

Municipality of Dysart et al



ECONOMIC DEVELOPMENT STRATEGY

May 23rd, 2016



Municipality of Dysart et al Economic Development Strategy

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PREAMBLE

This plan identifies the goals and objectives that were identified throughout the public consultation process during 2015. Once the Economic Development Committee was established and started to meet in January 2016, work has focused on fine tuning these objectives, ensuring that the vision and values relate to each objective and prioritizing the objectives to some degree.

The current membership of the Economic Development Committee is comprised of Reeve Murray Fearrey, Councillor Derek Knowles (Chair), Deputy Reeve Andrea Roberts, Councillor Tammy Donaldson, Bram Lebo, John Patterson, Linda Baumgartner, Patrick Kennedy, Aaron Walker and Glenn Evans.

Professional, technical and administrative support for this initiative has been provided by Judy Coward, Economic Development Advisor for the Ontario Ministry of Agriculture, Food and Rural Affairs in cooperation with Tamara Wilbee, C.A.O. of Dysart et al.

For 2016, the Committee has identified the objectives relating to **communications improvement, development of assisted retirement/seniors housing, attraction and retention of young families and education, skills and workforce development** as being the most critical short term issues. *Tourism (including the cottage sector) and creating a business friendly environment* were also considered key areas of focus.

If an opportunity relating to one of the remaining objectives arises during this time period, the Committee will have the opportunity to consider the opportunity and re-evaluate priorities and focus.

VISION

Dysart et al is a culturally rich community which values the environment and supports an innovative economy, meeting multi-generational needs and embracing the spirit of our vibrant heritage.

VALUES

In all of the work that the municipality undertakes and or supports, it undertakes that support based on the “Values” that it believes are fundamental to the future success of the community. These “Values” are:

1. Ensuring that our clean air and clean water resources are safeguarded throughout the municipality;
2. Supporting the protection and enhancement of our natural environment;
3. Recognition of our cultural heritage and support for its conservation;
4. Promotion of our many recreational opportunities;
5. Support for employment opportunities for all of our residents;
6. Engagement of our youth in the future of our community;
7. Recognition and utilization of our rural assets including the forestry sector;
8. Support for appropriate new and expanded commercial and industrial activities;
9. Recognition of the importance of meeting the needs of all of the community’s residents, in all age groups;
10. Ensuring that decisions are made that are fiscally responsible; and
11. Building meaningful beneficial relationships that foster dialogue and collaboration.

STRATEGIES

1. Communication Improvement

Objective: To work with partners to enhance internet and cell communications and explore the possibility to create internet or Wi-Fi hubs in each small hamlet.

Related Tasks:

- Explore Hydro infrastructure
- Explore community improvement plan opportunities
- Communicate what connectivity does exist
- Perform broad geographic latency tests
- Consult with EORN, Bell, Rogers, and other service providers, to determine what has been done and what may be coming
- Identify and promote existing Wi-Fi locations throughout municipality
- Identify approaches and technologies used in other communities
- Research potential partners
- Develop availability for access points

What people need to be involved?

- Chamber of Commerce
- Private citizens leading similar efforts
- County of Haliburton
- Other Municipalities
- EORN
- HCDC
- Bell
- Rogers
- North Frontenac Telephone Company
- Other telecommunications providers

What resources are required to accomplish this objective?

- Time – someone to put together inventory of municipal telecommunications infrastructure
- Advertising funds (private sector primarily) to message about existing opportunities to access service, both cell and Wi-Fi
- Costs and budget requirements to be determined as programs are implemented

What are the timelines to meet this objective?

Inventory of municipal infrastructure – 2016

Continuing dialogue with service providers – ongoing

Researching alternative technologies and partners – 2016-2017

How does this objective fit within the vision and values?

Vision: Supports an innovative economy

Values: Support for Employment Opportunities for all of our residents

Support for appropriate new and expanded commercial and industrial activities

Recognition of the importance of meeting the needs of all of the community's residents, in all age groups

2. Create a Positive Business Environment

Objective: To create a business environment that creates economic activity.

