



**Community Development Advisory Committee Meeting  
Thursday, November 14, 2019 – 10:00 a.m.  
Bud Clayton Memorial Room,  
2069 Battersea Road, Glenburnie, ON**

---

**AGENDA**

Page

1. **Call to Order**
2. **Adoption of the Agenda**
  - a) **That** the agenda for the November 14, 2019 meeting of the Community Development Advisory Committee be adopted.

3. **Disclosure of Pecuniary Interest and General Nature Thereof**

4. **Adoption of Minutes**

- a) Minutes of Meeting held September 12, 2019  
**That** the minutes of the Community Development Advisory Committee meeting held September 12, 2019 be adopted.

5. **Deputations and/or Presentations**

6. **Reports to the Community Development Advisory**

- a) **Community Briefing:** Ella Vanderburgt and Katie Ross, Vanderross Ltd. will brief the Community Development Advisory Committee Regarding the Coworking Takeover Week Challenge [See Reports to the Community Development Advisory Committee, clause b)]

- b) **2019-032  
Community Development Advisory Committee  
Coworking Takeover Week Challenge**

This report is for information only.

- c) **2019-030  
Community Development Advisory Committee  
Heart Lake Photography**

This report is for information only. It is intended to inform the committee

3 - 7

8 - 53

54 - 58

with regard to the impacts of Social Media and solicit discussion and advice with regard to the phenomenon.

59 - 73

- d) **2019-031**  
**Community Development Advisory Committee**  
**Open Farms in Frontenac 2019**

**Be It Resolved That** the County of Frontenac maintain its commitment to Open Farms on an annual basis.

**7. Communications**

**8. Other Business**

**9. Next Meeting**

- a) The meeting schedule for 2020 is as follows:
  - Thursday, February 13 at 10 a.m.
  - Thursday, April 9 at 10 a.m.
  - Thursday, June 11 at 10 a.m.
  - Thursday, August 13 at 10 a.m.
  - Thursday, October 8 at 10 a.m.
  - Thursday, December 10 at 10 a.m.

**10. Adjournment**



# FRONTENAC

## **Minutes of the Community Development Advisory Committee Meeting September 12, 2019**

---

A meeting of the Community Development Advisory Committee was held in the Bud Clayton Memorial Room, County Administrative Office, 2069 Battersea Road, Glenburnie on Thursday, September 12, 2019 at 10:00 AM

**Present:**

Betty Hunter, Chair  
Wilma Kenny, Vice Chair  
Barrie Gilbert  
Mary Kloosterman  
Lisa Henderson  
Councillor Alan Revill, Council Liaison  
Councillor Denis Doyle

**Regrets:**

Gregory Rodgers

**Staff Present:**

Richard Allen, Manager of Economic Development  
Alison Vandervelde, Community Development Officer  
Jannette Amini, Manager of Legislative Services/Clerk  
Brianna Saunders, Administrative Clerk (Recording Secretary)

**1. Call to Order**

The Chair called the meeting to order at 10:03 a.m.

**2. Adoption of the Agenda**

Moved By: Councillor Doyle  
Seconded By: Mr. Gilbert

**That** the agenda for the September 12, 2019 meeting of the Community Development Advisory Committee be adopted.

**Carried**

**3. Disclosure of Pecuniary Interest and General Nature Thereof**

There were none.

**4. Adoption of Minutes**

**a) Minutes of Meeting held July 11, 2019**

Moved By: Councillor Revill

Seconded By: Councillor Doyle

**That** the minutes of the Community Development Advisory Committee meeting held July 11, 2019 be adopted.

**Carried**

**5. Deputations and/or Presentations**

- a) Ms. Teresa Hebb**, President of Renfrew County ATV Club and **Mr. Marc Moeys**, Verona ATV Club addressed the Community Development Advisory Committee regarding the Temporary Access Agreement with Verona ATV Club. A copy of Ms. Hebb's presentation is attached to the record in the Clerk's Office.

[See Reports to the Community Development Advisory Committee, clause a)]

Ms. Kloosterman entered meeting at 10:05 a.m.

Ms. Hebb responded to questions by Committee members, including where trail passes are required, the benefit of users requiring trail passes and how revenues generated from the sale of permits are distributed to various trails clubs and associations.

