

Report of the Manager of Economic Development

July 2021

CITY OF ELLIOT LAKE

Report from the Manager of Economic Development – July 2021

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Community Development Officer

The Community Development Officer assists the Economic Development office with ongoing projects, including implementation of the Economic Development & Diversification Strategy, the City of Elliot Lake's Strategic Plan, writing staff reports and grant applications, and other support where needed. The Community Development Officer is also responsible for fostering of partnerships among various stakeholders and coordination of all activities associated with implementing the Age Friendly Action Plan.

Committees

- Recording secretary to the Seniors Advisory Committee, and Accessibility Advisory Committee. Fill in as recording secretary to other committees when needed.

Projects

- Age Friendly Checks-In/Age Friendly Delivers
 - Developed age friendly checks-in service in short turn around as response to covid-19 pandemic
 - Completed calls and check-ins for over 35 clients daily and semi-daily
 - Assisted in transition of system to the ELFHT
 - Provide daily support for online ordering of Age Friendly Delivery
 - Update website and provide support in relation to continued Age Friendly Services
 - Programs have had a major impact on community members and actually saved multiple lives since implementation
- Accessibility
 - Procurement and installation of Accessible beach mats at Spruce and Spine Beach
 - A mat was stolen last year, a replacement mat has been ordered and delivered. Have identified and forwarded options for better security of mats to Public Works and Aquatics.
 - Working with Public Works on plan for accessibility parking lot at bottom of Spruce Beach, beside the life guard shack.
 - Procurement of consultant for Accessibility Audit and Review as well as development of Accessibility Plan required for AODA compliancy for the City
 - Worked with Consultant on audit and accessibility plan booking facilities and liaising with committee
 - Completed last two locations (Golf Course and Ski Hill) for outdoor accessibility audit with working group from Accessibility Advisory Committee. That will be going to next AAC regular scheduled meeting.
 - Working with Accessibility Advisory Committee as recording secretary and dedicated support for accessibility projects

- Wellness Fair 2020
 - In lieu of an in person wellness fair, have created a Health and Wellness Services and Business page on City's website, which connects to city's YouTube page with on demand information videos from regional/local organizations and businesses.
 - More videos are in progress.
 - Once more videos are received will be marketing and advertising this page.
- Wellness Fair 2021
 - Hoping to have a smaller scale wellness fair this year, however we will see where we are with reopening in August and plan from there.
- Seniors Month
 - Seniors month is June.
 - Held virtual information sessions with a variety of seniors organizations and service providers each Thursday in June at 10:00 AM. The sessions lasted about an hour.
 - Each presenter's contact information for those who missed out on a session will be located on the Age Friendly page on City's website for those who wish to contact them and ask questions at a later date.
- Shop Local Advertising Campaign
 - The City of Elliot Lake would like to support the local business community through a shop local advertising campaign.
 - Attempted this back in May/June but went back into lockdown.
 - With the reopening would like to ramp things back up.
 - Businesses are asked to determine the promotion they will offer. Send promotional information to Community Development Officer for inclusion in the campaign.
 - No cost to participate.
 - Advertising dates will be August 27-September 03, 2021 with a mail out going to every household and apartment.
- Inclusive Communities Grant
 - Successful in obtaining the Inclusive Community Grant for the maximum amount of \$60,000.
 - Wood has been ordered to retrofit picnic tables to make them accessible.
 - Benches have been ordered.
 - Next portion of project will be to create accessible pathways to accessible picnic tables and to install charging stations for electronic mobility devices (ie. Scooters).
- Healthy Communities Initiatives Grant
 - Application for this grant was approved by Council Monday June 14.
 - Project will be accessibility upgrades to walking trail from Spruce Beach to Elliot Lake boardwalk.
 - Grant will fund 100% up to \$250,000
 - Grant submission for intake 2 June 25, 2021.
- Seniors Community Planning Grant
 - Application for this grant was approved by Council Monday June 28.
 - Grant will fund 100% up to \$25,000
 - Project: community group bulletin boards around the community (as noted in the City of Elliot Lake's Community Safety and Well-Being Plan).
 - Got an estimate to put together a budget for application.

- Grant submission deadline was July 15, 2021.
- Departmental Support
 - Ongoing support of departmental operations including
 - Investment inquiries and phone calls to department
 - CIP applications
 - Website updates and uploads

Manager Economic Development

Committees

Recording secretary to Economic Development Standing Committee and resource to multiple committees as required.