Related Tasks:

- Talk to Home Builders about local opportunities and support required
- Establish a succession planning program for business
- Explore Industrial Park expansion
- Determine if there is a need for a business park
- Work with educators to develop more programs focused on growing local entrepreneurs
- Expand mentoring opportunities
- Create a business profile both in print and online
- Revisit Business Retention and Expansion program through OMAFRA
- Determine business service gaps and create a strategy to reach out and attract those businesses
- Determine ways to reach a more global market to sell ourselves and our services
- Identify what business sectors are a good match to our area that currently exist
- Review by-laws and policies as they relate to economic development incentives to look for opportunities
- Investigate the opportunities related to the development of a Community Improvement Plan (CIP) to support business development

What people need to be involved?

- Chamber of Commerce
- OMAFRA and other provincial ministries/agencies
- County of Haliburton Tourism
- HCDC and Business Incubator
- BIA
- Home Builders Association
- Private business
- Media
- ULinks

What resources are required to accomplish this objective?

- Staff
- Committee members

What are the timelines to meet this objective?

2017-2018 (or sooner if an opportunity arises)

How does this objective fit within the vision and values?

Vision: Supports an innovative economy

Values: Support for Employment Opportunities for all residents

Support for appropriate new and expanded commercial and industrial activities

3. Develop a Marketing Strategy to Attract Business

Objective: To create a business marketing strategy.

Related Tasks:

- Market existing municipal videos
- Inventory and market other private promotional videos (e.g. real estate video)
- Create smaller commercials out of existing videos
- Develop social media strategy
- Think about “dating website” approach in terms of selling our best assets for first impression
- Approach local schools and college to develop programs that support and attract businesses
- Market the entrepreneurial supports available
- Identify business gaps and consider use of professional “head hunters”
- Promote local procurement
- Outreach to developers
- Increase digital profile (web, social media, etc.)

What people need to be involved?

- Chamber of Commerce
- Young Professionals
- County of Haliburton Tourism
- HCDC and Incubator
- BIA
- College
- Home Builders Association
- Private business
- Entire community
- Media

What resources are required to accomplish this objective?

- Cash
- Staff
- Volunteers

What are the timelines to meet this objective?

2017-2018 (or sooner if an opportunity arises)

How does this objective fit within the vision and values?

Vision: Supports an innovative economy

Values: Support for Employment opportunities for all of our residents
Recognition and utilization of our rural assets including the forestry sector
Support for appropriate new and expanded commercial and industrial activities
Building meaningful beneficial relationships that foster dialogue and collaboration

4. To Develop Assisted / Retirement Residential Opportunities for Seniors

Objective: To develop assisted / retirement residential opportunities for seniors.

Related Tasks:

- Identify appropriate land and determine what approval processes may be involved to develop
- Review and validate existing studies
- Look at other communities for similar models
- Look at funding opportunities
- Consider sustainable and energy efficient building models
- Create sales package and outreach to developers
- Examine alternative living arrangements (e.g. shared accommodations, coops)

What people need to be involved?

- Provincial / municipal government (MOH, LIHN)
- Canadian Association of Retired Persons (CARP)
- Private Developers
- Home Builders Association
- County of Haliburton and Dysart et al Planning Departments

What resources are required to accomplish this objective?

- Municipal support and resources – infrastructure (sewers)
- Build a team and champion
- Retain consultant expertise if deemed appropriate

What are the timelines to meet this objective?

Immediate start - long term

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs

Embracing the spirit of our vibrant heritage

Values: Support for Employment Opportunities for all of our residents

Recognition and utilization of our rural assets including the forestry sector

Support for appropriate new and expanded commercial and industrial activities

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

5. Student Housing

Objective: To encourage and facilitate the creation of a College Residence for Fleming students.

Related Tasks

- Identify appropriate land and determine what approval processes may be involved to develop
- Municipal support for the college's efforts to develop student housing
- Review existing market study
- Complete business case
- Create recommendation on how the College would collaborate with a private developer
- Target properties (create a list of potential properties)
- Identify what would be involved to have the proper zoning for these properties.
- Develop a communication plan to promote a positive view within the community to support the development of a residence including:
 - safety for students
 - contribution to the community economy
 - how the residence will be managed and supervised
 - the need to attract youth to the community
 - other services in the building that might be of benefit to the community
- Consider sustainable and energy efficient building models

What people need to be involved?

- College
- Retain consultant expertise if deemed appropriate
- Private landowners
- Private developers
- Neighbours (ratepayers)
- Municipality
- HCDC
- Community

What resources are required to accomplish this objective?

- Set up small committee – reps from College, HCDC, Municipality
- May need some funding to put a package together
- Support from the municipality in accessing public sewage system and possible use of municipally owned land

What are the timelines to meet this objective?

