



# TOWNSHIP OF ADJALA- TOSORONTIO

## 2021 Economic Development Funding Program

### Abstract

The Township of Adjala-Tosorontio presents its Economic Development Strategy, for the available funding through the County of Simcoe's 2021 Economic Development Funding Program. The Township intends to re-build its service delivery to residents by returning to a full compliment of staff, supporting the agricultural industry through the farmer's market, as well as provide COVID-19 relief to businesses.

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## 1.0 Background

The County of Simcoe has established the 2021 Economic Development Funding Program, as a response to the success of its previous iterations of the funding, and to provide financial relief, due to the implications of COVID-19 on local businesses. Last year the Township used these funds to offset the cost of the municipal branding strategy, which resulted in new signs being erected in parks and Hamlets throughout the municipality. If successful, the municipality intends to utilize the funds to retain its many new employees by providing access to numerous training courses and covering the costs of advertisements for vacant positions. The municipality will also provide relief to local businesses while also highlighting the efforts of the local economy.

## 2.0 Projects

The intended projects that the municipality intends to fund can be categorized into three main categories. These categories are as followed; 1) COVID 19- Business Support and Recovery, 2) Employee Attraction and Retention, 3) Business Retention and Expansion Activities. It is through these categories, that Council wishes to allocate the \$50,000 as followed.

1. COVID-19 Business Support and Recovery (\$10,000)
2. Employee Attraction and Retention (\$30,000)
3. Business Retention and Expansion Activities (\$10,000)

### 2.1 COVID-19 Business Support and Recovery

#### 2.1.1 Project Brief

- Outdoor Patio Program

With the ongoing changes in restrictions due to the ongoing COVID-19 pandemic, municipalities have granted permissions to extend the areas for eating establishments to non-permanent outdoor patios. It is Council's goal to create provisions by establishing a program, to help support local businesses, by allowing them to create temporary outdoor eating areas, to mitigate the financial impact of reduced occupancy permissions and operating areas, prescribed by the Provincial Government.

#### 2.1.2 Project Monitoring

This project will be monitored through the initiation of an application process. It is the intent of Staff and Council to reward two local businesses with a total budget of \$5,000 each, to assist in the creation of outdoor patio spaces. Businesses will need to apply to the municipality, which will demonstrate their intent to create outdoor eating areas, while also submitting an estimated cost for the creation of these spaces, which will include an estimated project completion timeline. By having applicants submit their estimated costs and completion timeline, the municipality, will have a way to monitor the progress of their proposed renovations, and innovative methods to service residents within the community. The estimated timeline for completion of creating these spaces is the end of July 2021, as most businesses, have likely previously prepared outdoor patio areas, and this fund will be provided to help reduce some of the costs with creating these spaces for a second year. Success of the project will be determined, by the individual businesses, which receive the fund. The municipality acknowledges the hardships that COVID-19 has imposed on businesses and understands that while full cost recovery of lost revenue and additional expense cannot be achieved, the intent with this fund is to provide significant relief.

## 2.2 Employee Attraction and Retention

### 2.2.1 Project Brief

- Training for new/existing staff
- Advertisements for vacant positions

The municipality has had a large overhaul of employees at the Township, with a goal for the 2021 year, to have a full compliment of staff. With the number of recent hires for the municipality, there is now an increase in the training requirements for staff to further their technical knowledge or to advance service delivery strategies, to better serve the residents of the municipality. It is intended that by receiving the grant for the various levels of training required across all Departments, it will allow for the adequate and efficient service improvements to both members of Council as well as residents.

### 2.2.2 Project Monitoring

The Senior Management Team will compile a list of all proposed and intended training for the year of 2021 and provide it to the Planning Department and Treasury Department, to keep track of the listed courses/workshops taken as well as the expense. As training is an ongoing expense for any organization, the funds received from the grant will aide in the municipal commitment to the training expenses and minimize operating costs on the municipality.

## 2.3 Business Retention and Expansion Activities

### 2.3.1 Project Brief

- Farmer's Market
- Community Development Committee

The Township has a large agricultural sector, with many of its residents working within the agricultural sector for employment. Last year's inaugural farmers market allowed the areas local farmers, to showcase their products, and establish a cultural event to display an identifier of the community. It is Council's intent to not only support the local area farmers by making a financial commitment to the farmers market, but to also commit funds to the newly adopted Community Development Committee. The responsibility of the Committee is to assist Council with economic, recreational, and cultural development that aligns with the Township's strategic priorities and provides recommendations to Council including the identification of priorities and action items. Building on the success of the farmer's market the Committee can look for other activities to further promote the Township's cultural identity.

