



Staff Report EDO2021-001

Title of Report: Economic Development Quarterly Report Q2 2021 and Southgate's Tourism Strategy
Department: Economic Development
Council Date: July 7, 2021

Recommendation:

Be it resolved that Council receive Staff Report EDO2021-001 for information; and

That Council approve the Southgate Tourism Strategy to develop signage, banners and stories to promote rural Hamlet history in Southgate as a way to promote our community and its historical identity.

Background:

This report is to update Council on the EDO's activities for the 2nd quarter of 2021 and to report of a Southgate Tourism Strategy to promote our community identity and farmgate sales.

Staff Comments:

New Business Inquiries

- CAP 1.A.3 Report on New Business Inquiries
- CAP 2.A.5 Responding to Industrial & Business Inquiries

The EDO in conjunction with the CAO has been working on several long-term inquiries along with 6 new industrial and 1 new retail/service inquiries.

New inquiries include:

- Global E Bike and Autonix group
- Green Lid
- Float King Trailers
- Self Storage
- Reel Canadian Exports, Cold Presses Canola Oil
- Steel cutting, forming and welding business
- Massage Therapist looking for space in the future medical building

Business Successes – New Industrial, Retail & Business Services

- CAP 1.A.3 Report on New Business Inquiries
- CAP 2.A.3 New Retail & Business Services
- CAP 2.A.3 Supporting Local Businesses

- A new coffee shop, Common Grounds Café, has opened on Main Street in Dundalk.
- Daisy Mart has been purchased by new owners from St Catharines
- Flex ModulR is starting their business in the 5 Keppel Street building to construct prefabricated buildings for residential and commercial use.

Eco Park Land Sales & Availability

- CAP 1.A.3 Report on New Business Inquiries

The following table summarizes land sales and availability in the Eco Park. If all the purchase and sale agreements are closed, only 11 acres will remain to be sold in the Eco Park.

Eco Park Phase I – Recent Land Sales & Availability

Lot No.	Company	Lot Size	Upcoming Offers to Purchase	Purchase & Sale Agreement Approved by Council	Sale Closed	Land Currently Available
1	Canadian Fence & Hardware	2.50			2.50	
2	Waldemar & Diane Litz	2.00			2.00	
3	MKSN Holdings	2.00			2.00	
4	Alana Litz Self Storage Development	2.00			2.00	
5	Petawawa Biofuel LP - RNG	5.02		5.02		
6	Nicola Rago	2.30		2.30		
7	Casa Terre	7.00		7.00		
8	Havana Castle Cigars	5.75		5.75		
9	Flato	22.00		32.00		
10	Green Lid (transfer from Flato)	10.00	10.00			
11	Future development land	5.00				5.00
12	Retained for Future Wastewater Treatment Facility	5.60				5.60
	TOTAL	71.17	10.00	52.07 or 42.07	8.5	10.60

The EDO in conjunction with the CAO, continues to work on closing the real estate transactions.

Business Successes in Rural Areas

- CAP 1.A.3 Report on New Business Inquiries
- CAP 2.B.2 Supporting Additional Sources of Farm Income
- CAP 2.A.3 Supporting Local Businesses

In the second quarter of 2021, there were 8 businesses approved for zoning for secondary industrial uses on farms in Southgate. Many of these businesses are currently going through the site plan agreement and building permit application processes.

The EDO is developing a GIS Map of rural on-farm businesses which have built new shop buildings in rural Southgate. There have been approximately 160 re-zonings for these new businesses over the last 12 years, with most of them in the last 7 years. The EDO is planning to visit the rural (and urban) businesses in the future to gather the GIS mapping data.

New Residential Development

- CAP 2.A.4 Accelerate Residential Construction
- CAP 2.A.3 Supporting Local Businesses
- CAP 2.B.2 Supporting Additional Sources of Farm Income

The EDO along with the CAO is working with the residential developers Flato and White Rose. A new Welcome Package is being developed in conjunction with Grey County Economic Development.

Community Profile

- CAP 2.A.5 Developing a Community Profile
- CAP 2.A.5 Responding to Industrial & Business Inquiries

The EDO developed and maintains a Community Profile on the website for investors to use.