2017-2020

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs

Embracing the spirit of our vibrant heritage

Values: Support for Employment Opportunities for all of our residents

Engagement of our youth in the future of our community

Support for appropriate new and expanded commercial and industrial activities

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

Building meaningful beneficial relationships that foster dialogue and collaboration

6. Municipal Water Access Project

Objective: Increase public awareness and knowledge and create opportunities around water related recreational opportunities which exist within Dysart et al.

BOAT LAUNCH LAKE ACCESS and PARK N PADDLE

Related Tasks:

- Strengthen recreation opportunities which take advantage of the diverse and unique water resources within Dysart
- Support the development of potential water trails within Dysart
- Increase public access to the rivers and lakes for fishing, canoe, kayak, boat access, wildlife viewing and overall access
- Develop opportunities, alone or in partnership with other agencies, to educate citizens about the area's water resources
- Create instruction opportunities around swimming, safe water access, etc.
- Coordinate boat safety and training opportunities

HEAD LAKE WATERFRONT PROJECT

Related Tasks:

- Investigate the potential development of additional motorized boat launch on Head Lake
- Investigate the potential development of non-motorized launch sites on Head Lake
- Development of additional multi-purpose docking system(s) on Head Lake including handicapped accessibility where possible
- Development of "Boating for Business" initiative
- Investigate opportunity to purchase and rent out canoes/kayaks/bikes for visitors to use on Head Lake to visit Glebe Park, Sculpture Forest, Museum, etc.

What people need to be involved?

- Recreation Advisory Committee and sub-committee thereof
- Parks and Recreation Department
- Haliburton Highlands Chamber of Commerce
- Haliburton Highlands Outdoors Association (Hatchery)
- Coalition of Haliburton County Property Owners
- Various Lake Associations
- Dysart Council
- Haliburton BIA

- Lake Kashagawigamog Property Owners Association
- Dragon Boat Group
- Rails End Gallery
- Caboose

What resources are required to accomplish this objective?

- Recreation Programming Coordinator
- GIS Technologist
- Parks and Recreation staff
- Costs and budget requirements to be determined as programs are implemented
- Human Resources – committee made up of members of community and organizations
- Funding (Ontario Sports and Rec Fund application submitted for Water Access Physical Recreation promotion portion)

What are the timelines to meet this objective?

2016-2018

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs

Embracing the spirit of our vibrant heritage

Values the Environment

Values: Ensuring that our clean air and clean water resources are safeguarded throughout the municipality

Supporting the protection and enhancement of our natural environment

Promotion of our many recreational opportunities

Engagement of our youth in the future of our community

Recognition and utilization of our rural assets including the forestry sector

Support for appropriate new and expanded commercial and industrial activities

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

Building meaningful beneficial relationships that foster dialogue and collaboration

7. Create a Culture of Winter

Objective: To create a culture of winter and create celebrations to embrace it through collaboration.

Related Tasks:

- Skating the Oval at Head Lake Park (back-up location when climate restricted)
- Frost Festival – a collaborative event
- Community Skating Parties
- Hockey on Head Lake Celebration
- Promote private businesses and organizations that provide winter activities i.e. snowshoeing, cross country skiing, dining in the wilderness, etc.
- Promote activities jointly within the County of Haliburton

What people need to be involved?

Listed according to “Related Tasks” listed above:

- Skating Oval: Recreation Department Staff
- Frost Fest
 - Planning Committee
 - Recreation Department Staff
 - Community groups and organizations
- Community Skating Parties
- Rotary Club – Annual Christmas Season Skating Party at A.J. LaRue Arena
- Other community groups and organizations sponsor a skating party at the outdoor oval
- Hockey on Head Lake Celebration
- Art in the Park Winter Wonderland Festival
- Recreation Programming Coordinator
- Other private and not-for-profit groups such as curling club, skating clubs, private businesses

What resources are required to accomplish this objective?

- Human Resources – committees of dedicated community members for each of the tasks outlined
- Funding
- Municipal funding to keep oval flooded, etc.
- A.J. LaRue Arena

What are the timelines to meet this objective?

2017-2019

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs

Embracing the spirit of our vibrant heritage

Values the Environment

Values: Supporting the protection and enhancement of our natural environment

Recognition of our cultural heritage and support for its conservation

Promotion of our many recreational opportunities

Engagement of our youth in the future of our community

Recognition and utilization of our rural assets including the forestry sector

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

Building meaningful beneficial relationships that foster dialogue and collaboration

8. Youth Recreation

Objective: To develop and increase the focus on youth recreation programs and opportunities.