### 2.3.2 Project Monitoring

Expenses for the Farmer's Market are recorded through the expenses of the newly formed Community Development Committee. The additional funds supplied, will allow the Committee to have the funds to required for any new projects or initiatives for the year, without the requirement of having Council, approve a revision to the 2021 Operating Budget. To date the Community Development Committee has implemented community gardens, within two of the Hamlet settlement areas in the municipality. The Community Development Committee will be responsible for submitting all proposed expenses/budgets for any new projects to the staff representative, on the Committee, who will be responsible for ensuring, any proposed activities are within the operating budget. The Community Development Committee meets once a month, with all potential projects incurring financial obligations going through a combination of the CAO and Council for approval. As this committee is newly formed, the estimated timeline for their projects is December 2021, unless a multi year project is proposed, and addressed with respect to the 2021/2022 and beyond Municipal Operating Budget.

## 3.0 Council Support

During the discussions of the 2021 Municipal Operating Budget, Council had provided staff direction, in closed session regarding some of the potential uses/areas for the 2021 COVID-19 Economic Development Funding. As a result of this discussion, staff prepared a report for the Regular Council meeting in May 2021, outlining the specific projects, and financial allotments committed to each project if the municipality received the funding from the County of Simcoe.

### 10.2. PLA 2021 - 19 - Economic Development Funding Program

#### **RES-151-2021**

**Moved by** Councillor Hall-Chancey

**Seconded by** Councillor Bays

Resolved that the Planning Report 2021-19 dated May 12, 2021, regarding the 2021 Economic Development Funding Program report be received; and further, That Council approve Staff's proposal to prepare a strategy, as described in Schedule 1 of ED-202-032, and submit an application for the 2021 Economic Development Funding Program.

**RESULT: CARRIED.**

In response to the direction received from the County of Simcoe's Economic Development Office after the initial submission and what constitutes an eligible project, the Township of Adjala-Tosorontio, has revised the application accordingly, to re-allocate the funds committed to the Economic Branding Strategy to the Attraction and Retention of Employees. Council supported and carried the motion presented by Staff at the Regular Council Meeting on August 11<sup>th</sup>, 2021.

### 10.3. PLA 2021-40 Economic Development Funding

#### **RES-269-2021**

**Moved by** Councillor O'Leary

**Seconded by** Councillor Bays

Resolved that the Planning Report 2021-40 dated August 11, 2021 regarding the 2021 Economic Development Funding Program report be received; and

FURTHER THAT, Council approve Staff's revised proposal to prepare a strategy, as described in Schedule 1 of ED-202- 032, and re-submit the application for the 2021 Economic Development Funding Program.

**RESULT: CARRIED.**

## 4.0 Appendix

### 4.1 Report to Regular Council May 2021

#### Regular Council



# Planning Report

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**To:** Mayor and Council

**Department:** Planning

**Meeting Date:** May 12, 2021

**Subject:** PLA 2021 - 19 - Economic Development Funding Program

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## RECOMMENDATION

That the Planning Report 2021-19 dated May 12, 2021 regarding the 2021 Economic Development Funding Program report be received; and further,

That Council approve Staff's proposal to prepare a strategy, as described in Schedule 1 of ED-202-032, and submit an application for the 2021 Economic Development Funding Program.

## PURPOSE/BACKGROUND

The County of Simcoe has established the 2021 Economic Development Funding Program, as a response to the success of its previous iterations of the funding, and as a means to provide relief, due to the implications of COVID-19 on local businesses. Last year the Township used these funds to offset the cost of the municipal branding strategy, which resulted in new signs being erected in parks and Hamlets throughout the municipality.

## ANALYSIS AND DISCUSSION

During the discussion of the 2021 Municipal Budget, Council discussed the available funding through the 2021 Economic Development Funding Program, and identified some key areas in which they would like to utilize the funding. Staff was directed to review the application requirements, to ensure that the proposed key areas of support would be eligible to receive funding for the grant. After

reviewing the submission requirements, it was determined that using the grant for the following three areas; 1) COVID-19 Business Support and Recovery Plans, 2) Branding Strategy, 3) Business Retention and Expansion Studies and Activities, aligned with the concepts envisioned by Council.

Council's vision for the grant was to allocate the financial commitments described below, to the various projects.

