



Township of North Kawartha
280 Burleigh Street, PO Box 550, Apsley, ON K0L 1A0
Tel: 705-656-4445 | 1-800-755-6931 | Fax: 705-656-4446
www.northkawartha.ca

Report to Council

To: Mayor and Council Members
From: Edward Hilton, Economic Development Officer
Date: February 14, 2025
Subject: Letter of Support for County CAP Application

Recommendation:

That the report be received for information;

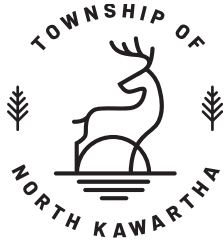
And further that the Mayor, on behalf of Council, provide a Letter of Support addressed to the County of Peterborough and Community Futures Peterborough to confirm Council's support for the County's CAP application for the *Unlocking Your Retail Potential Conference*.

Background:

On January 14, 2025, Community Futures Peterborough announced an increase in the available funding to \$100,000 for the Community Advancement Program (CAP). The CAP funding, provided by the federal government via the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) is made available to not-for-profits, charities, municipalities, and First Nations for projects supporting economic growth. In 2024, \$50,000 was distributed across City and County of Peterborough to various organizations.

Analysis:

The County of Peterborough Economic Development Department is planning to apply to the CAP program to provide a training opportunity focused on the retail sector in Peterborough County. The event *Unlocking Your Retail Potential Conference* would be held in May 2025 in the County of Peterborough. This one-day event will be open to all Peterborough County retailers to come and learn from experts on how to bring their retail to the next level. Barbara Crowhurst, a leading retail business coach, would deliver a keynote address and would provide coaching sessions with individual store owners/managers. A Letter of Support from the Township would reinforce the importance of the initiative and demonstrate regional collaboration in strengthening the local economy.



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Financial Implications:

There are no immediate financial implications of this report.

Strategic and/or Other Plans:

Strategic Economic Development Plan

- Development
- Tourism
- Economic Diversification

In Consultation With:

Connie Parent, Clerk