Related Tasks:

1. Junction Skate Park Development
2. Data Gathering:
 - Identify all existing groups and / or organizations in Dysart that provide recreation programs
 - Identify all existing youth recreation programs and services in Dysart
 - Review / investigate other small town rural communities in Ontario as source of programs and / or services
 - Survey students in grades 7 to 12 about needs and wants re: extending or providing new youth recreation programs and / or services
 - Identify facilities / buildings in Dysart that hold / serve youth recreation programs
3. Implement one new focus for youth recreation programs each year

What people need to be involved?

- Dysart et al Recreation Advisory Committee and sub-committee thereof

What resources are required to accomplish this objective?

- Human resources
- Funds for Junction Skate Park (\$7500 from Canada 150 Grant, Trillium application submitted and denied, Battle of the Bands and other fundraising initiatives have taken place – approximately \$20K raised to date, need \$80 to \$100K to complete project)
- New program costs to be determined as new programs are implemented

What are the timelines to meet this objective?

Numbered according “Related Tasks” listed above:

1. Fundraising throughout 2015/2016 – project completion in 2017
2. 2017-2018
3. As per implementation plan for new youth recreation programs

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs
Embracing the spirit of our vibrant heritage
Values the Environment

Values: Promotion of our many recreational opportunities
Engagement of our youth in the future of our community
Recognition and utilization of our rural assets including the forestry sector
Recognition of the importance of meeting the needs of all the community's residents, in all age groups
Building meaningful beneficial relationships that foster dialogue and collaboration

9. Attract and Retain Young Families

Objective: To create a marketing plan to attract and retain young families by recognizing opportunities.

Related Tasks:

- Create an economy that is attractive to young families
- Support availability of daycare facilities
- Develop opportunities to involve younger families through culture and recreation
- Identify employment skills needed locally and market towards young families
- Identify entrepreneurial business opportunities geared towards young families
- Detail marketing initiatives to accomplish the objective
- Create the Marketing Plan
- Implement Marketing Plan initiatives
- Data gathering – results, improvements, etc.
- Plan Evaluation

What people need to be involved?

- Representative of Municipal Staff and / or Council
- Interested members of the community
- School Board
- Chamber of Commerce
- Service Clubs
- Fleming College
- Abbey Gardens
- Museum
- Young Professionals Network

What resources are required to accomplish this objective?

- Space – for meetings
- Print materials funds / budget as outlined in the Plan (e.g. brochure or newsletter)
- Advertising Budget / Funds as determined / outlined in the plan (e.g. radio blitz campaign)

What are the timelines to meet this objective?

Immediate - ongoing

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs

Values: Promotion of our many recreational opportunities

Engagement of our youth in the future of our community

Recognition and utilization of our rural assets including the forestry sector

Support for new and expanded commercial and industrial activities

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

Making sure decisions are made that are fiscally responsible

Building meaningful beneficial relationships that foster dialogue and collaboration

10. Education, Skills and Workforce Development

Objective: To provide our youth with the environment that will help them to succeed and recognize opportunities that will encourage them to invest their futures in the community.

Related Tasks:

- Work with schools to ensure relevant programming preparing students for the local economy (e.g. 4 credit program – environmental stewardship class)
- Work with High School to provide appropriate programming (i.e. shop classes)
- Work with High School to provide appropriate programming related to career possibilities and civics education
- Identify employment skills needed locally and market towards youth
- Identify entrepreneurial business opportunities geared towards youth
- Get rid of belief that youth have to leave town to succeed
- Consult with School Board Trustee and Executive Director

What people need to be involved?

- Representative of Municipal Staff and / or Council
- School Board
- Fleming College
- Adult Education
- Job Connect
- Young Professionals Network
- SIRCH
- Interested members of the community

What resources are required to accomplish this objective?

- Human Resources – time and work commitment of team members
- Space – for meetings
- Print materials funds / budget as outlined in the Plan (e.g. brochure or newsletter)
- Advertising Budget / Funds as determined / outlined in the plan (e.g. radio blitz campaign)

What are the timelines to meet this objective?

