



**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

**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.

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Chairperson

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Recording Secretary



## Township of Mapleton Economic Development Committee Dates

<b>ECONOMIC DEVELOPMENT COMMITTEE</b>			
Monday,	March 20,	2020	6:00 p.m. – Regular Scheduled Meeting
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

## IMPLEMENTATION FUND APPLICATION

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
<b>PROJECT TITLE: Municipal Signage</b>
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**

Measurable 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

  
Signature

**The following section is for administration use only.**

**APPLICATION NO.**

**DATE RECEIVED:**

**DATE OF COMMITTEE DECISION:**

**GRANT APPROVED**  YES  NO

**AMOUNT OF GRANT:**

**DATE APPLICANT NOTIFIED:**

**DATE LETTER OF AGREEMENT SIGNED:**

**DATE FUNDS DISTRIBUTED TO APPLICANT:**

**DATE FINAL REPORT RECEIVED:**

# Trail Improvements & Costs

## Summary of Costs and Products

Category	Requirement	Description	Quantity	Cost Per Unit	Total Cost
Signage	Wayfinding Signage	Directional Signage from the road to direct traffic & Directional signage within the trail	15	\$ 500.00	\$ 7,500.00
		Gateway Signage	6	\$ 4,000.00	\$ 24,000.00
		Information Boards	6	\$ 2,000.00	\$ 12,000.00
<b>Total Requirements</b>				\$ 6,500.00	\$ 43,500.00