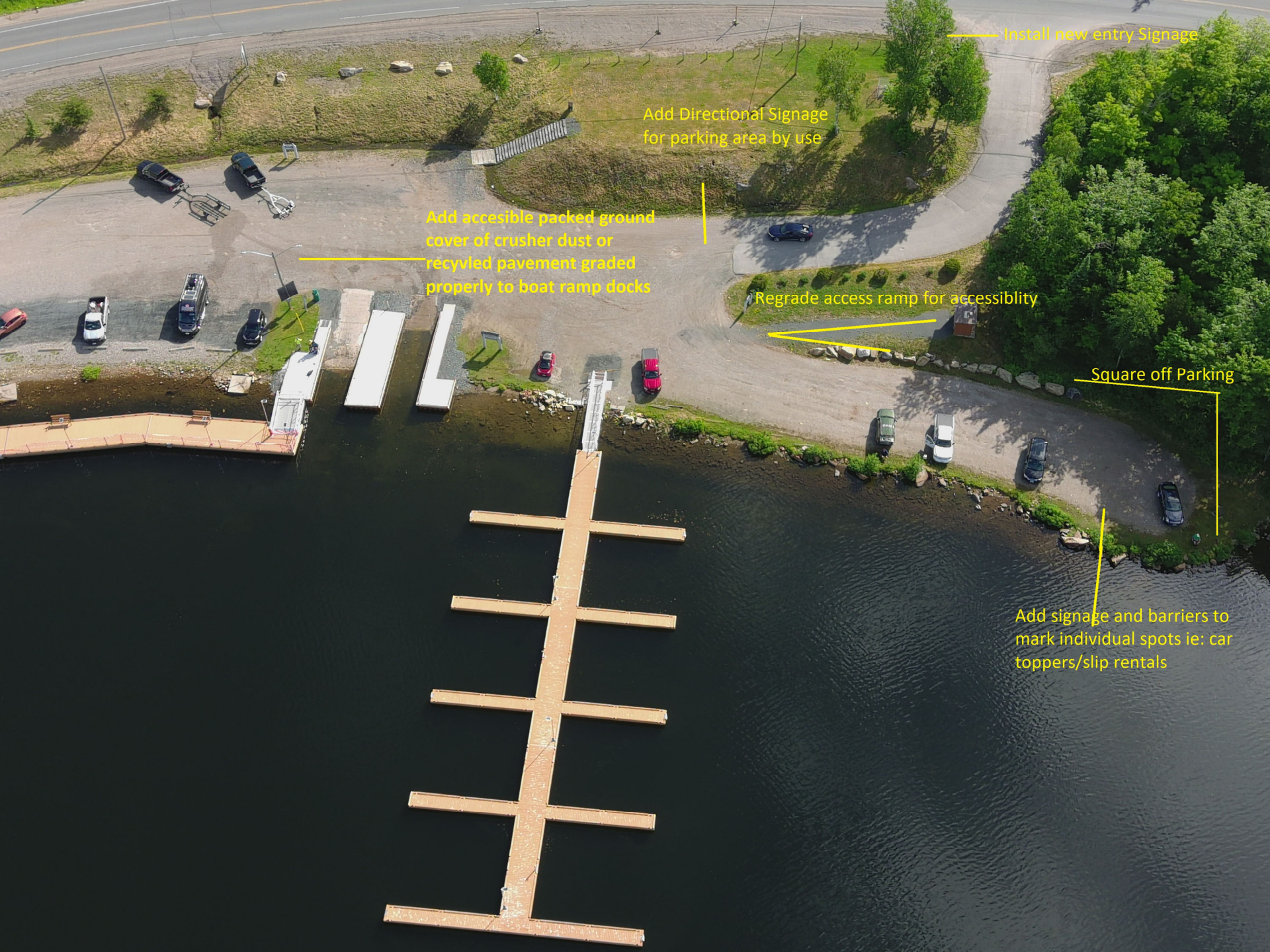
Projects

- **Age Friendly Pandemic Programming**
 - Developed programming to support safety of those most vulnerable in community as a result of the Covid-19 Pandemic
 - Age Friendly Delivers program has delivered over 3400 deliveries as of March 4 and council supported extension until August 31, 2021
 - AFD stats to be reviewed by Council at last meeting in July to ensure end date is still sufficient
 - Wrap up plan will include letter attached with grocery deliver to clients with last date of orders accepted being August 27.
 - Letter also includes recommendations for local options for sourcing food delivery including pre-made food, shopping and delivery services.
 - Letter to go out after ratification of end date by Council at July 26th meeting.
 - Will also advertise end date and options on City website and Facebook page.
 - Age Friendly Checks-in service continues to be offered by ELFHT
- **Fox Drive Servicing Project**
 - Report to Council with recommendations for a plan for industrial/commercial land development was supported unanimously at the April 26 Council meeting.
 - Report included request to continue with Fox Drive Servicing project through reapplications to FedNor and NOHFC, and upon phase 1 funding approvals implement project.
 - To date file has been reviewed as well as obtaining updated cost estimate to sure pricing still relevant post-covid.
 - Applications have been drafted and now that budget estimate is updated they will be by month end
 - Staff continue to work with multiple inquiries about Fox Drive properties
 - LOI submitted to July EDC for potential anchor tenant
- **Industrial Land Development at Airport**
 - At April 26 Council meeting, report was supported by Council requesting direction to complete an RFP for site development plan for future industrial park

