



Downtown Revitalization

Online Community of Practice (DRCOP)

March 29, 2018

Today's Agenda

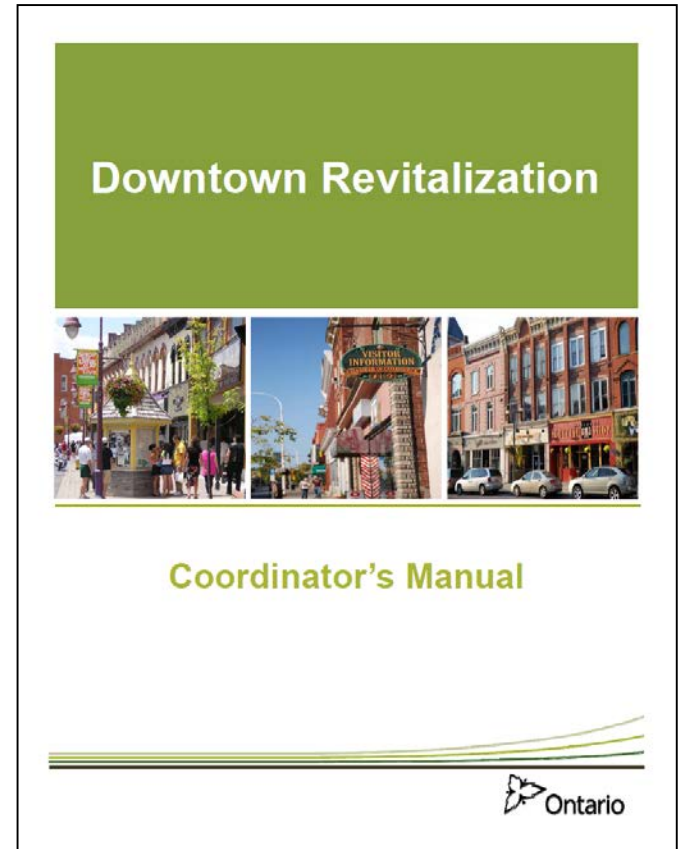
- Welcome and Introduction
- Focus Presentations on physical improvements to the downtown:
 - Sean Kelly, SKA Inc.
 - Dana Barnett, City of Belleville
 - Brigid Ayotte, Township of Cavan Monaghan
- Panel/Open Discussion
- Next Steps

Welcome and Introduction

- OMAFRA dedicates resources and activities to:
 - Rural economic development
 - Agriculture economic development
 - Corporate and client services
- We engage with a broad range of clients across rural Ontario

OMAFRA's DR Resources

- Local advisors
- Coordinator's Manual
- Templates and resources
- Training
- Communities of Practice



STAGE I: PREPARATION (2-4 MONTHS)

STAGE II: COLLECT DATA & ANALYZE (4-6 MONTHS)

Market Analysis

Physical Design

Other Research

STAGE III: DEVELOP GOALS & ACTION PLANS (3-4 MONTHS)

Economic
Development

Leadership &
Management

Marketing &
Promotions

Physical
Improvement

Other

STAGE IV: IMPLEMENT & MONITOR (2 YEARS)

Annual Report Card

- Re-launched in 2017
- Collects data for previous calendar year
- Two sections:
 - Quantitative measures (e.g. employment, businesses, vacancy rates)
 - Qualitative insights (e.g. priorities for next year, challenges encountered, success achieved)

Downtown Revitalization



Tracking Your Downtown Revitalization
Program's Performance

Annual Report Card

What is a community of practice?

- Voluntary, informal, boundary-spanning group that shares advice, best practices and resources
- The DR COP will:
 - Coordinate expert speakers and information sharing
 - Report on progress of projects and initiatives
 - Identify opportunities to coordinate downtown revitalization and development projects
 - Provide an informal point of contact for practitioners

Why develop a Community of Practice?

