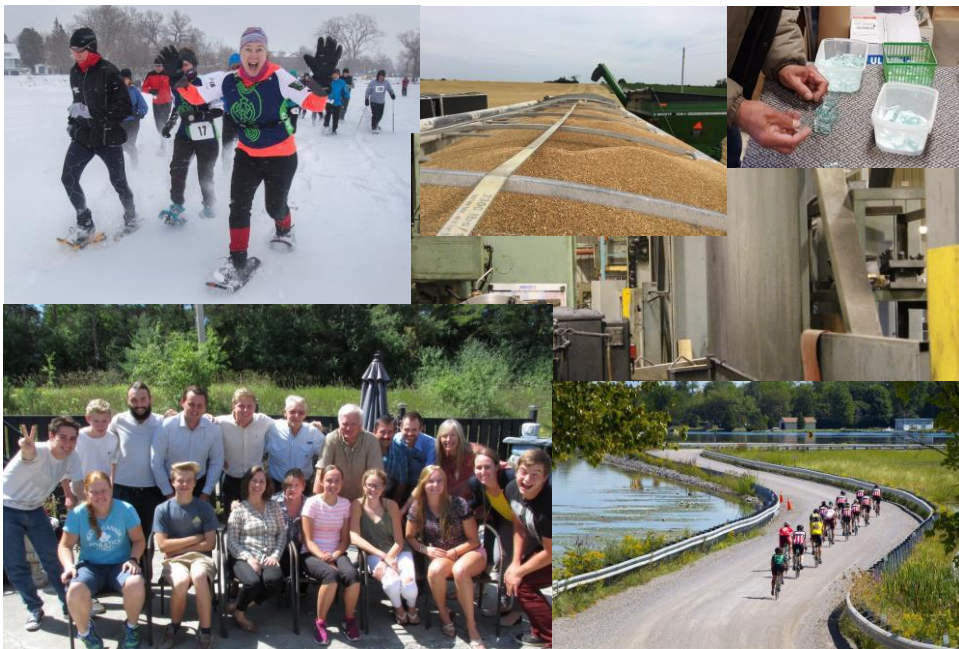


# Economic Development Update

Development Services

Council  
February 14, 2017



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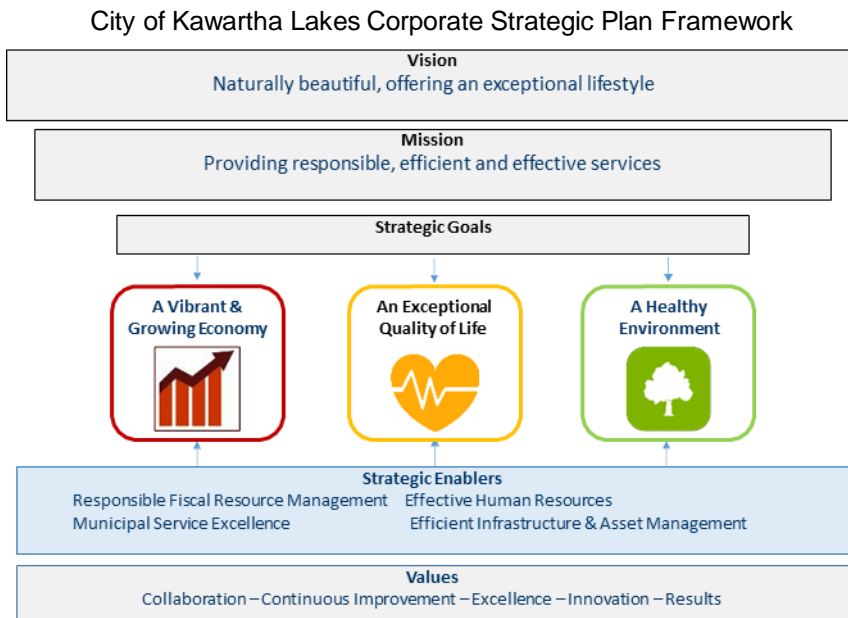
Slide 2

# Economic Development

“Local Economic Development is a process by which public, business and non-governmental sector partners ***work collectively to create better conditions for economic growth and employment generation.*** LED is thus about communities continually improving their investment climate and business enabling environment to enhance their competitiveness, retain jobs and improve incomes.” (World Bank & FCM)

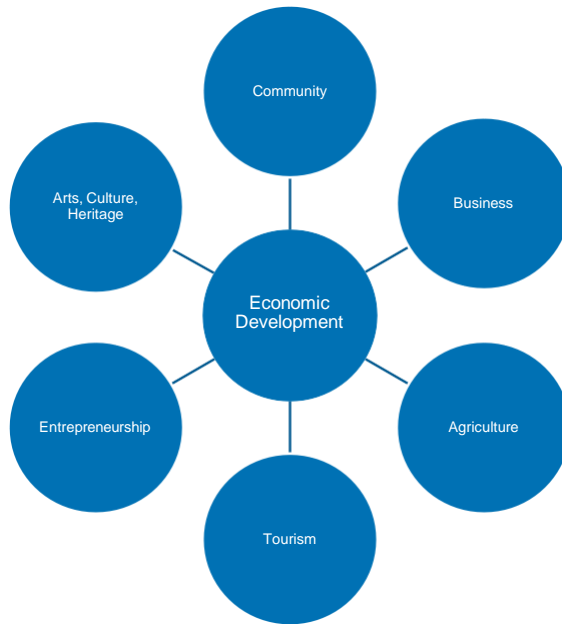
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Slide 3



