

THE CORPORATION OF THE TOWNSHIP OF MAPLETON ECONOMIC DEVELOPMENT COMMITTEE AGENDA MONDAY, NOVEMBER 4, 2019 @ 6:00 P.M. MAPLETON TOWNSHIP OFFICES

- 1. Call to Order
- 2. Declaration of Pecuniary Interest
- 3. Confirmation of Minutes
  - 3.1 September 9, 2019
- 4. Matters Arising from Minutes
- 5. Delegations None
- 6. Matters arising from Delegations None
- 7. Reports and Updates from Staff
  - 7.1 Proposed 2020 Committee dates
  - 7.2 Business Retention + Expansion Grant
  - 7.3 Community Improvement Plan Verbal Update (Manny)
  - 7.4 Water & Wastewater RFP Verbal Update (Manny)
  - 7.5 Drayton Industrial Drive Verbal Update (Manny)
- 8. Correspondence for Committee's Direction None
- 9. Correspondence for Committee's Information
- 10. Adjournment

#### NEXT MEETING: Monday, \_\_\_\_\_ at 6:00 PM Council Chambers at the Municipal Office



THE CORPORATION OF THE TOWNSHIP OF MAPLETON ECONOMIC DEVELOPMENT COMMITTEE MINUTES MONDAY, SEPTEMBER 9, 2019 @ 6:00 P.M. MAPLETON TOWNSHIP OFFICES

PRESENT: Luc Joye, Member Lori Woodham, Member Evan Robertson, Member Stephanie Drost, Member Gregg Davidson, Mayor Paul Douglas, Councillor

- STAFF: Aly Cripps, Executive Assistant Manny Baron, CAO
- REGRETS: Jeff Duimering, Member
- 1. Call to Order took place at 5:59 p.m. by Chairperson Evan Robertson
- 2. Declaration of Pecuniary Interest None
- 3. Confirmation of Minutes
  - 2.1 Committee Minutes dated July 29, 2019

#### VERBAL RESOLUTION

THAT the Economic Development Committee Minutes of July 29, 2019 be confirmed as circulated. **CARRIED** 

- 4. Matters Arising from Minutes None
- 5. **Delegations** None
- 6. Matters arising from Delegations None

Township of Mapleton Economic Development Committee Minutes – July 29, 2019 Page 2 of 2

#### 7. Reports and Updates from Staff

- 7.1 Committee Direction Open Discussion
- 8. Correspondence for Committee's Direction None
- 9. Correspondence for Committee's Information was circulated with the Agenda

#### 10. Adjournment

There being no further business, the meeting adjourned at 6:40 p.m.

Chairperson

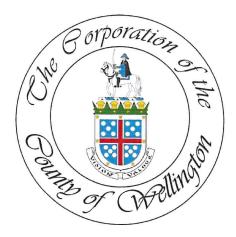
Recording Secretary



### Township of Mapleton Economic Development Committee Dates

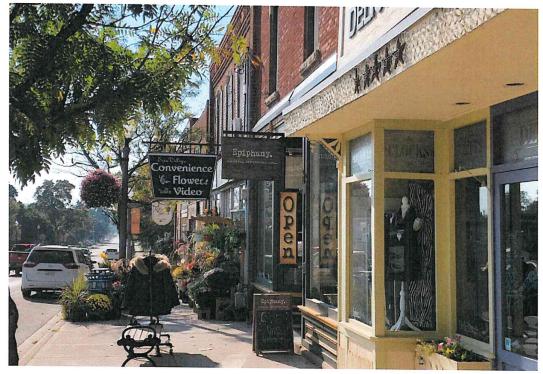
Monday,	March 20,	2020	6:00 p.m. – Regular Scheduled Meeting
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Monday,	June 1,	2020	6:00 p.m. – Regular Scheduled Meeting
Monday,	September 7,	2020	6:00 p.m. – Regular Scheduled Meeting
Monday,	November 2,	2020	6:00 p.m. – Regular Scheduled Meeting

Location: Council Chambers unless noted otherwise



### **COUNTY OF WELLINGTON**

## BUSINESS RETENTION AND EXPANSION MUNICIPAL IMPLEMENTATION FUND



2019 Year

County BR+E Implementation Fund

Since enacted in 2014, the County BR+E Fund has generated \$840,600 in leveraged investments within Wellington County. Resulting projects include business recruitment activities, mapping, signage, community growth plans and marketing programmes. The \$615,000 County investment has created a 58% return on investment and noticeable, positive changes within Wellington County.

## County of Wellington – 2019 Business Retention and Expansion Municipal Implementation Fund

COUNTY BR + E IMPLEMENTATION FUND

#### OBJECTIVE

The County of Wellington BR+E Municipal Implementation Fund provides funding for projects that enhance the local economy. The Economic Development Committee of Council makes all funding decisions based on priorities identified in the individual municipal BR+E reports. Recognizing that the communities in the seven municipalities are distinct in economic assets and markets, the Fund provides flexibility with projects ensuring that overall, the project is in concert with developing a competitive economy.

Direct grant funding is available for each municipality to a maximum of \$25,000 to support BR+E implementation initiatives in the areas of:

- Downtown revitalization (incentive based assistance for remediation work)
- Business incubation
- Workforce training/Business support workshops
- Regional marketing and promotion (print or video)
- Newcomer attraction
- Youth engagement
- Employment attraction
- Investment attraction
- Strategic economic planning/Project feasibility studies

#### GUIDELINES

- Regardless of the number of requests per municipality, a total amount of \$25,000 per municipality will be considered.
- All grants will be assessed in terms of the consideration for local BR+E suitability AND how the project fits with overall County BR+E objectives.
- Funds are not required to be matched by the municipality.
- Funds may not be rolled over for use beyond December 31.

