



TOWN OF MINTO

DATE: November 1, 2018

REPORT TO: Mayor Bridge & Council

FROM: Belinda Wick-Graham, Business & Economic Manager

SUBJECT: 2019 Downtown Revitalization Committees Capital Budgets

STRATEGIC PLAN

8.10 Through Downtown Committees and political representatives, meet with local retailers to facilitate and develop themes, improvements and specials (ie. sidewalk sales, passport campaigns, heritage days, rental property promotions, loyalty programs, Christmas lights, Think Minto First etc.)

8.12 Promote and support development of Minto's authentic heritage and culture to assist with creating a unique family destination. Work with local heritage groups to create tours and integrate historic stories into local tourism product.

BACKGROUND

In 2008, the Town set up Downtown Revitalization Committees in Clifford, Harriston and Palmerston. These groups create yearly action plans focusing on the four pillars of Main Street Revitalization (Organization, Economic Development, Marketing & Promotions and Streetscaping). Each year Downtown Revitalization Committees receive \$5,000 to put towards streetscaping projects such as street furniture, murals, Christmas lights, and public art. In 2016, after “Diggin’ It” the Harriston Downtown Revitalization Committee placed \$2,500 into their Operating Budget for the Annual Street Party & Dance. The other Committees still allocate \$5,000 to streetscape work.

COMMENTS

Downtown Revitalization Committees are planning 2019 streetscaping projects. After the highly successful Cool Cones initiative in Harriston, the Palmerston Downtown Revitalization Committee in partnership with the Cultural Roundtable is excited to launch a similar public art project focused on trains. With new light poles in Clifford that DRC is looking at a banner project. Harriston DRC would like to expand the Light up the Town inventory. To proceed with these projects the Downtown Revitalization Committees request approval of their 2019 capital streetscaping budgets to begin to make commitments on these projects.

FINANCIAL CONSIDERATIONS

The Harriston DRC Capital Budget is \$2,500 and the Clifford and Palmerston DRCs Capital Budgets are \$5,000 respectively, therefore \$12,500 is being requested in the 2019 Capital Budget.

RECOMMENDATION

That Council receives the November 1, 2018 report from the Business & Economic Manager regarding the 2019 Downtown Revitalization Committees Capital Budgets and pre- approves their capital budgets totaling \$12,500.

Belinda Wick-Graham, Business & Economic Manager