



Report to Council

To: Mayor and Council Members
From: Edward Hilton, Economic Development Officer
Date: September 18, 2024
Subject: Strategic Economic Development Plan Updates 2024

Recommendation:

That Council approve the following recommended changes to the Strategic Economic Development Plan 2023-2026 and that staff be directed to amend the 2023-2026 Strategic Economic Development Plan document to reflect the approved changes.

Development

- 3.0 (Remove) – No employment lands in new County Official Plan
- 3.1 (Remove) – Related to above

Labour

- 1.0 (Modify) – Replace with: *Partnerships with colleges and skills training providers.* (Timeline – No Change)
- 1.1 (Modify) – Replace with: Explore partnership opportunities with colleges and skills training providers to support local businesses with apprenticeships and skills training opportunities to help fill gaps in the labour market. (Timeline – No Change)
- 3.1 (Modify) – Replace with: Continue to work with entrepreneurship partners including Peterborough CFDC, and the County of Peterborough to promote, and encourage the use of their innovative programs and expertise to foster entrepreneurship in the Township. (Timeline – No Change)

Tourism

- 6.0 (New) – Work in collaboration with the County of Peterborough to transition tourism marketing programs previously overseen by PKED. (Timeline - Short Term)



Background:

The 2023-2026 Strategic Economic Development Plan represents the first formal economic development plan for the Township of North Kawartha. Extensive consultations were conducted with a range of community stakeholders in order to understand the issues and concerns of ratepayers and businesses. The current Strategic Economic Development Plan and action items were approved for a three-year period (2023-2026). The current Economic Development Officer is overseeing the implementation of 2023-2026 Strategic Economic Development Plan. This report is an update on the action items as of September 2024 by section and primary heading.

Analysis:

Development

1.0 Residential Development

Staff continues to prioritize the right mix of housing to meet our current and future needs. This includes a review of a range of housing including purpose-built rentals, townhomes, multi-unit, single family homes, housing for seniors and those with accessibility needs. Staff have started outreach with housing providers, program administrators and the Home Builders Association to explore housing development opportunities in North Kawartha.

2.0 Residential Intensification

Staff have started working on draft policies and processes to increase the uptake in Additional Dwelling Units (ADUs). Additionally, Staff are working on a feasibility study for communal wastewater servicing through a Municipal Services Corporation (MSC) which would facilitate residential intensification.

3.0 Employment Lands

Staff have suggested changes to this action item. No designated employment lands were adopted in the new County Official Plan. It is possible that employment lands could be included in a future Official Plan amendment or through the approval of a Secondary Plan. Staff feel it is unlikely that any major changes in this term regarding employment lands in the Official Plan are likely at this time.



4.0 Mixed Use Zoning

Staff will provide feedback and input into the Comprehensive Zoning Bylaw process, including opportunities to combine residential and specific commercial uses on the same property.

5.0 Master Plan

A Master Plan process is actively being pursued for Apsley with further details to be provided in September or October 2024 from Staff.

6.0 Innovation in Housing

Council has previously approved by-laws to allow for shipping containers to be used as component parts in the construction of new dwellings. Staff continue to review opportunities that would promote new, innovative solutions for housing.

7.0 Municipal Surplus Property List

Staff have started to inventory and review municipally owned properties, and plan to start bringing recommendations on specific properties to Council in Q4, 2024.

Infrastructure

1.0 Communal Servicing

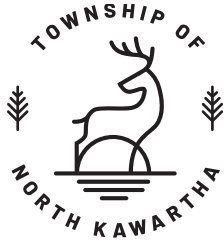
Staff have been actively working with the County of Peterborough and EORN regarding the MSC feasibility report, with the expectation of a report to be made available to Council in Q4, 2024.

2.0 VIA HFR Proposal

Staff have reviewed the current status of the VIA HFR project with Transport Canada. At this time, no updates are expected to be available until 2025. Additionally, Staff does not anticipate any passenger rail services to be provided on the existing CPKS Havelock Subdivision in the short-term.

3.0 Internet & Cell Service

Staff have worked with EORN, and agents acting on behalf of Rogers to help facilitate new cell tower construction in North Kawartha. Additionally, Staff have been actively pursuing updates from Infrastructure Ontario regarding the Accelerated High-Speed Internet Program, scheduled to end in 2025.