Ongoing

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs

Embracing the spirit of our vibrant heritage

Values: Engagement of our youth in the future of our community

Recognition and utilization of our rural assets including the forestry sector

Support for appropriate new and expanded commercial and industrial activities

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

Building meaningful beneficial relationships that foster dialogue and collaboration

11. Agricultural/Forestry Development

Objective: Support the development of a locally sustainable food system and examine opportunities to create value added products based on our raw natural resources.

Related Tasks:

- Support sustainable natural resource based industry related to food, aggregates, forestry and any other natural occurring resource found here
- Update supportive policies in the Dysart et al Official Plan, based upon input from the recent Community Food Assessment proposal
- Medicinal Plant Research
- Promote Local Food
- Innovation of Local Food
- Community Food Hub – agricultural co-op
- Identify food processing needs in the community
- Farmers Markets
- Sell to local restaurants and resorts – food distribution
- Taxidermy
- Abattoir
- Greenhouses
- Maple production
- Garlic production
- Forest production
- Seed library at library
- Community Gardens
- Youth school gardens
- Teaching traditional skills: canning and cooking
- Support culinary tourism initiatives at County level

What people need to be involved?

- Public consultation with respect to the update of the Official Plan
- Haliburton Kawartha Pine Ridge District Health Unit
- Haliburton Farmers Association
- Farmers Market
- Harvest Haliburton
- Haliburton Forest
- Fleming College
- HCDC
- Museum
- Chamber of Commerce
- BIA

What resources are required to accomplish this objective?

- Networking events
- Representatives of the various agencies and groups

What are the timelines to meet this objective?

Ongoing – dependent on partner involvement

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs

Embracing the spirit of our vibrant heritage

Supports an Innovative Economy

Values the Environment

Values: Supporting the protection and enhancement of our natural environment

Engagement of our youth in the future of our community

Recognition and utilization of our rural assets including the forestry sector

Support for appropriate new and expanded commercial and industrial activities

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

Building meaningful beneficial relationships that foster dialogue and collaboration

12. Tourism (includes cottagers/seasonal residents)

Objective: To support the marketing of local tourism businesses including those that, promote “green” tourism principles.

Related Tasks:

- Coordinate efforts with County Tourism
- Leverage support from organizations such as Ontario Highlands Tourism Association (#comewander)
- Identify all tourism related opportunities (i.e. Haliburton Forest, water features, municipal water access project, Algonquin Park, horses, motorcycles, bicycles, ATV’s, car association rallies, etc.)
- Identify potential businesses supported by outdoor recreation and market opportunities
- Produce trails map (municipality work to identify road allowances for snowmobile, hiker, etc., use)
- Ensure tourism information provided on websites, etc.
- Review municipal videos and decide how best to profile them for marketing purposes
- Expand function and reach of Dysart recreation and Cultural Resources Facebook page and Twitter accounts
- Identify Municipality’s advantage in eco-tourism, and recognize and support eco-tourism standards
- Create new attractions and events to attract tourists to Dysart

What people need to be involved?

- Recreation Advisory Committee
- Cultural Resources Committee
- Glebe Park & Museum Committee
- Water Access Steering Committee
- County Tourism Department
- Chamber of Commerce
- Hike Haliburton
- Cottage Rental Associations
- Private business operators – tours and resorts
- Fleming
- Local media

What resources are required to accomplish this objective?

- Trails map: municipal GIS, GPS and staff, key volunteer organizations (i.e. Ski club, etc.)
- Facebook page and Twitter accounts: municipal staff

- Access points project: Water Access Steering Committee is undertaking this now

What are the timelines to meet the objective?

Ongoing

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs

Embracing the spirit of our vibrant heritage

Values the Environment

Supports an innovative economy

Values: Supporting the protection and enhancement of our natural environment

Promotion of our many recreational opportunities

Engagement of our youth in the future of our community

Recognition and utilization of our rural assets including the forestry sector

Support for appropriate new and expanded commercial and industrial activities

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

Building meaningful beneficial relationships that foster dialogue and collaboration

13. Leverage Cultural Resources to Attract Business

Objective: To leverage the cultural resources of Dysart et al to attract new businesses, new residents and visitors.

Related Tasks:

- Continue to highlight the cultural and recreational assets in existing promotional literature (such as the Arts Council’s Directory for Arts Culture and Heritage, the County Destination Guide, Glebe Park Rack Card) that can be used:
 - at the tourist information center (Caboose)
 - at the municipal office, library and other key public offices, events, trade shows and venues
 - by real estate agents
- Develop an arts and culture page on the municipal website to highlight cultural assets
- Promote the videos that have been made to highlight the attributes of the community by:
 - identifying partner agencies and linking the videos to their website sites
 - embedding videos on key Facebook pages
 - using the videos for promotional material at events, tradeshow, etc.

