



# The Corporation of the Municipality of Arran-Elderslie

## Staff Report

Council Meeting Date: March 25, 2024

Subject: SRECDEV.2024.01 Chesley Community Working Group and My Main Street Grant Application

Report from: Jessica Pridham, Economic Development Coordinator

Appendices: Appendix "A" Chesley Community Working Group Terms of Reference

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### **Recommendation**

Be It Resolved that Council hereby,

1. Approves the Terms of Reference for the Chesley Community Working Group;
2. That an additional member of Council be appointed to the Group;
3. Directs staff to proceed with the recruitment of the Chesley Community Working Group; and
4. Supports staff in the application of the "My Main Street" grant to support the mandate of the Chesley Community Working Group in 2024.

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### **Report Summary**

The Chesley Community Working Group (CCWG) is a working group that will support economic development and revitalization activity in Chesley that prioritizes business attraction and retention, increases Chesley's capacity to compete, and works to develop a vibrant downtown.

Staff have identified the "My Main Street" grant to support the mandate of the CCWG in 2024.

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## **Background**

On February 6, 2024, the Municipality of Arran-Elderslie held a Public Information Session regarding Commercial (C1) Central Business District/Accessory Apartment Dwellings where topics such as Planning Framework, Community Review, Influencing Factors and Potential Options were examined.

Community members including storefront owners, business owners, Chamber of Commerce members, services group members etc. attended a public forum to discuss and consider community concerns and viewpoints. During this information session, opportunities for Downtown Improvement were identified with an occasion to combine different members of the community to form one team to create alignment and drive improvement.

On February 26, 2024, Council passed a resolution that directed staff to prepare a Terms of Reference for the Chesley Community Working Group (see Appendix A).

At this meeting, Chesley Ward Councillor Darryl Hampton was appointed to this group. A second council member is requested to be appointed.

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## **Analysis**

The purpose of the Group is to provide a platform for business and community stakeholders, and local staff to share information, develop ideas, raise issues and concerns, and recommend solutions that will support economic development and revitalization in downtown Chesley. It will support in the following initiatives identified by community feedback, and the Economic Development Strategic Plan:

- Meet on a regular basis to discuss ongoing matters, raise issues/concerns and offer solutions and, where applicable, make recommendations to Municipal Council regarding economic development activity in Chesley.
- The Group may form sub-groups to concentrate on specific matters, which sub-groups will report back to the Working Group as appropriate with findings/recommendations.
- Encourage and facilitate community involvement in matters and projects related to economic development.
- Identify opportunities to promote economic growth and downtown revitalization in Chesley.
- Provide a voice and forum for businesses, rural and urban communities, beautification, and arts and culture in Chesley.
- Beautification projects such as murals, waste receptacles, and benches.
- Identify underutilized commercial space and develop strategic solutions in cooperation with property owners.

- Support the development of a vacant commercial space listing for the Municipal website, and the implementation of a vacant commercial space marketing package.
- Consult on the development of business attraction and retention strategies.
- Support projects identified in the Economic Development Strategic Plan.

Staff have created a Terms of Reference for this proposed committee. The overall goal of the CCWG is to will support economic development and revitalization activity in Chesley that prioritizes business attraction and retention, increases Chesley's capacity to compete, and works to develop a vibrant downtown.

### **Proposed My Main Street Program**

Staff have identified the My Main Street grant as an opportunity to support the mandate of the CCWG. With Council approval, an application will be made to the Community Activator stream. This stream supports local, high impact placemaking projects and community enhancements, designed to draw visitors and increase local vibrancy.

"Growing Together in Chesley"

A Revitalization and Beautification Project for Downtown Chesley

The following proposed projects and enhancement have been proposed from community members and Chesley Ward Councillor Darryl Hampton, in collaboration with staff:

### **Projects:**

#### **Project 1**

- Location immediately South/East of the main street bridge/Chesley Horticultural Society canoe flower bed area
  - new fence
  - dog waste bag receptacle
  - garbage container
  - two Muskoka chairs

#### **Project 2**

- Location immediately northwest of the main street bridge (next to 30 1st Ave South - Chesley Grocery store. Permission granted for project by owner.
  - two planted 20 ft trees,
  - two picnic tables
  - smaller mural (approximate size 6ft X 15 ft)

### **Project 3**

- Location is on Municipal land at the Cenotaph (North/East of it).
- Two planted 20-foot trees

### **Project 4**

- Location on Municipal land at 1st Ave Main Street North and 2nd Street North East.
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- Two planted 20-foot trees

### **Enhancements:**

#### **New Garbage Cans located at the following businesses:**

- 55 1st Ave S, Chesley (Rexall) – East side of road.
- 52 1st Ave S, Chesley (Denomy's TV and Appliances) – West side of road.
- 35 1st Ave S, Chesley (Hairocity) – East side of road.
- 36 1st Ave S, Chesley – West side of the road.
- 21 1st Ave S, Chesley (building next to bridge, Horticultural Society location with canoe flowerbed). East side of road.