1. COVID-19 Business Support and Recovery (\$10,000)
2. Branding Strategy (\$30,000)
3. Business Retention and Expansion Activities (\$10,000)

A brief description of the works/programs proposed under these areas are as followed;

### **COVID-19 Business Support and Recovery**

- Outdoor Patio Program

With the ongoing changes in restrictions due to the ongoing COVID-19 pandemic, municipalities have granted permissions to extend the areas for eating establishments to non-permanent outdoor patios. It is Council's goal to create provisions by establishing a program, to help support local businesses, and allow them to create temporary outdoor eating areas, to mitigate the financial impact of reduced occupancy permissions and operating areas, prescribed by the provincial government.

### **Branding Strategy**

- Complete the Economic Re-Branding

Council intends to finish and complete, the branding strategy, which the funds of this program were utilized to initiate last year. The completion of this program, will provide the Township with multiple attractive and identifiable public spaces and communities, allowing residents to have pride in their community.

### **Business Retention and Expansion Activities**

- Farmer's Market
- Community Development Committee

The Township has a large agricultural sector, with many of its residents working within the agricultural sector for employment. Last year's inaugural farmers market allowed the areas local farmers, to

showcase their products, and establish a cultural event to display an identifier of the community. It is Council's intent to not only support the local area farmers by making a financial commitment to the farmers market, but to also commit funds to the newly adopted Community Development Committee. The responsibility of the Committee is to assist Council with economic, recreational and cultural development that aligns with the Township's strategic priorities and provides recommendations to Council including the identification of priorities and action items. Building on the success of the farmer's market the Committee can look for other activities to further promote the Township's cultural identity.

## **LEGAL IMPLICATIONS**

N/A

## **FINANCIAL IMPLICATIONS**

If received the municipality will have additional revenue to account for the operating expenses of implementing these activities. If it is not received staff will require Council's direction on how/if to proceed with these activities, with respect to the 2021 Municipal Budget.

## **POLICY IMPLICATIONS**

N/A

## **COMMUNITY BASED STRATEGIC PLAN IMPLEMENTATION**

Economic Development - to promote economic opportunities that meet the needs of the community and are financially and environmentally sustainable., Quality of Life - to promote activities that foster physical, mental and social well-being for people of all ages and abilities.

## **CONSULTATIONS**

N/A

## **NEXT STEPS**

Staff will prepare a strategy outlining the specific costs associated with the suggested activities as well as demonstrating how the municipality will monitor the spending of the money allotted. Once the strategy is prepared, staff will submit a complete application to the County of Simcoe for the 2021 Economic Development Funding Program to meet the June 15, 2021 submission deadline.

## **CONCLUSION**

If the Township receives the funding from the 2021 Economic Development Funding Program, it will promote both the quality of life and economic development of the municipality, as per the Township's Strategic Plan.



**ATTACHMENTS:**



[EDS 2021-032](#)

[EDS 2021-032 Schedule 1](#)

**Prepared By:** Eric Brathwaite, Planner

**Approved By:** Rhonda Bunn, CAO Approved - 05 May 2021

Chris Robinson, CBO Approved - 05 May 2021

# Regular Council Planning Report



**To:** Mayor and Council

**Department:** Planning

**Meeting Date:** August 11, 2021

**Subject:** PLA 2021-40 Economic Development Funding

## RECOMMENDATION

THAT the Planning Report 2021-40 dated August 11, 2021 regarding the 2021 Economic Development Funding Program report be received; and

FURTHER THAT, Council approve Staff's revised proposal to prepare a strategy, as described in Schedule 1 of ED-202- 032, and re-submit the application for the 2021 Economic Development Funding Program.

## PURPOSE/BACKGROUND

The Township submitted an application to the County of Simcoe regarding the Economic Development Funding supported by the County of Simcoe. Through consultation with the County of Simcoe's Economic Development Department, it was advised that based on previous funds awarded and the projects described, the application will need to be revised, resulting in the County of Simcoe extending their application period for the municipality.

