

Economic Development Work Plan

Status Review 2011 – 2013

Review as of September 2013

Business & Industry Retention, Expansion and Attraction				
<i>Promote Gananoque as an area for business investment and retention while fostering growth of strategic industries.</i>				
Lead Contact: Shelley Hirstwood				
Priority	Projects	Partners/ Funders	Time Line	Status
High	Downtown Revitalization Strategy - Engage a group of key stakeholders to review the downtown studies and create a long term strategy. This strategy will be facilitated by the ED office and will be endorsed and implemented by the BIA	BIA, Chamber, OMAFRA, CDC	2011	-Joint meeting hosted Nov 2012 by Chamber, BIA and Town. Attended by local businesses and Council representatives. -Basic action plan created at the meeting and facilitated by OMAFRA representative - Plan reviewed by organizations and basic actions delegated -Town initiated a 3 month shop local campaign on social media, Gan Min, newspaper and gateway banners in the spring of 2013 -Town created a welcome new business package inclusive of all organization information
High	Business Directory - Introduction to the businesses - Create a business listing - Complete a gap analysis		2011	- Complete in 2011 -Update being completed as of Sept 2013
High	Investment Packages	ICCI	2011	- Complete 2011 -Created folders, community profile, properties listing, investment support funding document, starting a business guide 2011-2012 -Professional photos 2012 -Creating investment attraction material 2013 including a booklet, rack card and video
Medium	Herbert Street Feasibility - Determine and implement next steps	ICCI	2011- 2012	-Feasibility study completed June 2012 -Review of options 2013

Medium-Low	<p>Business Clusters and Niche Industry Attraction</p> <ul style="list-style-type: none"> - Work with larger businesses to determine needs and cluster potentials - Seek and attract the appropriate businesses and industry 	Ontario East, iMIN	2011-2013	<ul style="list-style-type: none"> -Part of Ontario East Advanced Manufacturing Sector Team -Part of Ontario East Tourism Investment Team -Chair of the Ontario East Innovative Rural Opportunities Team -Part of iMIN
Low	<p>Housing Needs and Demands Assessment</p> <ul style="list-style-type: none"> - Examine housing needs as a whole including social, seniors, market and affordable housing 	CMHC County	2012-2013	Currently use affordable housing studies from CMHC and County of Leeds and Grenville
High	Casino Retention (*additional item as of 2012)	TLTI, EODP	2012-2014	<ul style="list-style-type: none"> -Created regional investment booklet -Facilitated business case for the casino in current location -Maintain list of interested investors -Worked with casino committee and lobbying group for politically driven activities -Assisted TLTI with casino rally -Meet with casino investors and necessary follow up
High	Investment Attraction (*additional item as of 2012)	Ont East, MEDI, County		<ul style="list-style-type: none"> -Foreign Investor Tours and Investment Opportunity Presentations (1-off site presentation, 1 – presentation in Gananoque, 2 – tours) - Work with start up businesses to provide community profile information, site tours, marketing and/or business planning information -Worked with Community Development Department to create a Brownfield CIP -Respond to site selectors -Implemented Artist Vendor Carts to encourage entrepreneurship 2013 -Commercial boat pilot project 2013

Cultural & Heritage Development

Lead Contact: Pam Staples

Priority	Projects	Partners/ Fundors	Time Line	Status
High	Maximizing Empty Space <ul style="list-style-type: none"> - Use empty store windows to promote local artists, historical information etc 	Community Organizations	2011	-Establish window displays whenever possible. Ongoing. -Created under construction banners for new businesses
High	Creative Industries <ul style="list-style-type: none"> - Research creative industries possibilities 	Ont East, OMAFRA	Ongoing	-Showcased Gananoque at Ontario East Municipal Conference 2011 as the primary example of creative economy -Participated on the Ontario East Creative Economy Sector Team -As part of investment attraction
Medium	Lowertown Signage <ul style="list-style-type: none"> - In concert with initiatives to redevelop Lowertown, provide directional and interpretive signage that encourages pedestrians to walk to and from King Street to the waterfront. 	BIA/Chamber	2012	-Created a 4 Sided Sign for waterfront 2011 -Building Wrap on Textron building with map to downtown 2012 -Banners connecting downtown and waterfront 2012 -Creative signage at international square with BIA rack cards available 2013 -Installed mailboxes at waterfront with visitor guides and parking brochures
Medium	Design Work <ul style="list-style-type: none"> - Create design work (ie. historical, banner, sign, brochure) as required by ongoing projects 		Ongoing	-Banners (Shop Local, Joel Stone Park, 1812, Mill St, Downtown) -Building wrap -Ec Dev Newsletter, What's On Newsletter -1812 Logo -Parking Signs and Brochure -BMX logo - Parks and Recreation -Recreation Signs (Splash Pad, Ball Diamonds, POP brochure) -Trails Logo, Signage and Brochure -Historical Plaques (Jone's Shovel) -Investment Attraction Material
Low	Provide artistic and cultural activities <ul style="list-style-type: none"> - restoration of the wireshed 	Schools, Creative Communities Prosperity Fund	2012 - 2013	-1812 Mural Painting with students 2012 -Painted Adirondack Chairs with Linklater Art Club and displayed chairs in the park 2013 - Play the Painted Piano in Town Park 2013 -Placement of funky bike racks

Education & Communications

Promote and develop activities that build community pride and help celebrate our successes.

