



# The Corporation of the Municipality of Arran-Elderslie

## Information Report

Meeting Date: December 9, 2024

Report From: Jennifer Isber-Legge, Economic Development Coordinator

Subject: SRECDEV.24.08 Downtown Revitalization 2024 Update

Appendices: Downtown Projects 2024

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### **Report Summary**

This report outlines the Downtown Revitalization projects undertaken or planned in Allenford, Chesley, Paisley and Tara in 2024.

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### **Background**

The Economic Development Department aims to undertake projects in our four downtowns each year that beautify and revitalize the community for the betterment of residents, visitors, and businesses.

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### **Analysis**

#### Allenford

- Two projects were completed in Allenford in 2024 in partnership with the Allenford Improvement Assoc. and the Town of South Bruce Peninsula and supported by Spruce the Bruce grants.
- Metal banners were purchased and installed in the downtown area along Hwy 21 with their signature rushes and the town name. Snowflake holiday lights were purchased and installed in November along the same section. In both instances, the Municipality financially supported the project with installation and storage services into the future.

## Chesley

- Chesley was awarded a Spruce the Bruce grant to support the installation of banners in its downtown with Chesley branding and historic photos.
- The Chesley Community Working Group (CCWG) has met twice and has identified the retaining wall at 18 1<sup>st</sup> Ave South as a priority project. Façade signage is planned to be added to the north side of the retaining wall containing Chesley's logo and tagline "Growing Together" before the end of the year.
- The CCWG also identified messaging on vacant storefront windows to welcome and attract new business to Chesley as a priority. The owners of 64 and 66 1<sup>st</sup> Ave South were willing to be a part of this project. A vinyl sign was designed and installed by staff on November 28<sup>th</sup> as a trial with the potential for expanding this project to additional empty store windows with targeted messages in 2025.
- Future goals of CCWG may include downtown gathering spaces, directional signs to parks and community features, and focus on attracting new businesses to main street.

## Paisley

- Flower baskets for the new bridge in the village of Paisley were identified by community organizations as a priority for 2024.
- Custom steel planters were purchased with the help of a Spruce the Bruce grant and were planted and maintained in partnership with the Paisley Beautification Committee.

## Tara

- The Tara Community Working Group (TCWG) has met twice and has discussed the desire for consistent colours and a recognizable town brand. To this end, the 2024 project the group has requested to undertake is green, branded benches in the downtown, and branded bicycle racks (3) in the downtown using the Tara logo.
- Future goals of TCWG may include holiday lights, banners, and creating community gathering spaces.

Photos of some of the projects attached.

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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**

These projects would be funded from the Downtown Revitalization Accounts: 7220-4615, 4616, 4617, 4618.

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Approved By: Emily Dance, Chief Administrative Officer