

ECONOMIC DEVELOPMENT COMMITTEE - ACTION LISTING 2024

PROJECT/ GOAL	DETAILS	ASSIGNED	BUDGET	STATUS
2024 Programs and Projects				
Business Recognition Program	Coordinate and advertise the annual recognition event. Annual review of Business Directory by Economic Development Committee and Council.	Marie White, Ec Dev Committee, Council	Net \$1,620 (expenses offset by sponsorship)	Complete. The webpage was updated to reflect 2024 dates and information. The Rideau Lakes Recognition Awards Breakfast took place on Friday, April 5 at the Elgin Lions Community Hall from 8am to 10am. Members of the Judges Panel returned in 2024, and met regarding the updated award categories and scoring matrix on January 12. Nominations opened February 9 and closed on March 1, 2024. Invitations to the MP, MPP, Warden and Council were sent and responses received. All three sponsors returned in 2024; Tackaberry, KPMG MSLP and RBC Royal Bank of Canada. There were 34 businesses nominated, and a media release was issued. 121 people RSVP'd, including MPP Steve Clark and MP Micheal Barrett. The Young Entrepreneur Category will be reviewed for next year. A post-event discussion was held at the regular committee meeting on May 6. Ideas for next year were discussed. New plates for the Wall plaque have been installed.
Publications and Print Material	Rideau Lakes Road Map: MHAC and Ec. Dev to continue to work together to produce and distribute the Rideau Lakes Map including all roads, village maps and heritage landmarks/points of interest.	Marie White, Ec Dev Committee, MHAC	\$10,500 (shared with MHAC)	Complete. Community maps were updated for the production of the Rideau Lakes Calendar published in December. In 2024, a quantity of 5,000 Road Maps were printed for distribution in May, to align with the opening of seasonal attractions. Corrections and edits from the public can be received at any time throughout the year. Digital maps are corrected as needed, and the printed map is revised each year. Community Maps were revised and circulated to the ECD committee, the CECs and MHAC for review and finalized. Map content was updated and circulated to the ECD committee and MHAC for review and was finalized. The map design was completed in May and final proofs went to print. Delivery of 5,000 was received by May 10th and distribution by staff and volunteers to key locations took place prior to the Victoria Day Weekend. Approximately 100 copies remain in stock.
	Rideau Lakes Experience Guide: In partnership with MHAC, update the Rideau Lakes Business and Heritage Tour(s) for each Village.			Complete. The 2024 edition of the guide will be printed in a quantity of 3,000 for distribution in June to align with International Picnic Day. Online versions of each Village Tour are published under "Trip Ideas." The revised draft of the 2024 Guide was circulated by email to both the MHAC and ECD Committees on May 15, 2024 for review. Edits and feedback were collected, and the guide content was adjusted accordingly. Print quotes have been requested and obtained. Guides were delivered and distributed for International Picnic Day on June 18th. Approximately 20 copies remain in stock.
Promotional Materials	Branded items such as Lapel Pins and Canvas Bags for Welcome Packages and Nomination Packages.	Marie White	\$2,000	In progress. In 2024, need to replenish stock of branded pens and notepads for Welcome Packages in addition to lapel pins and canvas bags. Summer ball caps have arrived (48 mesh-back grey with black back and full colour logo \$1,068.53 or \$19.70 each) that will be sold for \$20. each.