4.0 Transit

At this time, a transit needs assessment has not been completed.

5.0 Off Road Vehicles (ORV) on County Roads

This action item is complete. Peterborough County has previously approved the use of ORVs on County roads.

Labour

1.0 Partnership with Fleming College

Staff have suggested changes to this action item. This is to reflect recent changes in program delivery and community engagement from Fleming College. It is possible that other partnership opportunities may exist with Loyalist College (in Bancroft) or through other providers such as Contact North.

2.0 Partnership with Trent University

Staff will continue to review opportunities to partner and collaborate with Trent University.

3.0 Supporting Entrepreneurship

Staff have suggested changes to this action item. This is to reflect the dissolution of PKED in Q4, 2024 and new organizational structures for the delivery of entrepreneurship programs in Peterborough County moving forward.

4.0 Home Based Businesses

Staff will provide feedback and input into the Comprehensive Zoning Bylaw process, including opportunities to provide more flexibility regarding home-based business.

5.0 Rural and Northern Immigration Pilot

The Rural and Northern Immigration Pilot ended on August 31, 2024. The federal government has announced the intention for a new program (The Rural Community Immigration Pilot) to launch in the fall of 2024. Staff will continue to monitor updates from Immigration, Refugees and Citizenship Canada.

Tourism

1.0 Township Branding



Township branding guidelines were finalized in Q3, 2024. Staff are planning a Request for Proposal / Quoting process for phase 1 of new signage in Q4, 2024 along with the purchase of swag. New street pole banners, stand up banners for events, Township pins and use of the new Township logo are in place.

2.0 A by-law to regulate Short Term Rentals

The Short Term Rentals Advisory Committee has been created and is actively meeting. This committee will provide recommendations to Council about STR regulations.

3.0 Visitor Accommodation Tax (VAT)

This planning processes has not been started. At this time, the focus has been placed on the possible regulation of STRs. Staff will continue to monitor VAT updates from surrounding municipalities.

4.0 Integrated Marketing & Communications Plan

A communications plan had been developed for 2024. Staff will review the needs for the 2025 marketing & communication plan. This will include working with the County for a transition of tourism marketing and promotion marketing and communication activities from PKED.

5.0 Signature Yearly Event

At this time, one specific yearly signature event has not been selected. However, Staff have been actively assisting to help facilitate local events. Additionally, Staff is looking at opportunities to support events in the shoulder season and opportunities to collaborate on larger tourism events across Peterborough County.

6.0 (New) – Work in collaboration with the County of Peterborough to transition tourism marketing programs. (Timeline - Short Term)

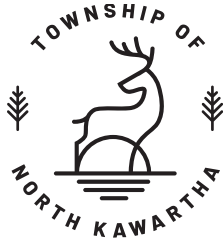
This is to reflect the dissolution of PKED in Q4 and new organizational structures for the delivery of tourism programs in Peterborough County moving forward.

Economic Diversification

1.0 Investment Strategy

At this time, a specific investment strategy has not been created.

2.0 Community Engagement – Seasonal Residents



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At this time, a community engagement plan has been created.

3.0 Business Hub

This action item is complete. The Business Hub had previously been established at the Library.

Foundational Piece

1.0 Service Delivery Review

The service delivery review was completed in February 2021 and staff continue to implement the recommendations as appropriate to achieve the five year savings goal.

2.0 Review of Comprehensive Zoning By-laws

Staff will provide feedback and input into the Comprehensive Zoning Bylaw process, now to be led by the new Planning Department.

3.0 Red Tape Reduction & Streamline Approval Processes

Staff continue to look for opportunities to improve the development approval process.

4.0 Positioning the Township as a Trusted Business Partner

Staff are focused on building and maintaining our corporate reputation as a trusted business partner. This includes increased Economic Development site visits to local businesses, business events (including chamber events), and public presentations.

Financial Implications:

None.

Strategic and/or Other Plans:

2023-2026 Strategic Economic Development Plan

In Consultation With:

Alana Solman, CAO

Connie Parent, Clerk



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Attachment:

None.