



# Municipal Heritage Committee Report

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<b>Report Number:</b>	<b>KLMHC2024-059</b>
<b>Meeting Date:</b>	November 7, 2024
<b>Title:</b>	<b>Economic Development Strategy Refresh</b>
<b>Description:</b>	Overview of the City's new Economic Development Strategy
<b>Author and Title:</b>	Emily Turner, Economic Development Officer – Heritage Planning

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**Recommendations:**

**That** Report KLMHC2024-059, **Economic Development Strategy Refresh**, be received; and

**That** the presentation from staff be received for information.

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

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

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

## **Background:**

The City is refreshing its current Economic Development Strategy for 2025 to 2029 to help navigate the new challenges and emerging opportunities in the local economy. Economic refers to programs, policies or activities that seek to improve the economic well-being and quality of life of a community. The goal of the strategy is to establish the City's vision, mission and objective to support a vibrant and growing economy and will serve as a guide for Council and staff on economic planning over the next five years. The Economic Development team at the City supports business attraction, start-up, expansion and retention in Kawartha Lakes as well as tourism, placemaking and the cultural sector across the City.

Economic Development staff initiated the strategy refresh in spring 2024 and brought on the consulting team at McSweeney and Associates to help develop the new strategy. The process included extensive consultation with the community, businesses and local organizations, community and situational analyses of Kawartha Lakes, and the development of goals, objectives and action items for the next five years.

The final strategy will be presented to the Committee of the Whole at its meeting of November 5 for ratification at the Council meeting on November 19. This report is intended to provide the new strategy and a presentation from staff will provide information on the new strategy and its development.

## **Rationale:**

The primary staff support for the Committee sits within Economic Development through the Economic Development Officer – Heritage Planning. The Economic Development Strategy guides the work of the heritage planning program at the City and, by extension, the work of the Municipal Heritage Committee. There are specific goals and actions within the new strategy that directly relate to the work that the Committee does in furthering heritage conservation within the City. This report and the presentation from City staff is being provided for information to let the Committee know about the new strategy and how its work fits within it.

The strategy to be presented to Committee of the Whole on November 5 is attached to this report as Appendix A.

## **Other Alternatives Considered:**

There are no recommended alternatives.

**Financial/Operation Impacts:**

There are no financial or operational impacts as a result of the recommendations of this report.

**Consultations:**

Economic Development.

**Attachments:**

Appendix A – Economic Development Strategy 2024-2029



Adobe Acrobat  
Document

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**Department Head:** Leah Barrie, Director of Development Services