



**Township of North Kawartha**  
280 Burleigh Street, PO Box 550, Apsley, ON K0L 1A0  
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[www.northkawartha.ca](http://www.northkawartha.ca)

## **Report to Council**

To: Mayor and Council Members  
From: Edward Hilton, Economic Development Officer  
Date: March 10, 2025  
Subject: RTO8 2025-2026 Partnership Funding Application for Signage

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### **Recommendation:**

That Council direct staff to apply for the RTO8 2025-2026 Partnership Funding Program to support the implementation of pedestrian wayfinding signage in Apsley and further that the municipal portion be funded from the Branded Municipal Signage budget.

### **Background:**

In 2024, Council approved new signage design concepts as part of Township branding strategy completed by Habit. The implementation of these signs was planned for a future date based on available funding, based on a phased approach over multiple years.

In March 2025, RTO8 announced the intake for funding. The Regional Tourism Organization 8 (RTO8) Partnership Fund provides financial support for projects that enhance tourism and visitor experiences. This funding opportunity would allow the Township to install pedestrian wayfinding signage earlier than originally planned. The grant requires a minimum contribution of \$1,500 and a maximum contribution of \$14,000 from RTO8.

Projects applying for funding must take place between May 1, 2025, and February 1, 2026. Applications will be accepted between March 3 and March 31, 2025.

### **Analysis:**

Applying for the RTO8 Partnership Fund would accelerate the completion of the pedestrian wayfinding signage project, improving wayfinding for residents and visitors alike. The project aligns with tourism enhancement goals and supports economic development by improving pedestrian navigation in key areas. Additionally, these signs



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would complement the Downtown Revitalization activities, reinforcing the Township's efforts to create a more accessible and welcoming community space.

If successful, the grant would cover 40% of the total eligible project costs. Staff recommends adjusting the installation timeline to align with the funding period and maximize financial support for the project.

Only tourism-related wayfinding signage is eligible for this grant. Other signage work being undertaken by the Township this year does not qualify for this funding.

### **Financial Implications:**

Staff will focus on a budget of up to \$5,000 in eligible costs for the pedestrian wayfinding signage project. Under the RTO8 Partnership Fund, 40% (\$2,000) of eligible costs would be covered by the grant. The remaining 60% (\$3,000) would be the Township's contribution, which can be allocated from the existing signage budget or capital reserves.

### **Strategic and/or Other Plans:**

Township of North Kawartha 2023 – 2026 Strategic Plan

1. Infrastructure – Investments in Municipal Infrastructure
2. Economy – Guide economic growth for a sustainable community

Township of North Kawartha 2023 – 2026 Strategic Economic Development Plan

- Development
- Infrastructure
- Economic Diversification

Peterborough County Community Safety and Well-being Plan

### **In Consultation With:**

Connie Parent, Clerk

### **Attachment:**

None.