

## Alice Byl

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**From:** Jennifer Willoughby  
**Sent:** Tuesday, November 15, 2022 12:01 PM  
**To:** Alice Byl  
**Subject:** FW: For Your Information | Economic Development

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

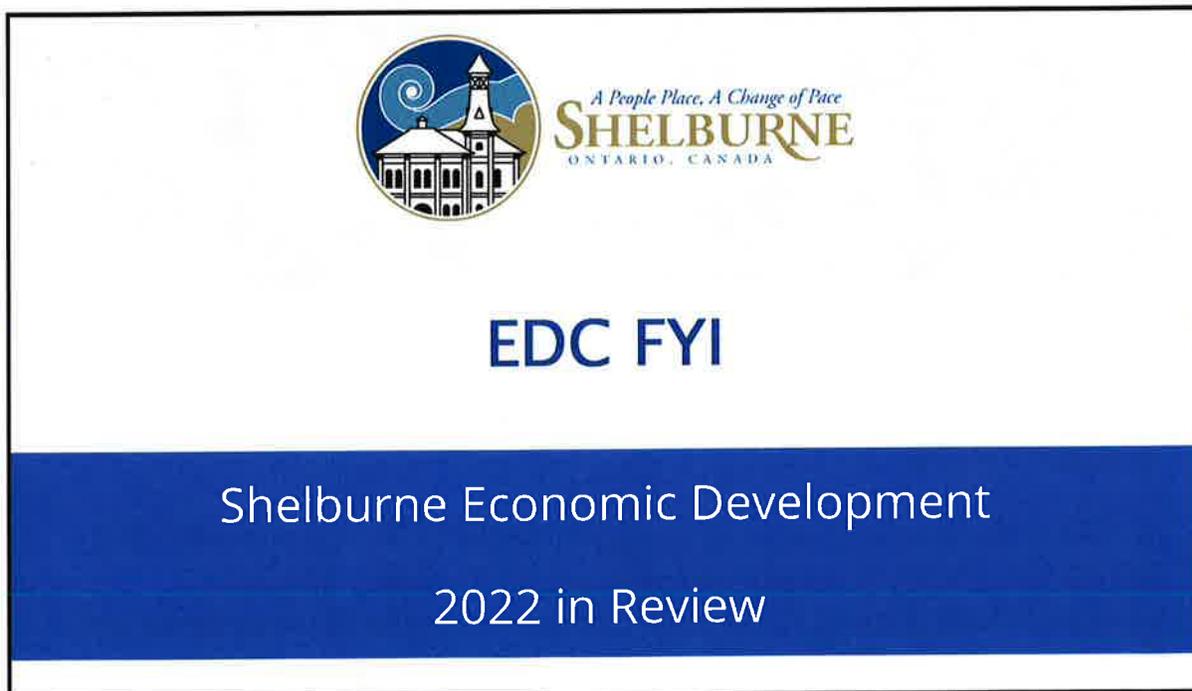
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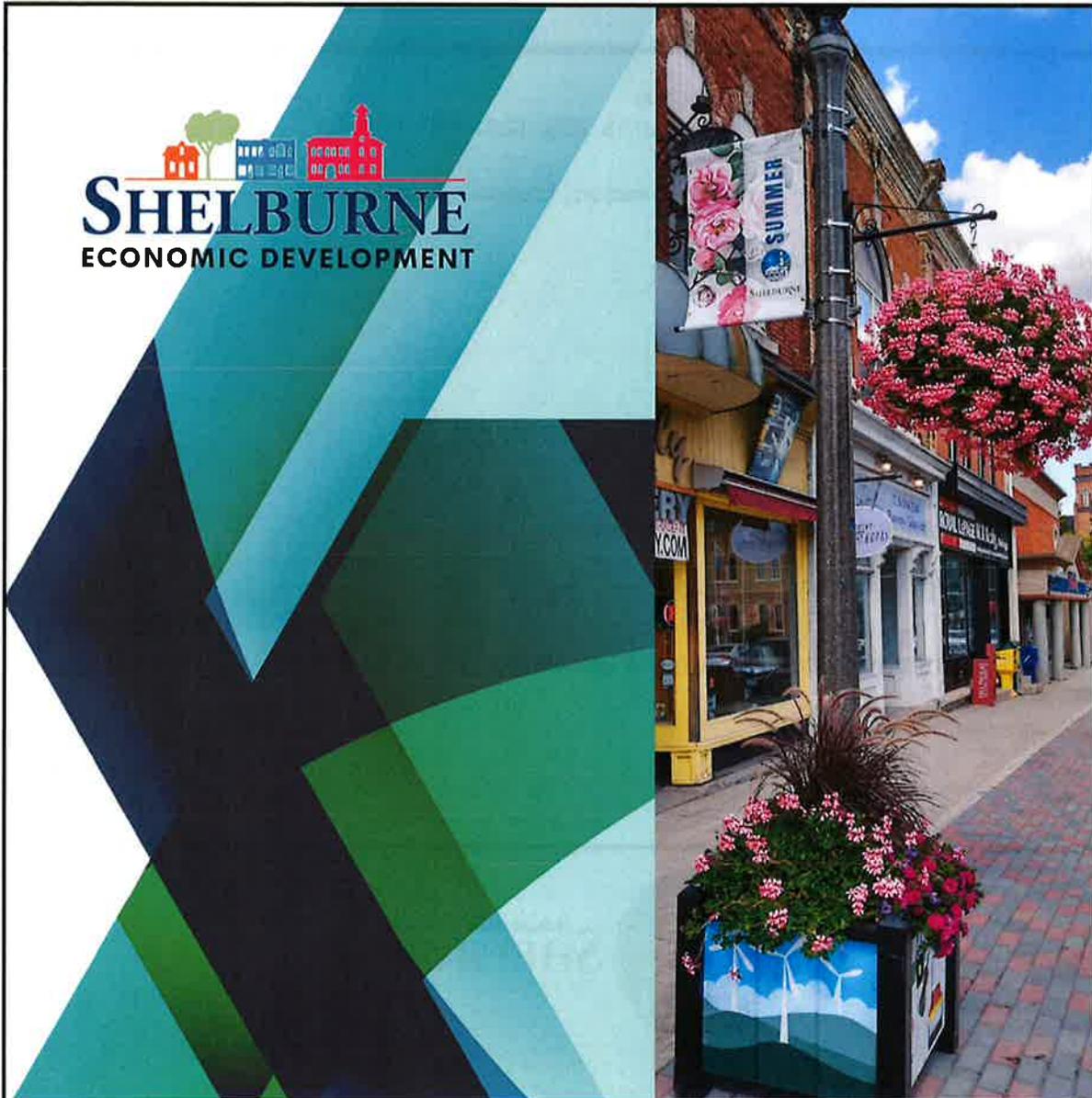
**From:** Denyse Morrissey <dmorrissey@shelburne.ca>  
**Sent:** Tuesday, November 15, 2022 11:47 AM  
**To:** Jennifer Willoughby <jwilloughby@shelburne.ca>  
**Subject:** FW: For Your Information | Economic Development