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Slide 6

## 2016 Highlights

- **50 volunteers** contributed to 4 Downtown Revitalization Strategies
- **2 Site Selector** investor pitches
- **34 OSPREY** business visitations
- **27 business start ups** through Starter Company
- Value Added Food Processing workshop **60 attendees**
- **1,016 newsletter** subscribers
- **760 cultural sites**, events, and businesses on Cultural Maps
- **28% increase** in tourism visitation (2013-2014)
- 1,500 @KL\_LifeBalanced and 1,889 @ExploreKL twitter followers

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## 2017 Highlights

- Economic Development Strategy development + implementation
- City and Tourism website projects
- Investment readiness
- Sector development
- Policy and process
- Data availability

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# 2017 Tourism Program

- Explore Kawartha Lakes website project
- Kawartha Lakes Tourism Network
- Product development: culinary tourism
- Canada 150
  - Marketing and Promotion: 150 Experiences
  - Social media campaign
  - Trent Severn Waterway free access
  - Community based events

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## Community Services Department – Canada 150<sup>th</sup> Celebrations

- During the 2017 budget deliberations Council of the City of Kawartha Lakes approved a one-time \$50,000 fund for the support of local community efforts to celebrate Canada 150<sup>th</sup>.
- The 2017 Canada 150th Celebrations Community Fund Program was created to manage this fund and to support Community Celebrations of Canada 's 150th anniversary. The program is administered by the Community Services Department in conjunction with Council.
- The 2017 Canada 150th Celebrations Community Fund Program guidelines address the process for the request and distribution of operating funds to be used in partnership with local community organizations to provide financial support for such organizations to provide service to the municipality and its residents.
- Programs Guidelines and Application can be found on the City's website at the following link;
- <http://www.city.kawarthalakes.on.ca/residents/parks-recreation-culture/funding-opportunities>

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## Community Services Department – Canada 150<sup>th</sup> Celebrations

- Community Services staff are also planning numerous activities to celebrate Canada's 150<sup>th</sup>.
- 150 Things to Do in Kawartha Lakes – A list that will be featured in the Summer Kawartha Lakes Community Guide highlighting 150 ways to celebrate Canada's 150th and keep active this year. This initiative will encourage residents to explore their communities, promote physical activity and community celebration.
- City of Kawartha Lakes Mayors Walk – Trees will be planted in Mayor James Flynn Park in honour of the Mayors of the City of Kawartha Lakes to extend the current Mayor's Walk recognizing the Mayor's of the Town of Lindsay.
- Marketing and Promotional Support to local Community Groups and Organizations hosting Canada 150th events throughout Kawartha Lakes.
  - A special Canada 150th feature will be included in the Summer Kawartha Lakes Community Guide highlight local events
  - Internal poster/brochure distribution
  - Social Media mentions and promotion
- Canada 150th Recreation Programming – Programs, Public Skating Swimming. Details TBA
- Community Maple Tree Initiative – Details TBA

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## Economic Development Strategy

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# Economic Development Strategy

- Goal 1: A Vibrant & Growing Economy
  - Objective 1.1: a stronger and more diversified economy.
    - Actions 1.1.1 Develop and execute a comprehensive Economic Development Strategy (to bring business to the City of Kawartha Lakes and to expand local employment)
  - Objective 1.3: Enhanced Tourism
    - Actions 1.3.1 Update the Tourism Strategy

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## Project Scope

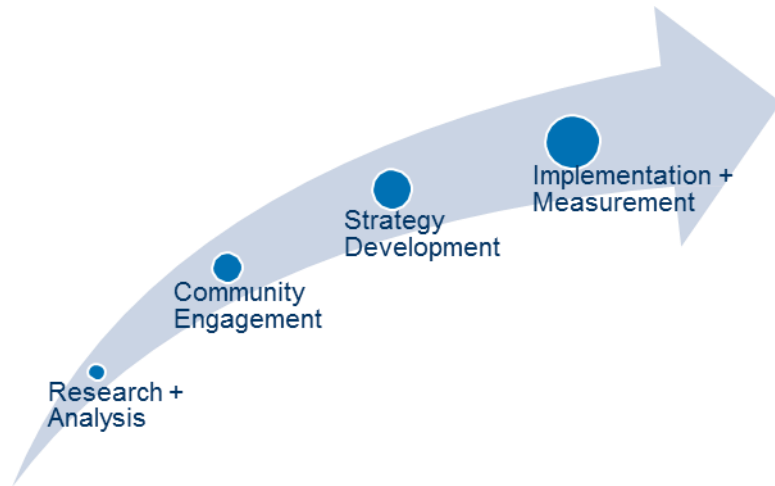
- Create an comprehensive Economic Development Strategy:
  1. Review current programs
  2. Benchmark and best practices
  3. Strengthen existing industries
  4. Diversity the economic base
  5. Improve policies and processes
  6. Action based implementation plan

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# Project Phases



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