The Committee was briefed on the previous decisions of past Councils regarding the use of motorized vehicles being permitted on the K&P Trail and that motorized vehicles are only permitted use on the trail north of Verona. Members reiterated support of this decision that the discussion to permit motorized vehicles on the trail further south not be re-opened.

Mr. Moeys noted that although motorized vehicles are not permitted on the trail south of Verona, they are on there. He is looking to provide an opportunity for ATV users to ride the trail north of Verona, have it signed and see the benefits of having a regulated trail.

Members expressed concerns over the survey information being provided in the presentation as it only surveys ATV users who have permits which does not include those without permits, who are generally the users that cause the most complaints. Increased use of Craig Road as an access point could require attention in the future, as there is no space to park or unload there. Currently, users are directed to park and unload at the Verona Trail Head and use Highway 38 to travel north through the village to access the trail at Craig Road.

Mr. Moeys stated that it is expected that the group will seek incorporation as soon as the agreement has been signed.

**6. Reports to the Community Development Advisory**

**a) 2019-096  
Community Development Advisory Committee  
Temporary Access Agreement with Verona ATV Club / OFATV**

Moved By: Councillor Doyle  
Seconded By: Councillor Revill

**Be It Resolved That** the Council of the County of Frontenac authorize the Warden and Clerk to enter into a temporary agreement with the Verona ATV Club allow motorized vehicles to access the K& P Trail from Craig Road to Sharbot Lake for 2019 and 2020.

**And Further That** County staff report back on the status of the partnership with the Verona ATV Club/OFATV prior to any future renewal.

**Carried**

Mr. Allen confirmed that this agreement is not allowing anything that is not already in place as ATV's are already permitted on this portion of the Trail. Creating this agreement provides the County a forum to structure the partnership and engage in management activities. It provides staff a forum to contact and have a conversation with the club and allow the County to access the clubs insurance, leveling fund, and volunteer base to help grow County activities. Mr. Moeys confirmed he will be having discussions with the snowmobile clubs.

**b) 2019-093  
Community Development Advisory Committee  
Development of a Frontenac Arts Strategy**

Moved By: Councillor Doyle  
Seconded By: Mr. Gilbert

**Be It Resolved That** the County of Frontenac pursue the development of an arts strategy in 2021;

**And Further That** the foundational work to recruit project partners, attract project funding and improve operational capacity be undertaken in 2020 to achieve this end.

**Carried**

In response to questions regarding the anticipated cost of a full strategy, Mr. Allen indicated the cost of past studies done by the County such as the Natural Heritage Study at \$80,000 plus consultation, and the Accommodation Study at \$50,000. Over 2020, staff will seek out funding partners and then have a more concrete numbers to prepare a budget ask in 2021, It is anticipated developing a Frontenac Arts Strategy will likely be between \$50,000 and \$85,000. He is looking to the Committee to confirm that there is support around the table to support the arts prior to him doing the background and research work.

Although not concrete numbers, Ms. Vandervelde suspects approximately 10% of Frontenac Ambassadors are involved in the arts.

**c) 2019-094  
Community Development Advisory Committee  
Confirmation of alignment of the Community Development Advisory  
Committee Terms of Reference/Mandate and Frontenac County  
Council's 2019-2022 Strategic Plan**

Moved By: Ms. Kloosterman  
Seconded By: Ms. Kenny

**Be It Resolved** That the Community Development Advisory Committee confirms the Terms of Reference as presented in Appendix A to this report.

**Carried**

Mr. Gilbert expressed concerns regarding the term sustainability, and in specific the environmental lens is missing from this Committee's mandate and it was questioned how we measure our footprint on the environment. The mandate as currently worded is very broad and in some respects lacks vision. Mr. Gilbert will bring forward a motion to the next meeting regarding the inclusion of some form of environmental lens.

**d) 2019-095  
Community Development Advisory Committee  
Royal Winter Fair's Spotlight on Local**

Moved By: Ms. Kenny  
Seconded By: Councillor Revill

**Be it Resolved That** the Council of the County of Frontenac authorize staff to enter into a contract with The Royal Winter Fair to participate in the 2019 Spotlight on Local feature.