Website Updates

- CAP 1.A.2 Upgrading Electronic Communications
- CAP 2.A.5 Responding to Industrial & Business Inquiries

The EDO and County GIS staff are developing an on-line interactive GIS map of Southgate businesses.

Signage

- CAP 2.A.5 Marketing to Industry & Businesses
- CAP 2.A.3 Supporting Local Businesses

The EDO is currently working on banners and signage to support and market local urban and rural businesses.

Real Estate Listings

- CAP 2.A.5 Responding to Industrial & Business Inquiries

Listings of available vacant land in the Eco Park, the Hanbury Industrial Park and Downtown Dundalk commercial space are updated as needed.

Community Directory

- CAP 2.A.3 Developing a Local Business Directory
- CAP 2.A.5 Responding to Industrial & Business Inquiries

The Made In Grey Business Directory will compliment the new Southgate GIS map Business Directory. The EDO in conjunction with Grey County IT, will create an online inventory of Southgate businesses in a GIS Map application and update the Grey County Business Directory as a result of the urban and rural business visits that are planned.

Southgate Community Farmers' Market

- CAP 2.B.2 Supporting Additional Sources of Farm Income
- CAP 2.A.3 Supporting Local Businesses

The Southgate farmers market will be running on Wednesdays from 4 to 8, starting date to be determined. The EDO will be assisting the market with marketing once the reopening date has been set. The EDO is also working with Grey County Economic Development on County-wide farmers market promotions in 2021.

Seniors' Housing

- CAP 2.C.2 Stimulating the Development of Seniors' Housing

Flato has developed plans for the Southgate Seniors Facility which has gone through the development approval process and is now in the construction phase of the project with 70 apartment units. Flato is advertising the seniors' facility and the EDO is assisting with local marketing.

Tourism Strategy - 2021

- CAP 1.A.2 Upgrading Electronic Communications
- CAP 2.A.3 Supporting Local Businesses

- The EDO is working with Butter Tarts and Buggies to reopen 2022
- The EDO worked with County Economic Development to create a Rediscover Southgate Responsibly webpage for safe reopening:
<https://www.visitgrey.ca/industry/rediscover-southgate-responsibly-our-industry-can-make-difference>
- The EDO is working with County Tourism to promote the new regional map, including Southgate, for tourism and cycling.
- The EDO is working to create banners and signage to promote our Hamlets as a proud part of Southgate. The EDO will be working with the Dundalk Historical Society and other community groups, as well as the local schools to create the Hamlet stories to develop a tourism experience to be complimented by the downtown banners to be displayed Dundalk and Holstein, with location signage and URL codes to launch story sites from mobile devices.

- The EDO is developing a takeout food and picnic experience to promote our local eateries and outdoor spaces for safe reopening.
- The EDO in conjunction with the CAO and Assistant to the CAO have completed the work with South Grey News to publish 10 tourism blogs to promote tourism in Southgate.
- The EDO will utilize Grey County Environics Analytics to create tourism strategies and experiences.

Community Action Plan

- CAP 1.A.7 Early in each new term of Council, the Mayor and Council will implement a process for effectively engaging the public in reviewing the priorities of this Community Action Plan.

Staff report on the CAP results and should engage with the community on our results and progress in 2022 coming out of the COVID pandemic to seek public feedback, alignment of results and what a new 2023 and beyond CAP should consider.

Community Improvement Plan

- CAP 2.A.3 Southgate will work with local business and other business development organizations to identify viable opportunities for new/expanded retail and service business.

A survey and public consultation feedback with businesses will be required to mine this type of information.

Financial Implications:

There is no financial impact as a result of this report.

Communications & Community Action Plan Impact:

This report includes the CAP impacts throughout the report. The document has been presented to communicate the EDO's progress and activity to Council and the public as information in 2021.

Concluding Comments:

That Council receive this report as presented for information and provide feedback for discussion.

Respectfully Submitted,

Dept. Head: *Original Signed By*

Terri Murphy,
Economic Development Officer

CAO Approval: *Original Signed By*

Dave Milliner, CAO

Attachments: None