$ 8,000.00	\$ 78,000.00

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Step 4 - Important: Read Before Submitting an Application

Check for the most up-to-date RED Program information on the website

Only fully completed applications will be assessed. Please include the following:

The RED Program Guidelines and this application form are subject to change from time to time without notice. Consult the website at <u>RED Program</u> for the most up-to-date information, or contact us at 1-877-424-1300 or by email at <u>RED@ontario.ca</u>

Final check before submitting application

\checkmark	A completed RED Program application form (Mandatory).
\checkmark	A completed Co-Applicant(s) form (if applicable)
✓	Letters from partners confirming their financial or in-kind contribution to the project (Recommended).
	Quotes / estimates to support the project budget (Recommended).
√	Other supporting documentation (e.g. feasibility studies, strategic plans, reports, relevant research, or anything else that supports the need for the project and anticipated impacts

Email completed applications to: RED@ontario.ca by 5:00 p.m. ET on February 21, 2024.

4.1 Application Requirements

(Recommended).

By submitting an application, the Applicant (and the Co-Applicant(s), if any), confirms, acknowledges, accepts and agrees or represents that:

- 1. The applicant(s) has read the Rural Economic Development (RED) Program Guidelines and is aware of the provisions and requirements of the RED program.
- 2. The RED program is a discretionary non-entitlement program and that even if the application meets all of the RED Program Guidelines, there is no guarantee that such application will be approved under the RED program, or that the total amount of funds requested will be approved.
- 3. The primary project contact and the primary contact for any co-applicants, if applicable, have obtained all necessary permits and approvals to proceed with this application.
- 4. The Government of Ontario has a right to obtain, use and disclose information for the purposes of assessing, evaluating, verifying, auditing and enforcing the RED program.
- 5. The Minister of Agriculture, Food and Rural Affairs has exclusive discretion to select or reject any application. Applicants, jointly or severally, shall not be eligible for funding under the RED program solely by reason of making an application or have any claim or demand or action against His Majesty the King in Right of Ontario, his ministers, directors, officers, employees, servants, appointees or agents in this regard.

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- 6. The applicant(s) shall provide in a timely manner any additional information that the Province or its authorized agent(s) may reasonably require for the purposes of assessing the application and administering the RED program in a timely manner.
- 7. Applicant(s) authorize His Majesty the King in Right of Ontario, as represented by the Minister of Agriculture, Food and Rural Affairs and the ministry's employees and agents (the "Province") to contact bankers, accountants, solicitors and insurance agents of the applicant(s); law enforcement agencies; credit bureaus; and other government ministries and agencies to verify the information concerning the affairs of the applicant(s) as described in the application, to obtain such credit and other reports as the Province and/or its authorized agent(s) consider necessary to assess the application. This may include, but is not limited to, the Office of the Superintendent of Financial Institutions and the Financial Transactions and Reports Analysis Centre of Canada.
- 8. The information provided in the application including, but not limited to, any documentation submitted herewith and any and all information associated with reviews conducted by the Province and its authorized agent(s) may be shared with other ministries of the Ontario government, experts and/or authorized agent(s) for the purposes of assessing the application and administering the program and satisfying any and all Government of Ontario accountability and reporting obligations.
- 9. Application information and any supporting documentation is true and correct to the best of the applicant's/co-applicant(s)' knowledge, information and belief. If a material misrepresentation or change in the circumstance of the application is discovered, the application will be immediately considered withdrawn by the applicant(s).

4.2 Disclosures and Confidentiality

By submitting an application, the Applicant (and the Co-Applicant(s), if any), further confirms, acknowledges, accepts and agrees or represents that:

- 1. Applicant(s) must remain in compliance with all Requirements of Law for the term of their Contribution Agreement with the Province of Ontario. "Requirements of Law" is defined in the RED Program Guidelines
- 2. The ministry may contact the applicant(s) during or after the term of the Contribution Agreement to request information about the outcomes of the project for purposes of evaluation.
- 3. Take notice that application forms and supporting material submitted to the Province of Ontario are subject to the Freedom of Information and Protection of Privacy Act (FIPPA). Any information submitted in confidence should be clearly and prominently marked "CONFIDENTIAL". Nevertheless, information supplied to the RED program may be disclosed by OMAFRA where it is obligated to do so under FIPPA or by an order of a court, tribunal or pursuant to a legal proceeding. Information contained in an application to the RED program may also be disclosed by OMAFRA to verify compliance with other provincial and federal funding initiatives administered by OMAFRA, other provincial ministries, federal ministries, or a third-party delivery agent, to ensure that there is no duplication of funding. Inquiries about confidentiality should be directed to the RED program.

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4.3 Consent and Certification

In addition to sections 4.1 and 4.2 above in this application, the Applicant (and the Co-Applicant(s), if any), further confirms that they:

- are in compliance with all Requirements of Law and will remain in compliance within the term of the Contribution Agreement for the project, should the ministry select the project for funding.
- have not received funding for this project in whole or in part from a provincial funding source to date.
- will not receive funding for this project in whole or in part from a provincial source other than as results from this application, should the ministry select the project for funding.
- have disclosed any qualified opinions received on their audited financial statements within the last three years (as required).

✓	By submitting this application, I am attesting that I am authorized to do so on behalf of the
	applicant(s) and to bind the applicant(s) to the terms of conditions of the RED program, as
	well as the above.

Insert your name, title and date below. Please note that by doing so, you are attesting that all applicant(s) have read and acknowledged the information above.

Signatory Name (First and Last Name)	Title
Doug Elmslie/Cathie Ritchie	Mayor/Clerk
Email	Date (YYYY/MM/DD)
critchie@kawarthalakes.ca	2024/02/21

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