**And Further That** up to \$5,000 from the Community Development Reserve be allocated to offset the costs associated with participating in the Royal Winter Fair's Spotlight on Local.

**And Further That** staff report back to the Community Development Advisory Committee on the outcomes of event participation

**Carried**

In terms of total cost, Mr. Allen indicated that staff will be using Economic Development conference budget already approved. This is being done by not attending other conferences that were planned when developing the 2019 budget. He suspects the animation and design of the space will have some cost however there is some room in the ambassador budget remaining that can be used. He noted that RTO 9 has set aside \$10,000 for their space which is twice as large as ours so he suspects \$5,000 should cover it. Anything not spent will remain in the reserve.

**e) 2019-097  
Community Development Advisory Committee  
Wolfe Island Farm to Table Tour**

This report is for information only. It is intended to solicit advice from the Committee on the Wolfe Island Farm to Table Tour.

**7. Communications**

- a)** From **Mr. Ron Higgins**, Mayor of North Frontenac, to Betty Hunter, Chair of the CDAC, Regarding the Redistribution of Funds and the Impact on North Frontenac Activities.

**8. Other Business**

Betty Hunter, Chair – Small Business event through the CFDC with dates and locations to be confirmed.

**9. Next Meeting**

The next regular meeting of the Community Development Advisory Committee is scheduled for 10:00 a.m. Thursday, November 14, 2019 at the County Administrative Offices.

**10. Adjournment**

Moved By: Councillor Doyle  
Seconded By: Mr. Gilbert

That the meeting hereby adjourn at 12:06 p.m.

**Carried**



**Report 2019-032**

**Committee Information Report**

**To:** Chair and Members of the Community Development Advisory Committee

**From:** Richard Allen, Manager of Economic Development

**Date of meeting:** November 14, 2019

**Re:** **Community Development Advisory Committee – Coworking Takeover Week Challenge**

---

**Recommendation**

This report is for information only.

**Background**

Earlier this year, Frontenac County partnered with Rural On Purpose and Vanderross Ltd, local business consultants, to undertake a national challenge event "Coworking Takeover Week" from May 6-10, 2019, hosting in six communities across Canada.

The goal of the challenge was two-fold:

1. Encourage local business owners to open up their space for the challenge week as "Coworking Vendors," and
2. Recruit freelancers, home-based workers, consultants, or anyone who wants to be connected in an entrepreneurial ecosystem to make use of the above spaces during the challenge week.

**Discussion**

The challenge is meant to be a test of desirability - for the community and for people thinking about getting into the coworking space. This event was small, innovative, community led, and lean with a different approach to attract the new workforce needs, in a sustainable/profitable model for local businesses to leverage. Participating freelancers benefit from options, participating businesses benefit from an additional income stream,

and the community benefits from the innovation (potential employment, business growth, lead generation, millennial attraction, and new community profile offering.)

Attached to this report are survey results and supporting information describing the Coworking Takeover Challenge. Results of the Coworking Takeover Challenge 2019 are shared by Rural On Purpose at [this blog post](#). Vandeross Ltd will brief the committee on the challenges, benefits and lessons learned from the project at Community Development Advisory Committee meeting scheduled for November 14, 2019.

### **Strategic Priorities**

At its meeting on June 19, 2019, County Council approved [Frontenac County Strategic Plan 2019-2022](#). This project is aligned with the intent of the priority listed below.

**Priority 1.2: Refine and invest in efforts to accelerate economic development — to grow businesses, attract more visits and expand the tax base.**

The goals of the Coworking Takeover Challenge align with County efforts to grow businesses by providing new business streams and to attract or discover new work-from-home businesses that are moving to Frontenac County or who are considering it.

### **Financial Implications**

There are no financial implications associated with this report.

### **Organizations, Departments and Individuals Consulted and/or Affected**

Township of Frontenac Islands  
Frontenac Ambassadors  
Vandeross Ltd.  
Rural On Purpose



**County of Frontenac**

2069 Battersea Rd.  
Glenburnie, ON K0H 1S0

T: 613.548.9400

F: 613.548.8460

frontenaccounty.ca

**For Immediate Release: April 17, 2019**

---

**Coworking Takeover Week explores a new way to work in Frontenac County**

**Frontenac County business community connects with freelancers and home-based workers**

**GLENBURNIE** – Freelancers, entrepreneurs and home-based workers in and around Frontenac County will be taking over the town during Coworking Takeover Week, a special event designed to test the interest of Coworking in rural communities and bring attention to the growing group of independent professionals in the local workforce.