ECONOMIC DEVELOPMENT COMMITTEE - ACTION LISTING 2024

Special Projects				
Marketing Plan Implementation	Continue to follow through with actions identified in Marketing Strategy and Branding Guidelines (Marketing General). Promotion, map and guide distribution fees, advertising, business visits, and partnerships that advance Economic Development Goals.	Marie White	\$4,250	<p>Ongoing. In 2024, activate membership with EDCO (completed via Shellee Fournier), and Ontario East. Investigate advertising with Ports Cruising Guide (next issue 2026). A Committee Tour of the new Portside Pub & Eatery took place on December 19, 2023. A letter of support was provided to No. 9 Gardens in their grant application for Affordable and Sustainable Tiny Home Pilot Project. The Ottawa Road Trips blog highlighted Delta in December. In February, Harlem Stonegate was featured in the article, "Love is in the air - Romantic Retreats" published by RTO9 Southeastern Ontario. In March, the village of Newboro was featured in the Ottawa Business Journal and published by Ottawa Road Trips a great place to visit (https://obj.ca/regional-roadtrips-a-tiny-village-newboro-worth-ny-season/). Content was been submitted to RTO9 for upcoming posts. Meetings have been held with the organizers of the Rideau Lakes Studio Tour and Daffodil Days. An interview with the Ottawa Citizen took place on April 15 and the article highlighting Rideau Lakes Economic Development was published on May 17 (https://ottawacitizen.com/life/something-for-just-about-every-budget). On May 10, Members of staff and ECD committee attended an information session on ECD programs, led by Alex deWit of OMAFRA. A business visit of Stone Manor Studios took place on May 17th.</p> <p>RTO9 shared their content calendars demonstrating the regional promotion of Rideau Lakes. In 2024, staff have been attending meetings of the Business Support Working Group organized by Leeds Grenville Economic Development. A media launch of the 1000 Islands Rideau Canal Adventures Brochure took place on July 4, featuring collaborative tourism experiences that showcase businesses in Rideau Lakes. Themes include gardens, fresh baked adventures and foodie shops. Staff worked with Lakeshore Excursions regarding a bus tour of Jones Falls in October. The 2023 Excellence in Agriculture Awards recognized Tanya Hammond's Leeds Grenville Farm Directory under the category of "Agri-food Promotional Excellence" - a project supported by the ECD Committee in 2022. A business visit will took place on July 11 at Steel the Bloom Farm Tours and Barnyard Petting Zoo. The application to host a meeting of the Economic Developers Council of Ontario (EDCO) in 2025 was successful, and planning has begun. Three dates in 2025 are to be proposed, including Thursday October 2, 2025. A business visit to Revolve Farms in Lombardy has been scheduled for Tuesday, October 10 at 10 a.m.</p>
	Photographer/Videographer: Images and Footage to refresh content for both print and online presence.	Marie White	\$3,000	<p>Complete. Over 1,000 images are currently in the photo databank. Winter photo shoots have been completed (Snowshoeing, Cross Country Skiing, Winter walks, Horse-drawn carriage rides). Photos are being utilized in blog articles and 2024 publications. A summer photo shoot was conducted on August 20.</p>
Digital Content Strategy	Implement recommendations of the Digital Content Strategy by TD Graham and Associates.	Marie White	\$9,000	<p>Ongoing. The Digital Content Strategy was adopted by Council on December 6, 2021. The resulting Experience Rideau Lakes Campaign including a Facebook Page, Instagram Page and Online Blog (website content/newsletter articles) was launched on January 6, 2022. The 2024 Digital Content Calendar has been developed. Additional stories for Family Day and the Solar Eclipse were completed.</p>

ECONOMIC DEVELOPMENT COMMITTEE - ACTION LISTING 2024

Investment Attraction Campaign	Implement recommendations outlined in the Investment Attraction Campaign strategy by TD Graham & Associates.	Marie White	\$3,750	Ongoing. The Investment Attraction Campaign strategy document was adopted by Council on December 6, 2021 and the InvestRideauLakes.ca URL was purchased and activated in 2022. In partnership with Leeds Grenville Economic Development, a total of 23 Success Stories are highlighted on the Rideau Lakes website. The Campaign was launched on Friday April 14, 2023, targeted to entrepreneurs in Ontario seeking Quality of Life in their next phase of development, expansion or start-up. The total number of visits to investrideaulakes.ca (April 2023 to November 2023) is 240 visits, 182 unique. To follow up with leads generated, a kit folder in both print and online is available; which includes an updated Community Profile document, a Planning Application FAQ, Building Permit FAQ, and Waterfront Best Practices Information Sheet. As of November 2023, the Investment Attraction Video is being highlighted online through targeted Google ads, resulting in over 32,140 impressions and 12,647 video views. The Google ad was planned to continue until May 2024. A LinkedIn Profile for the Township is now active, featuring the Investment Attraction Video. The Community Profile document and video have been approved and published. The video was launched at the Business Breakfast and a media release was issued. A social media policy is in development. The Investment Attraction video was nominated for an EDAC award.
Village Vision	Implement the village visioning process for one of the six villages.	Marie White	\$2,500	Complete. Extended until March 31, 2024 the Elgin Village Visioning Project is now complete. Surveys closed on December 31, 2023, and 284 surveys were submitted. Jordan Hawn of Hawn Consulting presented findings to the committee on February 5, 2024. The final report was approved by the Committee in March and adopted by Council on April 2, 2024. The final document was emailed to partners, uploaded to the website and a media release was issued.
	Lombardy Village Vision 2024		\$10,000	In progress. An RFP was posted and two addendums issued and proposals for the Lombardy Village Visioning were received until 11:00 a.m. E.S.T., on Wednesday, May 22, 2024. A recommendation was made to proceed, and at the regular July 2nd Council Meeting, Hawn Consulting was selected. The South Elmsley CEC is acting as the project steering committee. Dates were set and the program was launched. In addition to the mail drop to over 1,500 letters, extensive outreach efforts by members of the steering committee included distribution of approx. 300 QR code cards, and posters at key locations. The virtual input session and the in-person workshop are now complete. Held in August, 25 people registered for the in person session, and 5 people attended the virtual. The survey closed on August 31, 2024. Over 50 surveys were submitted. The steering committee will meet on September 19th at 7:00 p.m. to review the results. A draft report of the findings will be included in the next Agenda Package for the October 7 Economic Development Committee meeting.
	Consolidated report of all Village Vision recommendations to date.			Complete. A staff report was presented at the June 3 ECD Meeting.