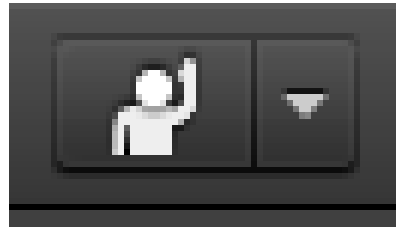
- Sustainability of downtown areas across Ontario remains a key aspect of ensuring an economically vibrant and healthy community, and many municipalities and organizations are developing innovative solutions to the complex problems they face
- Coordinating information and sharing resources reduces duplication, economizes on efforts, and identifies opportunities for new ideas and partnerships
- There are limited venues for the identification and discussion of challenges and opportunities
- There is an interest from practitioners to learn from each other and share their successes.

Format of DRCOP

- 1.5 hour webinar on a quarterly basis
 - Option to add additional or face-to-face meetings
 - Topics identified by participant interest
- Standing agenda:
 - Members Introduction
 - Focus Presentation(s)
 - Open Discussion
 - Future Agenda and Next Meeting Timeframe

How to Participate

- Mute (*6) or unmute (*7) your line
- Use the chat box in the lower right corner
 - Other participants or everyone
- Raise your hand



Why Physical Improvements?

Economic Development

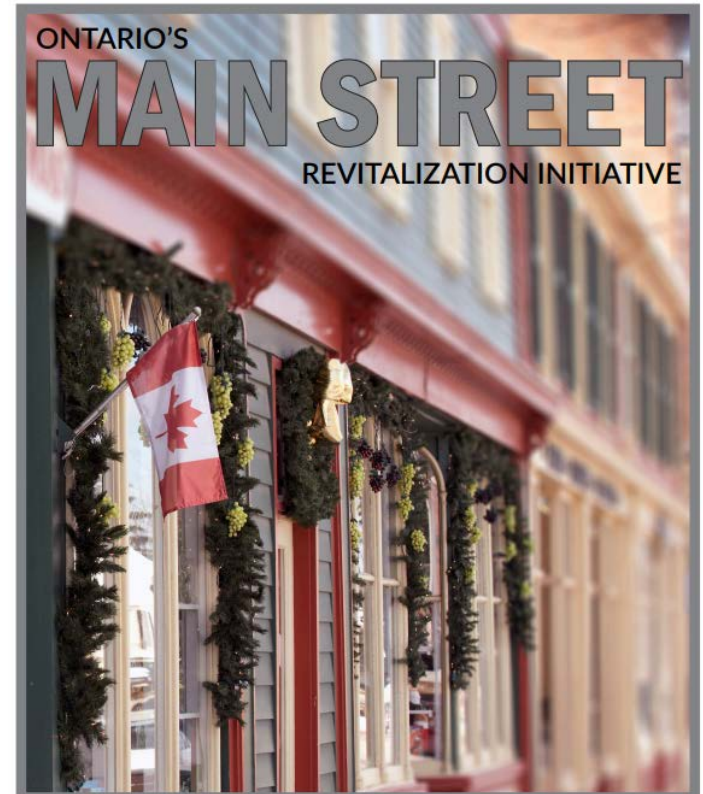
Leadership + Management

Marketing + Promotions

Physical Improvements

Why Physical Improvements?

- Announced at ROMA Conference
- Launched by AMO in March
- Funding for:
 - Priority financial incentives in CIPs
 - Strategic municipal physical infrastructure and promotional projects



<https://www.amo.on.ca/MainStreetRevitalizationInitiative>

Member Introductions – Via Poll

Where part of Ontario are you calling from?

What type of organization are you from?

What level of impact do physical improvements to downtown areas have on business success?

Keep current on Rural Economic Development and Agriculture Development with information from REDB



Read our blog: <http://onregionalecdev.com/>



Follow us on twitter: <https://twitter.com/RegionalEcDevON>

Darren Shock
Economic Development Specialist
519-826-6634
darren.shock@ontario.ca