

DOWNTOWN REVITALIZATION



January 2011

TRI-MUNICIPALITY PROJECT—A SUCCESS STORY!

The Ontario Ministry of Agriculture, Food & Rural Affairs has invested heavily in Downtown Revitalization as an Economic Development Tool for small rural communities in Ontario. Our three municipal partners, Hastings Highlands, Bancroft and Wollaston, have been fortunate to participate in the process.

WHAT HAS DOWNTOWN REVITALIZATION ACCOMPLISHED?

Data collected, compiled and analyzed through the Project is being accessed by potential entrepreneurs and investors who are interested in our community. Calls and visits are fielded by the Revitalization Office on a regular basis.

It has helped create a positive business climate by offering numerous networking opportunities, facilitated one on one support for business owners through the Monieson Centre at Queens University, workshops for 272 participants and 48 entrepreneur introductions to the Enterprise Facilitator.

It has helped create a physically attractive main street environment that is inviting to visitors, residents & business. New gateway signs, gardens, trees, sitting areas and street banners are making North Hastings Naturally...inviting!

It has helped market & promote the community and region as a place to visit, live, invest or operate a business. New maps, brochures and special event materials have been developed and a staff resource provided to help implement the North Hastings brand and rejuvenate the northhastings.com website

It has provided an opportunity to demonstrate the positive benefits of 3 municipalities working together to achieve economic development goals. It has helped access more than \$244,000 in grants for specific revitalization projects.

It has engaged residents in Community Development! 26 volunteers have been empowered to take active roles in their community. In fact, three new Councilors in North Hastings were home grown through the Downtown Revitalization Committees!

It has been the initiator of many new ideas and projects! North Hastings is a leader in County in Municipal Cultural Planning, Mineral Asset Development, non-motorized trail development and Community Builders!

It has strengthened relationships between local communities and the provincial government, the County of Hastings and many community organizations. Revitalization has provided the much needed “connecting link”!

DOWNTOWN REVITALIZATION MAKES AN IMPACT!!

JOBS CREATED - 1 FULL TIME POSITION FOR 3 YEARS, 1 FULL TIME POSITION FOR 1 YEAR, 2 PART-TIME POSITIONS, SEVERAL SHORT TERM CONTRACTS

OVER \$244,000 IN SUCCESSFUL GRANTS RESULTING IN THOUSANDS OF DOLLARS IN WORK FOR LOCAL PRINTERS/GRAPHIC DESIGNERS, LOCAL CONTRACTORS, LANDSCAPERS, SIGN MAKERS, CONSULTANTS AND MORE

\$100,000 FROM REGIONAL TOURISM DISTRICT 11 FOR RECREATIONAL GEOLOGY - THE GEOLOGY WORKING GROUP WAS INITIALLY FORMED BY REVITALIZATION AS A MEMBER OF THE PREMIER RANKED DESTINATION DEVELOPMENT TEAM

REVITALIZATION SUPPORT TO THE DEVELOPMENT OF THE NEW REGIONAL BRAND AND WEBSITE REJUVENATION PROJECT WILL CONTINUE TO HAVE AN ECONOMIC IMPACT FOR YEARS TO COME!

THINK SNOW! THIS SUCCESSFUL REGIONAL EVENT, INITIATED THROUGH REVITALIZATION, GREW FROM 6 EVENTS IN 2009 TO MORE THAN 40 IN 2010!

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The NH Cultural Inventory revealed a rich resource in local cultural assets.

The Cultural Coalition is proving to be a “think tank” for developing the creative economy. Over 80 individuals receive the monthly newsletter. Cultural workers community organization & municipal representatives meet monthly.



North Hastings Historical Society emerges from Municipal Cultural Planning!

With 20 newly enrolled members, this group is eager to start implementing the action items identified under the historical category of the Municipal Cultural Plan.



Peterson Trail Opening July 2010

Other trails mapped include:

- Vance Park Farm
- Eagles Nest
- Nellie Lann Park in Coe Hill
- Albion/Card Lake Trail (undeveloped)

Funding is currently being sought for a coordinated trail signage plan.

North Hastings - A leader in developing Creative Economy

Municipal Cultural Planning is one of the action items in the new Hastings County Economic Development Strategy. When an opportunity for County Economic Development funding came available in the spring of 2009, the Main Street Management Committee that oversees the tri-municipality Revitalization Project, put together a plan for making North Hastings the first area of Hastings County to de-

velop a Municipal Cultural Plan and Cultural inventory. Municipal Cultural Planning is all about understanding the role culture plays in our lives and its role in strengthening our local economy. It is all about encouraging municipalities to look through a cultural lens as decisions are made to ensure we protect and encourage local history, cultural facilities and cultural workers.

In 2010 the Main Street

Management Committee was again successful in receiving funding, this time through the Ministry of Culture’s Creative Communities Prosperity Fund. This project is formalizing the recently created Cultural Coalition, a collaboration from municipalities and organizations across North Hastings. A new print publication will showcase local cultural assets and culture will become a key component of the rejuvenated northhastings.com website.

Tourism Opportunities Boosted Through Revitalization!

The Main Street Management Committee quickly realized that strengthening our downtown areas also means strengthening the tourism opportunities in the region that will attract more visitors.

MINERAL ASSETS

In late 2008 and 2010, Revitalization kick started Min-

eral Asset Development in North Hastings by initiating and facilitating meetings of the mineral community, provincial tourism representatives and local community organizations. In 2010, this effort paid off! As a member of the County Premier Ranked Destination Development Team, Revitalization volunteered to coordinate

meetings that have resulted in a successful proposal for \$100,000 from the Regional Tourism Organization for collecting site rejuvenation and the enhancement of Recreational Geology in the region.

