

Memorandum

Date: July 7, 2020

To: Members of Council

From: Sandra Dolson, Officer, Economic Development and Tourism, Strategic Initiatives

Subject: Bolton Downtown Revitalization Plan - Work Plan

On April 28, 2020 Council adopted Caledon 2020-2030 An Economic Development Strategy for the Town of Caledon (Strategy). There are four priority areas within the Strategy:

Priority I: Support an Entrepreneurial and Small Business Economy

The strategic objective is to:

- Provide entrepreneurs with the tools and resources to succeed in an increasingly integrated regional, provincial and global economy

Priority II: Focus on Business Retention and Growth

The strategic objective is to:

- Work with and for our local businesses to generate new investment and innovation in the Caledon economy

Priority III: Improve Quality of Place

The strategic objective is to:

- Create a network of vibrant, attractive urban/rural communities in our urban core, villages and hamlets that respects Caledon's rural heritage but is responsive to the planned growth of the town

Priority IV: Enhance Investment Readiness

The strategic objective is to:

- Provide the structure and policies to effectively target investment attraction and diversification of the local economy

Each Priority area is made up of recommended actions to accomplish the overall strategic objective.

Within Priority III action 3.7 states: *Develop a Bolton Revitalization Plan focused on the historic core area, incorporating relevant recommendations from current adopted Plans.* The timeframe for initiating this action is categorized as short-term.

Given the importance of the revitalization of historic downtown Bolton, and the COVID-19 pandemic which has exacerbated the need to support small business, staff will be undertaking the development of the Bolton Downtown Revitalization Plan (Plan) immediately. The multi-year Plan will articulate a vision of the Bolton core area and include a series of actions to be undertaken.

An outline of the anticipated timing and work to be completed as follows:

July	<ul style="list-style-type: none"> Retain consultant to research, advise and create Plan
August	<ul style="list-style-type: none"> Develop project work plan, including detailed engagement strategy. Conduct a review of all relevant adopted studies, plans and policies to determine: development/improvement limitations, outstanding actions, works completed to date and jurisdiction. Data to be gathered regarding: <ul style="list-style-type: none"> received or approved development plans, studies and capital projects. Vacancy rate and business mix.
September/October	Using a variety of methods, engage in a thorough consultation with stakeholders to determine a vision and needs assessment to revitalize the core area of Bolton.
November	Draft a multi-year Plan that utilizes the findings from existing policies and studies, consultation and municipal best practices to recommend actions and specific tactics to revitalize the Bolton core area.
December/January	Hold a virtual public information centre to present the draft Plan and allow questions/comments from interested parties and Council.
February	Council Report & Plan

Stakeholder Engagement

Stakeholders to include: residential and commercial property owners, business owners, Business Improvement Area (BIA), Toronto and Region Conservation Authority (TRCA), Region of Peel, relevant Town departments and Council.

Staff and consultant will undertake the following consultation methods to maximize stakeholder input:

- Online survey
- Door to door visit to businesses
- Drop-in centre located in the core area for two to four days with minimum one facilitated session
 - Councillors will be invited to take part in this engagement activity
 - One drop-in centre day may include a walkabout
- Meeting of agency representatives

All engagement will follow strict protocols with regard to social distancing if necessary and may be adjusted to include some virtual meetings.

Financial Implications

The development of the Plan will cost an estimated \$20,000 and will be funded from Strategic Initiative's Economic Development Contracted Services 2020 budget (GL account # 01-03-235-45020-365-62335 Contracted Services).