What people need to be involved?

- Cultural Resources Committee
- Recreation Advisory Committee

What resources are required to accomplish this objective?

What are the timelines to meet this objective?

How does this objective fit within the vision and values?

Vision: Embracing the spirit of our vibrant heritage

Supports an innovative economy

Meeting multi-generational needs

Values: Recognition of our cultural heritage and support for its conservation

Engagement of our youth in the future of our community

Recognition and utilization of our rural assets including the forestry sector

Support for appropriate new and expanded commercial and industrial activities

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

Building meaningful beneficial relationships that foster dialogue and collaboration

14. Enhancement of Villages and Hamlets

Objective: To focus on enhancing the attractiveness of our villages and hamlets.

Related Tasks:

- Ensure aesthetics and good design are considered in all municipal projects and in any new development along roads leading into Haliburton and other hamlets by:
 - reviewing and if deemed necessary updating the Built Form Guidelines
 - reviewing the site plan control policies of the Official Plan and ensuring that they address community expectations
- Install welcome signs; parks, gardens and landscaping, and develop streetscapes along roads leading into towns and villages
- Encourage aesthetic enhancements when new infrastructure is installed
- Encourage the installation of public art, street signs and other features that will contribute to the attractiveness of our villages and hamlets

What people need to be involved?

- Cultural Resources Committee
- BIA (Business Improvement Area Association)
- Community Centre Boards
- Various community representatives

What resources are required to accomplish this objective?

- Financial – i.e. Municipal assistance, BIA levy
- County of Haliburton assistance
- Approvals
- Volunteer assistance

What are the timelines to meet this objective?

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs

Embracing the spirit of our vibrant heritage

Values the Environment

Values: Ensuring that our clean air and clean water resources are safeguarded throughout the municipality

Supporting the protection and enhancement of our natural environment

Recognition of our cultural heritage and support for its conservation

Promotion of our many recreational opportunities

Engagement of our youth in the future of our community

Recognition and utilization of our rural assets including the forestry sector

Support for appropriate new and expanded commercial and industrial activities

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

Building meaningful beneficial relationships that foster dialogue and collaboration

15. Festival Enhancement and Development

Objective: To strengthen existing festivals and events and support the development of new festivals and events in public spaces, as a way to support and strengthen the local economy, and attract residents and visitors to Haliburton.

Related Tasks:

- Work with festival and event organizers to undertake surveys and evaluate the cumulative economic impact of existing festivals and events held in public spaces in Dysart
- Identify opportunities for strengthening and enhancing current events
- Identify opportunities for collaboration
- Identify gaps in the range of events now offered
- Seek out opportunities and enrich the public's experience of local culture through festivals and events

What people need to be involved?

- Cultural Resources Committee
- Recreation Advisory Committee
- Various event organizers

What resources are required to accomplish this objective?

What are the timelines to meet this objective?

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs

Embracing the spirit of our vibrant heritage

Values the Environment

Values: Ensuring that our clean air and clean water resources are safeguarded throughout the municipality

Recognition of our cultural heritage and support for its conservation

Promotion of our many recreational opportunities

Engagement of our youth in the future of our community

Recognition and utilization of our rural assets including the forestry sector

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

Building meaningful beneficial relationships that foster dialogue and collaboration

16. Creation of Municipal Policy to Support Events and Organizations

Objective: To create a clear and consistent criteria for municipal support for local organizations that host festivals and events in public spaces.

Related Tasks

- Review funding policies / programs and best practices established by other small communities that have had success in supporting cultural events
- Obtain input from the Haliburton County Development Corporation which has almost 20 years of experience funding events and organizations

What people need to be involved?

- Cultural Resources Committee
- Recreation Advisory Committee

What resources are required to accomplish this objective?

What are the timelines to meet this objective?

How does this objective fit within the vision and values?

Vision: Meeting Multi-generational needs

Embracing the spirit of our vibrant heritage

Values: Recognition of our cultural heritage and support for its conservation

Promotion of our many recreational opportunities

Engagement of our youth in the future of our community

Recognition of the importance of meeting the needs of all the community's residents, in all age groups

Building meaningful beneficial relationships that foster dialogue and collaboration