- Grants will be assessed in terms of cost effectiveness; contribution to the economic viability of the community; partnership, financial leverage and long term impact.
- The budget submitted should be for the total project and should identify all sources of funding including other grants, self-generated revenue, contributions, etc.
- Applicants must be willing to present to County Council on completion of the project, detailing successes.
- Application packages are available through the County Economic Development office.

#### **APPLICATION REVIEW**

- The Economic Development office will, on a revolving basis, collect and review all applications for eligibility/completeness of information.
- The County Economic Development Committee will review the applications and is the final granting authority.
- The Economic Development office will notify all applicants of the Committee's decisions.

#### **OBLIGATIONS UPON RECEIVING A GRANT**

- Successful applicants must provide a final report on the project no later than 90 days following completion of the project. Final reporting requirements are listed on page 4.
- Grant recipients must acknowledge the County contribution to the project in all related public information, printed material and media coverage. The Municipal logo is available through the Economic Development office.

#### DISTRIBUTION OF FUNDS

• Funds will be distributed to successful applicants upon the signing of a Letter of Agreement stating that the applicant will comply with the obligations as listed above.

# County of Wellington – 2019 Business Retention and Expansion Municipal Implementation Fund

Municipality: Township of Mapleton

Contact name: Aly Cripps

Contact details: 7275 Sideroad 16, P.O. Box 160, Drayton ON, N0G2P0 Phone: 519.638.3313 X 042 Email: acripps@mapleton.ca

**PROJECT TITLE: Municipal Signage** 

Project lead: Aly Cripps, Executive Assistant/Economic Development Assistant

Project partners: Printing Company, to be obtained & Public Works Department

Project Initiation Date: November 2019

Project Completion Date: June 2020

(Please note that the below final reporting requirement is required within 90 days of this date.) Amount Requested: \$25,000

Percentage of total project/operations budget requested: 57%

Please attach a budget of the project/operation which identifies all sources of confirmed and anticipated income including other grants, self-generated revenue, contributions, etc. and all proposed expenses.

Request from BR+E Implementation Fund: \$25,000

Mapleton Capital Reserves: \$18,500 (Trail Signage)

Please describe how your project enhances your local economy both in the short and long terms (attach additional pages if necessary).

The Township of Mapleton is committed to investing in the creation and implementation of a Township-wide Signage Initiative that builds upon existing assets, addresses priorities of the economic development and community improvement plans and emphasizes distinctive rural resources within the Township. Together, these initiatives will help to promote Mapleton's brand and image, improve wayfinding, highlight key destinations (including significant cultural resources and entertainment options), promote buying local, bridge the communication gap and showcase Mapleton as a tourist destination for nature-based and agricultural experiences. By utilizing wayfinding signage, gateway signage and information boards the trails within Mapleton will boast as a hub to our communities booming downtowns.

Please describe how your project enhances the Wellington economy (attach additional pages if necessary).

Wellington County has a flourishing community of trails for tourists and locals to enjoy. Mapleton's three main trails are highlighted through the 'wellington walks' and shown on the County trail map. By enhancing our signage along the trail and wayfinding signage throughout our towns we can encourage more use of these trails and showcase local businesses that fall close or along the trail. This application would include information boards that could be host of information regarding other trail systems in Wellington County.

#### FINAL REPORTING REQUIREMENT

Measureable results/outcomes where applicable/attainable:

- 1. Business Climate Improvements (testimonials, survey results)
- 2. Economic Impact (jobs, businesses)
- 3. Strategic Plan Implementation (how project has progressed municipal objectives)
- 4. Community Capacity Building (trained, new networks)
- 5. The actions formed as a result of the projects and their implementation
- 6. Engagement
- Other Considerations:
  - 1. Project partners
  - 2. Applicability to other communities
  - 3. Innovations to meet specific community needs
  - 4. Anecdotal commentary demonstrating value of project (staff, business, agencies)
  - 5. Media coverage

#### Please attach:

- 1. A budget of the project/operation which identifies all sources of income and shows expenses.
- 2. Materials created (marketing materials, promo videos, final strategies)

#### VERIFICATION

The undersigned verifies that the information provided in this application is correct and complete.

Aly Cripps, Executive Assistant/Economic Development Assistant Signing agent

lycom

The following section is for administration use only.

**APPLICATION NO.** 

DATE RECEIVED:

DATE OF COMMITTEE DECISION:

GRANT APPROVED SES NO

AMOUNT OF GRANT:

DATE APPLICANT NOTIFIED:

DATE LETTER OF AGREEMENT SIGNED:

DATE FUNDS DISTRIBUTED TO APPLICANT:

DATE FINAL REPORT RECEIVED:

43,500.00	Ś	6,500.00 \$	Ś			rements	Total Requirements
12,000.00	Ŷ	2,000.00	ې 6	6	Moorefield History	Information Boards	
24,000.00	Ŷ	4,000.00	Ś	б 10	Signage at the trail entrances Community Informaiton Board,	Gateway Signage	
7,500.00	ŝ	500.00	Ś	15 Ş	within the trail		
					Directional Signage from the road to direct traffic & Directional signage	Wayfinding Signage	
Total Cost		Quantity Cost Per Unit	S	Quantity	Description	Requirement	Category
				ts	Summary of Costs and Products		
				(Costs	Trail Improvements & Costs		