Revitalization also led the way in an application to Heritage Canada in 2010 for the restoration of the Bancroft Railway Station as the future home of the Bancroft Mineral Museum & Chamber of Commerce Tourist Information Centre.

TRAIL ASSETS

With the assistance of CFDC and OMAFRA, 5 trails near our downtown communities were professionally mapped. In Maynooth, the brand new Peterson Rd. Trail was developed. Maps are now available for printing off both the Chamber and northhastings.com website. A Peterson Trail brochure developed to bring attention to the new trail has had to be

printed twice already! Hikers are being drawn into downtown Maynooth!

Revitalization facilitate the creation of a Strategic Plan for a new “non-motorized” trails group and coordinated a meeting of the group with EOTA. The trail committee is continuing its work to find resources for non-motorized trail network development in North Hastings.

Connections have been made with the Ontario Trails Council and the local group is working with this organization to find suitable funding for physical trail development and funding for a Master Plan. Revitalization also initiated the project that has resulted in the hard-packing of the trail between Bancroft & Bird’s Creek!

Revitalization Helps Retain and Attract New Business!

Did you know that Downtown Revitalization is a defined process provided through OMAFRA? This is a process that has been refined through more than 25 years experience across North America!

One of the first steps in the process is the collection of Business, Residents and other data that can be used to help attract new investors and entrepreneurs. This important data was collected by our Coordinator

and community volunteers and compiled into three separate reports, one for each of Bancroft, Maynooth and Coe Hill. Copies are available through the Revitalization office at 613-332-6246. OMAFRA used data collected locally and purchased other data to compile a Trade Area Analysis and Business Mix and Gap Analysis for Bancroft.

These reports have been uploaded to the County Communities with Opportunities website. and calls are being received regularly from potential entrepreneurs.

The North Hastings Revitalization Project has helped local entrepreneurs in the past year by facilitating 48 introductions of new and existing entrepreneurs to our County Enterprise Facilitator, Darcelle Runciman for one on one support!

Revitalization supports Local Business Community!

The Main Street Management Committee has helped ensure that local businesses have had access to educational workshops and networking opportunities over the past two years by providing staff support to the NH Economic Development Committee's Workshop Planning Group. The results include: 272 workshop attendees, 6 networking breakfasts in 3 communities, new publications on collaboration, joint-marketing, cross-promotion, stopping the leakage of money from NH, and more...

Community Business Builders comes to North Hastings!

Maynooth is leading the way with Bancroft and Coe Hill soon to follow! On a foggy night in late November, 15 community volunteers from Maynooth came together to form the first Community Builders Group. After identifying Maynooth's most important assets in a fast paced process, the group broke into three separate sub-committees to focus on

three priority areas:

1. Destination development for Maynooth
2. Package Development involving local businesses and identified interesting experiences in the area
3. Development of a proactive business recruitment strategy to help fill vacant commercial space in downtown Maynooth

In late January, the three sub-committees with reconvene with plans for implementation. In the meantime, Revitalization is providing support through resources and connections to ensure the volunteers have the information they need. This is a grass-roots effort to build Maynooth into a sustainable community that provides jobs, cultural opportunities, and meets retail needs for residents and visitors.

Youth Wise comes to Bancroft!

When Service Canada identified the Bancroft area as a region where "at risk" youth need the support of an employment and training program, Revitalization stepped up by providing community connections to organizers. (connections to potential projects and rental space) The result—a \$213,000 program starting January 2011 + a vacant commercial unit filled in Bancroft!

Did you know?

More businesses have opened in Bancroft in the past 2 years than have closed! Over \$1.2 million was spent on new building and renovations since Jan.09. Major investments have been made in Bancroft's downtown by corporations such as Shoppers and Pioneer Fuels, IDA and Tim Hortons!

Coe Hill has invested \$170,924 in the Revitalization of their downtown with funding coming from a variety of sources. The effort has transformed their community!

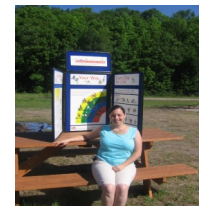
Revitalization Builds Capacity for Special Events!

Special events bring visitors to our communities and our businesses. They serve as major attractors throughout the year adding both to our local economy and our way of life.

With the support of our local Community Futures office

and OMAFRA, Janette Drinkwater has been hard at work on events throughout North Hastings including: Maynooth's Loggers Games; Coe Hill Step to it Challenge; Bancroft Buzz; Peterson Tail Opening; Paint the Town, Think Snow and more....

In November 2010, Janette coordinated a very successful Special Events Workshop aimed at improving skills of local event organizers. 57 participants from North Hastings and from as far away as Belleville, Minden and Haliburton, learned tips from Special Event expert, Jan Bonhomme.



Revitalization Provides Support for Regional Brand Development & Launch



When the North Hastings Economic Development Committee made the decision to develop a new brand for North Hastings and develop a three-year Marketing Strategy, the Main Street Management Committee recognized the value of the project for the region and freed up staff time to help develop the Request for Proposal, review documents, prepare a funding application for the brand launch and coordinate both brand implementation and website rejuvenation sub-committees.

Did you know? As an active member of the Premier Ranked Tourism Destination Development Team, Revitalization coordinated the development of a standard Visitor Tracking Questionnaire for the region!

Revitalization Makes Communities Inviting... for entrepreneurs, visitors and residents!



Revitalization ...a "connecting link" in North Hastings

Affiliation Chart—North Hastings

