



Staff Report

Community Services

Report To: Committee of the Whole
Meeting Date: April 4, 2018
Report Number: CSPW.18.34
Subject: Proposed Downtown Revitalization Funding Project
Prepared by: Shawn Everitt, Interim CAO

A. Recommendations

THAT Council receive Staff Report CSPW.18.34 entitled “Proposed Downtown Revitalization Project”; and,

THAT Council direct staff to utilize the funding received from the Ministry of Agriculture, Food and Rural Affairs in the amount of \$43,860.21 to enhance Bruce Street North; and,

THAT Council with satisfaction of the Town Solicitor, Interim CAO and Director of Finance and IT Services, authorize the Mayor and Clerk to sign an agreement with the Ministry of Agriculture, Food and Rural Affairs to accept funding for the “Ontario’s Main Street Revitalization Initiative”

B. Overview

The report requests Council direction to utilize funding in the amount of \$43,860.21 to enhance Bruce Street North. The funding being supplied by the Ministry of Agriculture, Food and Rural Affairs.

C. Background

The receipt of funding from the Ministry of Agriculture, Food and Rural Affairs was announced in late January of 2018. The funding was not expected, or considered in the approved 2018 Budget.

Staff has identified that this funding provides an excellent opportunity to complete much needed improvements to Bruce Street North. Staff has also discussed this opportunity at the February Thornbury BIA meeting and received support for the concept of using Bruce Street North as the proposed project.

D. Analysis

Bruce Street North has been identified by staff as a preferred project to utilize funding. Staff is suggesting that enhancements, including wayfinding signage and destination signage, highlight the Thornbury Harbour and waterfront area. In addition to signage, enhancements such as bike racks, benches, bike repair stand and general beautification to the existing rest area along the Georgian Trail are suggested.

E. The Blue Mountains Strategic Plan

Goal #1: Create Opportunities for Sustainability
Goal #2: Engage Our Communities & Partners
Goal #3: Support Healthy Lifestyles
Goal #5: Ensure Our Infrastructure is Sustainable

F. Environmental Impacts

Promotion of healthy lifestyle and providing amenities for active transportation.

G. Financial Impact

The funding being received from the Ministry of Agriculture, Food and Rural Affairs is unexpected. Bruce Street North had not been proposed as a project however in the 2018 Budget, the location is a prime candidate and excellent fit for the purpose identified in the funding information.

H. In consultation with

Senior Management Team

Acting Director of Community Services

Manager of Parks and Trails

Thornbury BIA

I. Attached

1. Ministry outline of Ontario Revitalizing Main Street Program

Respectfully Submitted,

Shawn Everitt
Interim CAO

For more information, please contact:
severitt@thebluemountains.ca
519-599-3131 extension 234



Ontario Revitalizing Main Streets, Helping Small Businesses Grow

Province Helping Boost Tourism, Create Jobs, Enhance Economic Growth

January 23, 2018 9:00 A.M.

Ontario is helping rural communities attract investment and tourism, create jobs and enhance regional economic growth by supporting the revitalization of downtown and main streets across the province.

Jeff Leal, Minister of Agriculture, Food and Rural Affairs and the Minister Responsible for Small Business, made the announcement today at the Rural Ontario Municipal Association conference in Toronto.

Vibrant main streets help attract visitors, create jobs and increase the competitiveness of small businesses, which are the backbone of small, rural communities. That's why the province is helping municipalities enhance and revitalize their downtown and main streets through improvements such as the installation of pedestrian crosswalks or landscaping. Municipalities can also direct funding to local businesses to improve the appearance of their storefronts by installing lighting or new signage.

Supporting small businesses and communities across the province is part of Ontario's plan to create fairness and opportunity during this period of rapid economic change. The plan includes a higher minimum wage and better working conditions, free tuition for hundreds of thousands of students, easier access to affordable child care, and free prescription drugs for everyone under 25, through the biggest expansion of medicare in a generation.

QUOTES

" Main streets are at the core of small, rural communities and are home to thousands of small businesses across the province. That's why our government is committed to ensuring they continue to remain vibrant hubs where residents meet, tourists visit and small businesses grow and prosper."

- Jeff Leal

Minister of Agriculture, Food and Rural Affairs and the Minister Responsible for Small Business

" AMO welcomes new funding through the Main Street Revitalization Initiative and we are pleased that municipal governments won't have to provide matching funds to access the program. Municipal governments know how to get things done. This funding will help move projects forward on Ontario's Main Streets, helping to attract residents, visitors and support the business community."

- Lynn Dollin

President of the Association of Municipalities of Ontario and Deputy Mayor of the Town of Innisfil

" Many smaller communities have downtown business areas that play a special and critical role in building strong local economies. Programs like the Main Street Revitalization Initiative benefit our Main Street businesses which are important to rural Ontario."

- Ronald Holman

Chair of the Rural Ontario Municipal Association and Mayor of the Township of Rideau Lakes

QUICK FACTS

- Ontario is investing up to \$26 million in the Main Street Revitalization Initiative, which will be administered by the Association of Municipalities of Ontario and its rural arm, the Rural Ontario Municipal Association.
- This initiative is part of a \$40 million investment over three years in the Main Street Enhancement Fund, which will help strengthen small businesses in downtown and main street areas and enhance the digital presence and capabilities of small businesses through increased access to digital tools like e-commerce.
- The revitalization initiative expands upon and complements the Downtown Revitalization Program that supports main street revitalization in rural areas.
- Funding will be allocated to municipalities based on population size, using the most recent data from the 2016 Statistics Canada Census of Population.
- The formula includes an adjustment for those municipalities that have fewer than 25,000 residents. This adjustment ensures that small communities are provided an appropriate level of funding where their population figures would otherwise limit their respective funding allocations within the parameters of the program.
- About one-third of Ontario workers are employed by small businesses, which are businesses that employ less than 100 paid employees.
- To strengthen Ontario small businesses, the province is providing more than \$500 million over three years in new initiatives that include lowering the small business tax rate by 22 per cent from 4.5 per cent to 3.5 per cent, investing in youth employment, providing support for downtown main street businesses and reducing red tape.

LEARN MORE

- [Municipal Funding Allocations](#)
- [2017 Ontario Economic Outlook and Fiscal Review](#)
- ontario.ca/agriculture-news

Bianca Jamieson Communications Branch
519-826-3145
Cara Wallach Minister's Office
416-326-6439

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