ECONOMIC DEVELOPMENT COMMITTEE - ACTION LISTING 2024

Strategic Projects	Outlined in the Economic Development Action Plan 2023-2026	Development Services - CIP program	\$16,880	<p>A new webpage, "Internet Connectivity" was published and included on the Tax Newsletter. / The Eastern Ontario Rail Trail Tourism Project includes Rideau Lakes, Frontenac, Lanark, Leeds & Grenville, Renfrew and the Town of Smiths Falls in an effort to establish a 350-kilometre loop connecting the multi-use trails: the Catarqui Trail, the K & P Trail and the Ottawa Valley Recreational Trail. Funding applications to the have been submitted for a trail assessment, as the first phase in a 5-year goal to launch this loop as a world class tourism attraction, aimed to bring cyclists to the area. In phase two, "Trail Towns" will be highlighted. Tourism along the Catarqui trail will positively impact the communities of Lombardy, Portland, Forfar and Chaffeys Lock. / Wills Transfer is looking to expand services and undergoing certification processes to warehouse food, beverage and pharma. Report MSC 2024-02 regarding the CIP was part of the February 26th meeting agenda. The strategic projects line item in the ECD budget will go towards the CIP program in 2024. An application to the RED program was declined (Portland Harbour Rehabilitation and Infrastructure Projects). The CIP program and other grant information was made available at the Business Breakfast, posted to Facebook, and mentioned during business visits to Newboro and Elgin. The Eastern Ontario Rail Trail Loop project is progressing and a trail assessment took place on May 8th. Information will be posted at: https://ohto.ca/regional-trail-dev-partnership.</p> <p>The initial trail assessment report is in development. The final report is anticipated in mid to late October 2024. Preparations for trail resurfacing, parking areas and experience development projects along the loop should be considered as funding opportunities are announced, and for strategic projects in 2025. The CIP program was highlighted at the ARU/Tiny Home Summit on June 25, 2024. A CIP application has been received and will be reviewed at the next PACA meeting.</p>
Capital				
Rebranding - Sign Replacement	Staff to implement the approved Sign Design and Replacement Strategy.	Leila Stafford Christy Melvin	\$1,500	<p>In progress. As of August 6, there were 5 Signs remaining to be installed as time allows including: 2 Community Centre Signs (North Crosby and Ronald E. Holman - ordered), 1 Cemetery Sign (Morton), 1 Welcome sign for CR1 at Toledo, 1 Hamlet Sign (Philipville). Note: In addition, MHAC 's 6 Historic Settlement Signs are to be installed (Cheney's Corners, Plum Hollow, Newboyne, The Narrows. Cranworth x2, Ballentine x2). In addition, a sign will be ordered for Rideau Lakes Fire & Rescue Station #2, 5 Otter Lake Road.</p>
Other				
Message From the Chair	Messages on the Economic Development Section (Grow) of the Rideau Lakes website, listed under Newsletters on the Rideau Lakes website, and shared through eNews as an Economic Development update.	Marie White /Chair	\$0	<p>Ongoing. A summer 2024 message from the chair was published in July.</p>