Hi,

Please add this under communications on the December 12, 2022 Council.

Regards,  
Denyse





The Town of Shelburne's Economic Development continues to work towards inclusive, sustainable economic growth that aligns with Council's Strategic Priorities.

In 2022 Shelburne Economic Development applied for and received over \$90,000 in funding to support projects within the Town. The 2022 Economic Development in review provides a snapshot of the projects and business supports that have been accomplished throughout the year and include:

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## Community Improvement Plan

The CIP provides a strategy to articulate a vision for the downtown and surrounding areas, to attract more people and businesses to Shelburne. **CIP Report** (Adoption of Community Improvement Plan & Establishment of CIP Project Areas). Approved by Council Monday, October 3, 2022.



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## Construction Bootcamp

Shelburne Economic Development partnered with CLAC to bring a **Construction Bootcamp** to Shelburne. The Bootcamp is helping to prepare and create employment opportunities for adults and youth in the Skilled Trades and fill an employment gap for employers within our region / community.

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## Community Garden

Shelburne Economic development was pivotal in the development of the design and raising funds to build the **community garden**. Efforts continued through-out 2022 with the addition of wildflower gardens. 2023: In partnership with the local high school,



outdoor locker spaces will be built, and we will see the development of preservation/conservation areas to encourage local eco-tourism.

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## Façade Program Development (Ongoing)

Economic development has advocated for a facade program and has proactively completed a draft policy, which outlines the benefits to business and owners based on the availability of funds. The document is being reviewed by Town planning consultants GSP.