#### **Window Wrap Projects** at Underutilized Commercial Spaces Downtown.

Collaboration/Agreements with Property Owners will be required.

- 64 1st Ave S, Chesley (Formerly Sugar Castle Bakery)
- 66 1st Ave S, Chesley (Formerly Bread & Water Restaurant)
- 52/58 1st Ave S, Chesley (Formerly a massage therapist business)
- 33 1st Ave S, Chesley
- 99 1st Ave S, Chesley (Formerly Babin's Cookhouse)

#### **Muskoka Chairs at Riverside Park (4)**

#### **Park benches to be located at Elliot Park (2)**

#### **Street Ashtrays (4)**

### **Murals:**

1. 30 1st Ave Chesley (Chesley grocery store)- north facing wall.
2. 30 1st Ave Chesley (Chesley grocery store)- retaining wall on the north side facing the bridge.
3. 104 1st Ave South Chesley (OSSTF district 7 store front) - south facing wall.
4. 108 1st Ave South Chesley - Bijou municipal building south facing wall.

5. 21 1st Ave South Chesley (the building is at the bridge (east side of road). North facing wall. (Currently yellow siding)
6. 36 1st Ave South (was just fixed up and is currently looking for lease next to grocery store)
7. 58 1st Ave South - south facing wall.
8. 38 1st Ave South (3 story apartment beside bank) - south facing wall.

Chesley Ward Councillor Hampton is in the process of gauging interest from property owners on their potential participation in the mural project. Many have expressed interest and are in support of the proposed project.

### **Additional Supports:**

**Marketing/Communications** “Growing Together in Chesley” Plan (Ramppt double page spread about Chesley, social media ads, radio ad campaign to visit Chesley, billboard advertising businesses available in Chesley (next two lefts).

- Billboard Location Grey/Bruce County line (Grey Road 10 approximately at 14954 South of Roberts farm equipment).

**Part-time Project Manager** from May 2024-January 2025

The Economic Development and Communications Coordinator and the CCEDC will be key resources in the My Main Street project execution. The Project Manager will manage project timelines and deliverables. The Economic Development and Communications Coordinator will be supervisor of the Project Manager, communicate council feedback, and act as liaison with the CCEDC.

### **Project Budget:**

Pricing is estimated based on initial research.

|                                       |             |
|---------------------------------------|-------------|
| High-Level Preliminary Project Budget |             |
| Labour Costs (list per job function)  |             |
| Project Manager 6-8 Month Contract    | \$26,600.00 |
| Tree Planting Labour                  | \$ 5,000.00 |
| Total                                 | \$31,600.00 |
| Marketing and Promotion               |             |
| Rampt Double Page Spread              | \$ 2,250.00 |
| Radio ad                              | \$ 2,500.00 |
| Social Media Ads, Signage etc.        | \$ 1,000.00 |
| Billboard                             | \$ 4,000.00 |
| Total                                 | \$ 9,750.00 |
| Other Program Costs                   |             |
| Fence 70 ft.                          | \$ 1,800.00 |
| Dog Waste Recepticle (1)              | \$ 1,700.00 |
| 20 foot spaded in trees (6)           | \$ 5,000.00 |
| Benches for Elliot Park (2)           | \$ 3,446.00 |
| Garbage Cans (5)                      | \$ 6,700.00 |
| Window Wraps (5)                      | \$ 5,000.00 |
| Muskoka Chairs (6)                    | \$ 2,240.00 |
| Picnic Tables (2)                     | \$ 840.00   |
| Ash Trays (5)                         | \$ 1,700.00 |
| Murals (\$30-\$60 per Sq. Ft.) (7)    | \$20,000.00 |
| Total                                 | \$48,426.00 |
| Total Estimated Project Budget        |             |
|                                       | \$89,776.00 |

If successful, all projects are required to be completed by year end.

The projects listed incorporate feedback and ideas from staff and the community. It also will utilize the newly developed branding for Chesley where appropriate.

The project will drive an improved, supported downtown, with a clear identity and pride, contributing to overall Business Retention and Attraction for Chesley, supporting the mandate of the CCWG.

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### **Link to Strategic/Master Plan**

#### 6.2 Supporting Businesses and the Local Economy

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### **Financial Impacts/Source of Funding/Link to Procurement Policy**

At the time of 2024 budget deliberations, it was not known to staff that this Working Group would be formed, and therefore no funds have been allocated for remuneration.

The Chesley Downtown Revitalization Budget has \$6,500.

Staff are currently working on a Banner Project for Chesley that will affect this budget line (project costs are projected to be under \$2,000 if staff are successful in securing Spruce the Bruce funds).

Staff have identified the My Main Street Community Activator grant to support the mandate of the CCWG. With Council's support, they will request approximately \$90,000 for the "Growing Together in Chesley" project.

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Approved by: Sylvia Kirkwood, Chief Administrative Officer