Lead Contact: Shelley Hirstwood & Pam Staples

Priority	Projects	Partners/ Fundors	Time Line	Status
High	Youth Entrepreneur Course - Work with the school to initiate the Youth Entrepreneur Program	School	2011	-Summer company video 2011 -Dragons Den scheduled for 2013
Medium	Entrepreneur Event	School, Chamber, BIA	2011- 2012	-Covered with business workshops under the Business Assistance section
Medium - Low	Mentorship Program - Create a list of 'mentors' - Develop networking opportunities	Small Business Enterprise, County	Ongoing	-Hosted business networking night 2011 -Partnering with County efforts for Business Coaching Program
High	Celebrate Gananoque Create and implement a plan to celebrate our successes (ie. Gala/Business of the Month/Media Coverage) - Create a plan to recognize our local champions	Media, Local Businesses	Ongoing	-Business of the Month 2011-2012 -Use of social media to recognize businesses 2013
Medium	Business Assistance (Shelley & Pam) - Assist local businesses in embracing new technologies and business practices - Series of workshop i.e. social media boot camp , marketing 101, Small Business strategies	Chamber , BIA, Chamber	2011	-Ongoing work with individual businesses (link grants, business loans, marketing and any other identified need) -Ongoing workshops. Workshops hosted include Facebook for businesses (4), Social media as part of marketing, Retailmakeover, Business mixer, Marketing; developing a visual identity for your business, Investment Support Luncheon
High	Website Maintenance		Ongoing	-Ongoing website updates -Active social media outreach
High	Partnerships - Work with community organizations to collaborate, build partnerships and facility effective boards	BIA, Chamber, Regional Offices, OMAFRA	2011- 2012	-Ongoing -Building strong relationships with provincial, regional and local organizations. - -Work closely with regional economic development departments -Joined Ontario East Economic Development Board

Tourism Development

Focus on development of activities that promote the unique heritage, cultural, and natural resources of the area. Work collectively on regional initiatives and partnerships, growth and retention initiatives that support and attract new products or services to augment our region on a year around basis.

Lead Contact: Shelley Hirstwood & Pam Staples

Priority	Projects	Partners/ Fundors	Time Line	Status
High	Promote and Develop Year Around Tourism <ul style="list-style-type: none"> - Work with organizations to facilitate a marketing plan - Research target markets and new ideas 	TIAP, Chamber, BIA, Region 9	2011-2012	-Marketing targeted tourism based businesses to start up in Gananoque -Circulating a tourism survey for comment from businesses 2013 -Collect tourism numbers for investment attraction materials -Working with partners to introduce the idea of a tourism plan that is inclusive of all stakeholders and has one shared vision 2013 -Facilitate Doors Open event
High	Lowertown Improvements <ul style="list-style-type: none"> - Create a plan to connect the Lowertown and Downtown areas - Create a mural on the textile building - Beautify the Lowertown area 	Chamber, BIA,	Ongoing	-Created a 4 Sided Sign for waterfront 2011 -Building Wrap on Textron building with map to downtown 2012 -Banners connecting downtown and waterfront 2012 -Creative signage at international square with BIA rack cards available 2013 -Installed mailboxes at waterfront with visitor guides and parking brochures
Medium	Trail Development <ul style="list-style-type: none"> - Foster the town's role as a regional hub for walking, biking, cycling, trails and road-based touring in Leeds and the 1000 Islands and the rest of the region. - Tourism Development Fund 	Trails Committee	2012	-Applied for Tourism Development Fund (denied as project didn't meet mandate) -New Trail Signs and Brochures -Included the trails as part of Doors Open 2012, 2013
Medium - Low	Research and develop transportation opportunities	McCoy Lines, Keys TLTI	2012	-Worked with Keys and major employers to determine needs for bus service. Needed to guarantee a minimum of 35 riders on every trip and was unable to do so. Employer schedules don't match up at this point. -worked with TLTI on Via Rail upgrades 2012-2013
High	Parking <ul style="list-style-type: none"> - Research parking needs and demands - Create a plan to address those needs 		2011	-Parking Strategy complete 2011 -Signage complete 2012 -Parking brochure/guide printed annually
Medium	Infrastructure Planning <ul style="list-style-type: none"> - Review the potential reuses of the Textron and Mitchell and Wilson property 	FCM, OMAFRA, Regional Communities	2011-2012	-Facilitated process Mitchell and Wilson property including EOI, RFP, public meetings, public surveys, negotiations and agreement review. 2011-2013 -Worked with Community Development department for the Textron Property