## ANALYSIS AND DISCUSSION

Planning Report PLA 2021-19, outlined three areas where the municipality would utilize the funds with respect to the available Economic Development Grant. This was broken down as followed

1. COVID-19 Business Support and Recovery (\$10,000)
2. Branding Strategy (\$30,000)
3. Business Retention and Expansion Activities (\$10,000)

Through consultation with the County of Simcoe's Economic Development Department, it was advised that the utilization of the \$30,000 to complete the economic branding as it relates, to the completion of "signs" for the municipality, would constitute as a capital project due to the

commitment being in excess of \$25,000. The funding received from the grant cannot be used towards capital projects, and therefore would not be eligible. Further to this, it was noted that through the follow up to the previous iteration of the funding, the signs have been paid for, and the municipality is simply awaiting corrections to some of the signs supplied. To proceed with the application the municipality will need to revise the application, to accommodate the \$30,000 funds which will no longer be required for the application.

Staff propose that the funds be utilized towards the attraction and retention of employees, by utilizing funds for the training of staff. Within the last 12 month period the municipality, has seen a return to a "full compliment" of staff members with the addition of approximately 15 staff members filling vacant positions. Some of the positions filled require on-going training to not only obtain, but also retain professional designations. Further to this having staff informed with respect to impending/proposed legislative changes or technical requirements, is to the benefit of the municipality, so that the municipality can prepare for changes as they are occurring and have qualified professionals servicing the municipality.

Some of the key and noticeable positions that have been added or have had staff include the following:

- Chief Administrative Officer
- Director of Infrastructure
- Director of Building, Planning and By-law/Chief Building Official
- Clerk
- Deputy Clerk
- IT Supervisor/Digital Government Lead
- Building Inspector
- Planning Assistant
- Planning Technician
- Junior Planner

The funding requires that all expenses occur within the operating year of 2021, which will require a detailed break down and subsequent follow up of how the funds will be utilized. For the revised application, Staff will be required to receive a budget for the funds committed to the Farmer's Market Committee, the Community Development Committee, and the proposed training courses either completed or intended to be completed in the year 2021. Once this information is received the application can be amended to reflect the details provided, which may vary the allotment of the funds received, as a review of the proposed budget will need to occur based on eligibility for the items to be covered by the grant.

## **LEGAL IMPLICATIONS**

N/A

## **FINANCIAL IMPLICATIONS**

If received the municipality will have additional revenue to account for the operating expenses of implementing these activities. If it is not received staff will require Council's direction on how/if to proceed with these activities, with respect to the 2021 Municipal Budget.

## **POLICY IMPLICATIONS**

N/A

## **COMMUNITY BASED STRATEGIC PLAN IMPLEMENTATION**

Economic Development - to promote economic opportunities that meet the needs of the community and are financially and environmentally sustainable., Quality of Life - to promote activities that foster physical, mental and social well-being for people of all ages and abilities.

## **CONSULTATIONS**

Tiffany Boening, Economic Development Officer - County of Simcoe

## **NEXT STEPS**

Staff require a Council resolution, which supports the proposed projects for the funding. Once Council provides their resolution, Staff will continue to consult with the two committees as well as internal departments to determine the exact allocation of funds required for the projects, to prepare a complete application submission to the County of Simcoe by their September deadline.

## **CONCLUSION**

If Council have other suggestions for the funds or the application, all discussion should occur now, and a Special Council Meeting will need to be called as the September Regular Council Meeting will be after the September 7, 2021.

## **ATTACHMENTS:**

[EDS 2021-032 Schedule 1 - Pdf](#)

[EDS 2021-032 - Pdf](#)

[PLA 2021-19 Economic Development Funding Report - Pdf](#)

**Prepared By:** Eric Brathwaite, Planner

### **Approved By:**

Chris Robinson, CBO

Rhonda Bunn, CAO

Approved - 04 Aug 2021

Approved - 04 Aug 2021

### 4.3 Budget

If successful, the proposed allocation of the funds, will be as followed:

- 1) COVID-19 Business Support and Recovery (\$10,000)
  - a) \$5,000 each to two local businesses upon successful application to the municipality
- 2) Attention and Retention of Employees (\$30,000)
  - a) Staff propose that the funds be utilized towards the attraction and retention of employees, by utilizing funds for the training of staff and to cover the cost of the advertising for vacant positions. Within the last 12 month period the municipality, has seen a return to a "full compliment" of staff members with the addition of approximately 15 staff members filling vacant positions. Some of the positions filled require on-going training to not only obtain, but also retain professional designations.
- 3) Business Retention and Expansion Activities (\$10,000)
  - a) Funds are to be used between both the Farmer's Market Committee and the Community Development Committee
    - i) 2021 Budget allocated \$6,050 to the Farmer's Market Committee
    - ii) 2021 Budget allocated \$5,000 to the Community Development Committee for future events.