Facade Program Development process (3 stages):

1. Adoption of the CIP by Town Council (completed)
  2. Review and approval of the CIP by Dufferin County (Pending)
  3. Policy Development (ongoing)
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## Farmers Market

Town Council directed staff with the task of managing the Shelburne Farmers' Market. **CAO Report: Shelburne Farmers' Market 2022 – Direct Administration and Management by the Town of Shelburne**



## Grace Tipling Concert Hall Revisioning (Ongoing)

**Grace Tipling Hall as Civic Enterprise** Opportunity is a feasibility study undertaken by Economic Development in partnership with SENCO and the McConnell Foundation. The Study was completed October 2021 and is the catalyst for a new business model and product development. The study supports potential funding opportunities, suggest operational models, and provides market analysis for Grace Tipling Concert Hall.

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## Hashtag Support the Burne Program

Shelburne Economic development continues to provide marketing support to Local registered business with the **buy local campaign**

**#SupportTheBurne Program.** In

2022 over 15 business were supported with an average reach (social media) of 2215. The program was awarded the 2020 Economic Development of Canada Marketing Award.

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## Jack Downing Park Revitalization

Through community consultation the CIP recognized Jack Downing Park as BIG MOVE #8 - Redesign Jack Downing Park to become the community's 'living room'. The redesigned park improves accessibility and provides a space that will positively impact the downtown core and provide an important economic driver. The **Jack Downing Park Revitalization Project** aligns with Council's Strategic Priorities:



### **3 Goals:**

Sustainable, Engaged and Livable

T10 Improve and enhance parks and recreation services

T11 Improve community connections

T12 Support and celebrate arts and culture

### **Park Accessibility Features**

- Accessible ground surface that is level, firm and stable so that canes, crutches, or the wheels of mobility devices will not sink into it
- Open space, for scooters and wheelchairs, located beside benches which removes the need to transfer to seating
- Benches with full back support and armrests to assist in sitting and standing – especially useful for seniors

- Open space allows for easily accessible access while in the park
- Accessible Gazebo
- Textured and coloured concrete for the visually impaired
- Accessible play (Musical Pagoda Bells) and Sensory Garden

### **Benefits Accessible play (Musical Pagoda Bells) and Sensory Garden**

Sensory Development

Calming

Encourages explorative and discovery skills

Communication and language skills are promoted

Allows children to engage with the environment

Promotes the characteristics of effective learning

Supports cognitive development

Promotes bodily awareness

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## **Livable Cities Project**

The Town is participating in a smart city pilot project to measure air quality, noise levels, and traffic speeds in the downtown core. The information will provide Economic Development with vital information to support traffic calming measures and improve air quality.

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## **Speaker Series Business Support**



Shelburne Economic development continues to provide business supports through virtual engagement. This year the annual EDC Breakfast was broken into 4 virtual sessions or series. These sessions provided and highlighted important topics that would normally be discussed during and after the EDC Breakfast. Topics included: Shelburne's growth (Here we grow Again), Economic

Outlook, and Cyber Security and post event topics, which would normally be offered after the breakfast as a value-added session, Succession Planning.

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## Trails Revitalization

Town staff mapped and reviewed disconnected and poorly accessible pathways and in partnership with Dufferin County initiated real time changes to create a more connected and livable community. The changes achieved via **Dufferin County Economic Development Funding** increased accessibility by removing barriers such as, elevated curbs and narrow pathways. Trails that were problematic were reviewed and corrections made to ensure accessibility (curbs cut, trails resurfaced and widened). Furniture such as benches, bike racks and bike repair stations were added to trails throughout the Town, to encourage and improve the user experience.

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## Wayfinding Signage

New wayfinding signage is currently in development with installation planned for 2023. All parks and directional sign assets throughout the Town will be replaced.



## 2022 New Businesses (Registered)

### 27 New Businesses

Ackee Bubble Tea Shop

Jamaica House Jerk

Adlai Law Professional Corporation

Majestic Kings and Queens Beauty Salon

Bar Burrito

Mary Browns

Bennington/Keller Williams real Estate

McDonalds

Bubbles and Bows Pet Grooming

One Plant Cannabis

Paramount Cannabis

Demarco Café

Pet Value

Dentistry at Summer Hill

Pizza Hut

Dev's Blossom Esthetics Services

Redemption Gathering

Starbucks

Dollarama

The Canadian Creamery

Get Stuffed Poutinerie

The Golden Ticket to Beauty and  
Clothes

Golden Groceries & Convenience

The Topsy Fox

Ice River Sustainable Solutions

Vape 4 U

Wow Wing

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Town of Shelburne

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