- Since then, staff have been researching examples of similar projects and processes utilized
 - RFP has been started in preliminary draft form
 - Prioritized work on Fox Drive project and will be aiming to launch RFP by September
- **Waterfront Development at Elliot Lake Boat Launch**
 - Site was reviewed during outdoor accessibility audit
 - Site reviewed by staff for potential landscaping improvements to finish area development and provide better signage/opportunity to address parking concerns
 - Staff to work with engineer to provide site plan for suggested landscaping improvements including retaining wall, installation and grading of packed ground surface, regrading of access ramp to facilities, potential of expanding width of parking area and marking for maximized parking. Images of draft plan attached to report for reference.
 - Final landscape plan to be presented to Accessibility Advisory Committee prior to implementation
 - Next AAC committee meeting scheduled for September
 - Boat slip rental program developed by staff and approved by Council Jul 12 2021
 - Boat slips to begin renting for season July 27 2021
- **Mississagi Park Commission Project**
 - Still working toward goal to transition operations from COEL agreement to MPC January 1, 2022
 - MPC has amended draft agreement for negotiations, as well as Business Plan and Budget and vision document in preparation for negotiations
 - MPC incorporation documents have been sent to Commission legal representative to complete filing
 - Letter drafted from partner communities heads of Council to Ministry to begin negotiating process
 - MPC awaiting direction to begin negotiation meetings.
- **Investment in Canada's Infrastructure Program (ICIP) – Transit Stream**
 - TPA for funding approved and signed
 - Staff have completed draft RFP for phase 1 of project being the complete transit review including service delivery and route review
 - Staff to review draft RFP with Director of Public Works
 - RFP to be released end of July
 - Anticipation of phase one to begin sept/oct 2021
- **Transit Accessibility- Next Stop Announcement and Tracking**
 - Continue to work with Consultant and Director of PW
 - Install anticipated this month, finally meeting requirement for accessibility on transit
- **Economic Development Intern/Tourism Strategy**
 - Hiring intern has been delayed due to Covid lockdowns
 - Reposted job in June to attract potential new hire
 - Applicant pool limited and impacted by accommodation availability
 - Staff consulting with HR and funder on options for this position

- Start of tourism strategy has been dependent on hiring of additional staff – the intern – to undertake this project as existing staff are not able to meet this demand with existing departmental work load
- **GIS**
 - Approved in 2021 Capital Budget
 - Submitted application to MMAH for funding for GIS Project in May 2021
 - Notified beginning of July that were successful in obtaining maximum funding of \$260,000 for GIS project.
 - Working on RFP for project expected to be released in August.
 - Ongoing monitoring to be separate from initial data collection and system development
- **Former MNR Worksite Sale by RFP**
 - Successful bidder selected, additional information supplied to Council as requested
 - Agreement of Purchase and Sale drafted and expected to be presented at Council by August 2021
 - Staff will continue to work with proponent as development continues, including working on servicing options and site plan control agreements
- **Industrial/Commercial CIP**
 - CIP updated to include Industrial/Commercial incentives for new developments
 - Council approved updates, and a public meeting required as per *Planning Act*
 - Staff working with Clerk to schedule public meeting to be scheduled in August to allow for public input and meet Planning Act requirement
 - Once have public meeting, plan and commentary (if any) are supplied to MMAH for final review and approval
- **Land Sales/Investment Inquiries**
 - Investment/land sale inquiries continue at steady rate
 - 10 land sales have reached Council in the last 18 months with 6 closing, 2 repealed and 2 ongoing
 - Additional 2 sales anticipated July/August
- **Business Licensing**
 - At the Council meeting held October 28, 2019 the following resolution was passed:
 - Res. 389/19 Moved By: C. Patrie Seconded By: L. Cyr
 - That Council approves the request of the Economic Development Advisory Committee for the adoption of a City business licensing program and that this program be sent to staff for review and development.
 - Business Licensing was to be reviewed by staff and is more correlated to the Bylaw department

- In discussion with the Director of Clerks and Planning a plan for Business Registration and corresponding bylaw is anticipated for review at next Bylaw & Planning Committee Meeting
- **Accommodation Tax**
 - At the Council meeting held November 25, 2019 the following resolution was passed:
 - Res. 453/19 Moved by: E. Pearce Seconded by: L.Cyr
 - That the referral from the Economic Development Standing Committee re: Accommodation Tax be referred back to the Economic Development Advisory Committee for further consultation with proponents over a three-month period
 - Additional consultation was not completed for various reasons, with the largest impact being Covid pandemic
 - Currently on hold pending review/recommendation to Council on how to proceed.



Install new entry Signage

Add Directional Signage
for parking area by use

Add accessible packed ground
cover of crusher dust or
recycled pavement graded
properly to boat ramp docks

Regrade access ramp for accessibility

Square off Parking

Add signage and barriers to
mark individual spots ie: car
toppers/slip rentals

Ground cover of crusher dust or recycled pavement that will provide packed accessible grounds throughout area

Retaining wall to frame shoreline and provide area for planting foliage/flowers

Potential expansion with natural rock retaining wall to widen area for more trailer parking

Identified angled parking spots for vehicle/trailer parking

Installation of parking barriers to identify spots and signage to identify accessible parking spots for area