The distribution and allocation of these funds are not to cover the entirety of the proposed expenses, however if successful the grant should mitigate the financial impact on the municipality, to pursue these projects

#### 4.4 Proposed Expenses Grant Funding – Employee Attention and Retention

<b>Item</b>	<b>Description</b>	<b>Estimated Cost</b>	<b>Actual Cost</b>
Complex Building	Building Code Examination - OBOA	\$ 150.00	\$ 150.00
Plumbing Training Manual	Manual for Inspections - OBOA	\$ 73.40	\$ 73.40
Part 9 Health and Safety Training Course	Training Course - OBOA	\$ 593.25	\$ 593.25
OBOA Annual Meeting and Training Session	Training Session OBOA	\$ 677.98	\$ 677.98
Residential HVAC Inspection Training	Training Course - OBOA	\$ 574.61	
MLP Unit 3 - Municipal Contracts	Training Course - AMCTO	\$ 412.45	\$ 412.45
Intro to Planning Theory	Training Course - Seneca Sustainable Planning and Development	\$ 283.20	\$ 283.20
Environmental Sustainability	Training Course - Seneca Sustainable Planning and Development	\$ 283.20	\$ 283.20
Research Data and Analysis	Training Course - Seneca Sustainable Planning and Development	\$ 566.40	\$ 283.20
Project Management	Training Course - Seneca Sustainable Planning and Development	\$ 566.40	
OACA Conference	Conference/Workshop - OACA	\$ 500.00	\$ 500.00
MLEOA Training Seminar	Seminar - MLEOA	\$ 788.74	\$ 788.74
Septic	Building Code Examination - OBOA	\$ 150.00	\$ 150.00
Building Officials and the Law	Training Course - OBOA	\$ 593.25	\$ 593.25
Maintenance Section	Training Course - OGRA	\$ 1,500.00	
Certified Roads Supervisor Certification	CRS Certification - AORS	\$ 1,949.25	\$ 1,949.25
Bridge and Culvert Management	Training Course - OGRA	\$ 1,107.40	\$ 1,107.40
Sewer and Watermain Construction Inspection	Training Course - OGRA	\$ 1,723.25	\$ 1,723.25
Snow School	Training Course - OGRA	\$ 3,678.15	\$ 3,678.15
Introduction to OPS	Training Course - MEA	\$ 250.00	\$ 250.00
Working with Pressurized Equipment	Training Course - WCWC	\$ 152.55	
Foundations of Construction Law	Training Course - EPIC	\$ 2,254.35	

Diagnosing Defects in Aging Concrete Structures and Developing Effective Repair Solutions	Training Course - EPIC	\$ 2,254.35	
Cyber Security	Training Webinar - AMCTO	\$ 158.20	\$ 158.20
Primer on Planning	Training Course - AMCTO	\$ 824.90	
She Codes	Training Course - GIS Coding	\$ 149.00	
Advertisements Job Postings	Accounts Payable/Treasury Clerk By-law Enforcement Officer Director of Infrastructure and Development Permit Co-ordinator/Building Official Public Works Administrator Temporary Treasurer/Director of Finance	\$ 3,223.12	\$ 3,223.12
MAP Unit 4 - Management in the Municipality	Training Course - AMCTO	\$ 412.45	
<b>Total</b>		<b>\$ 25,849.85</b>	<b>\$ 3,223.12</b>

#### 4.4 Proposed Expenses Grant Funding – Business Retention and Expansion Activities

<b>Item</b>	<b>Description</b>	<b>Estimated Cost</b>	<b>Actual Cost</b>
Mail Out Postcards	Advertisement Farmer's Market	\$ 1,808.00	
Herald Newspaper Ad	Advertisement Farmer's Market	\$ 789.87	
Simcoe.com Ad	Advertisement Farmer's Market	\$ 1,525.50	
10x10 Tent	Venue Tent for Farmer's Market	\$ 1,500.00	
Fencing	Community Gardens	\$ 80.55	
Wood Posts for Fencing	Community Gardens	\$ 80.00	
Garden Shed	Community Gardens	\$ 424.00	
Vegetables	Community Gardens	\$ 400.00	
Rain Barrel	Community Gardens	\$ 400.00	
Lawn Bags	Community Gardens	\$ 75.00	
Sandpoint Hand Pump	Community Gardens	\$ 4,000.00	
<b>Total</b>		<b>\$ 11,082.92</b>	