



# Discover Downtown Fenelon Falls

**Downtown Revitalization 2.0**

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# Presentation Overview

1 Introduction

2 Data summary

3 The Fenelon  
Story





# Strategy Alignment

## **Kawartha Lakes Strategic Plan 2024-2027**



- Priority: A Vibrant and Growing Economy
- *Action:* Support downtown revitalization, intensification and beautification

## **Economic Development Strategy**

- Priority: Invest in places of economic and cultural activities
  - *Action:* Engage communities in Kawartha Lakes and Provincial Downtown Revitalization programming.
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# How we got here

- Multi-community downtown plans implemented (2017–2021)
  - Fenelon Falls community maintained strong passion for Downtown
  - Sustained a dedicated community working group
  - Continued implementing initiatives to support Downtown vitality
  - Municipal programs continued through the Downtown Revitalization Framework
  - The community is ready to define a new goalpost to strive for
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# Downtown Action Plan 2.0

## **Community-Owned Plan**

- Initiated by Discover Downtown and the community
- Reflects local priorities and community momentum

## **Partnership is Essential**

- Some actions align with municipal responsibilities
- Success depends on collaboration where priorities align



# Data Summary

- First Impressions Community Exchange
- 526 Customer Origin Surveys
- Business Mix Analysis (104 properties)
- 356 Resident Surveys
- 55 Business Owner Surveys
- 75 Event Participation Surveys (Santa Day)
- Market Area Data Report
- Well attended and engaged Discover Downtown Public Meeting
- Presentation & Youth Surveys at Fenelon Falls Secondary School






# Action Plan Goals

## Four key goals:

1. Enable Growth through Infrastructure Development
  2. Expand and Build Business Diversity
  3. Improve Pride of Place
  4. Placemaking
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# 94%

**of Fenelon Falls  
residents shop local  
whenever possible**

From 2025 Resident Survey





# Fenelon Falls Strengths

Leadership



Advocacy

Creativity







# DR 1.0 Accomplishments

- Downtown reconstruction: Colbourne Street
  - Enhanced beautification initiatives
  - Million Dollar Makeover (CIP) launch and investment
  - Fenelon Arts Committee: Downtown Sculpture Exhibits
  - The Grove Theatre
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# DR 2.0 Highlights

- Extend enhanced streetscapes within Downtown side streets
  - Create a community gathering space
  - Business Attraction, Retention, and Expansion
  - Accommodation Attraction
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# DISCOVER DOWNTOWN FENELON FALLS

Where **Big** Opportunity Meets **Small-town** Charm



Investors, restaurateurs, boutique hoteliers, specialty food artisans,  
healthcare innovators, and visionary developers,  
**Fenelon Falls is calling.**

This vibrant, growing community is brimming with potential and ready for inspired partnerships. From waterfront development and historic main street revitalization, to culinary ventures and boutique accommodations, the possibilities are endless.



With a supportive local network and resources to help your ideas take root, it's the perfect place to build something meaningful.

***Fenelon Falls: A Fresh Vision for A Thriving Future.***



Come talk to us and explore the incredible opportunities waiting in the heart of Kawartha Lakes!

Contact Marylee: [hello@explorefenelonfalls.com](mailto:hello@explorefenelonfalls.com) | 705-887-3409



# Vision for Fenelon Falls

“Fenelon Falls blends small-town charm, cultural energy, and endless possibilities. Rooted in natural beauty, it is a welcoming place to work, live well and thrive by the water.”





# Thank you for listening!

*Questions?*