Local businesses will be creating temporary workspaces for people to use during the Coworking Takeover Week, providing opportunities for home-based workers to meet, collaborate and work alongside other freelancers and remote workers.

The Coworking Takeover Week is a Rural On Purpose Challenge Event that runs from May 6-10, 2019 initiated by Vandeross in partnership with the County of Frontenac.

"With this challenge, existing businesses have an opportunity to explore coworking 'add-ons' that can potentially increase their bottom line, while at the same time build a support system around freelance workers that will make the County of Frontenac very attractive to independent professionals looking for a place to live," says Mary Doyle, Cofounder and Program Developer for Rural on Purpose.

Business owners, home-based workers and community members can get involved and participate by going to [www.coworkinfrontenac.com](http://www.coworkinfrontenac.com) to find out more.

"Through the Rural on Purpose initiative Vandeross and the County of Frontenac partnered to create Cowork in Frontenac a pilot to identify the need for coworking within the four municipalities. Our goal is to bring together existing business with those working in isolation and providing access to resources such as reliable internet services, networking opportunities and business support," says Ella Vanderburgt, Cofounder at Vandeross.

The majority of our workforce is predicted to be freelance within a decade. Seventy-four percent of millennials are currently freelancing. Coworking is a trend that is driven by millennials in the workforce. Global Coworking spaces are projected to grow from 14,411 in 2017 to just over 30,000 in 2022.

"More and more we find that people are working from their homes, so it has become important to let remote workers and entrepreneurs know they have places to connect in our communities. The Coworking Takeover Challenge is a great way to start thinking about how we can be freelance friendly," said Richard Allen, Manager of Economic Development at the County of Frontenac.

**About Rural on Purpose pilots**

Rural communities are dealing with certain challenges that are systemically global, like youth retention and attraction, aging workforce, declining populations and the changing nature of work. A new way



forward is needed that relies on the collective insight and intelligence of our communities. The Rural on Purpose pilots are collaboration projects with rural communities worldwide designed to test concepts and serve as a resource for future-focused program development. To learn more go to [www.ruralonpurpose.com](http://www.ruralonpurpose.com).

**About Vandeross**

Vandeross aims to inspire and nurture business communities by providing high impact mentoring and training programs that fuel entrepreneurial success. They support the development and growth of startups and existing businesses and facilitate collaboration throughout entrepreneurial communities. To learn more visit [www.vandeross.com](http://www.vandeross.com).

**About Frontenac County**

Frontenac is a region of nearly 4,000 square kilometers surrounding the City of Kingston and includes the townships of North Frontenac, Central Frontenac, South Frontenac and Frontenac Islands. Residents enjoy incredible quality of life in one of the most naturally beautiful parts of Ontario. Businesses here benefit from strategic access to major urban centres. To learn more visit [www.frontenaccounty.ca](http://www.frontenaccounty.ca).

-30-

**For more information contact**

Ella Vanderburgt, Co-Founder, Vandeross  
Tel: 613-777-2200 [ella@vandeross.com](mailto:ella@vandeross.com)

Marco Smits, Communications Officer, County of Frontenac - Corporate Services  
Tel: 613-548-9400 ext. 305 [msmits@frontenaccounty.ca](mailto:msmits@frontenaccounty.ca)



# COWORKING TAKEOVER CHALLENGE

**30 DAYS  
36 COMMUNITIES  
APRIL 15, 2019**

[www.ruralonpurpose.com/challenge](http://www.ruralonpurpose.com/challenge)



## COWORKING TAKEOVER WEEK

36 communities will see their downtowns turned into FREELANCE FRIENDLY centres with workspaces, services and mentorship for freelancers, remote workers and home-based entrepreneurs during the week of MAY 6-10, 2019.

## DOWNTOWN BUSINESSES EARN EXTRA INCOME

Downtown businesses will be invited to participate and provide an option for visiting coworkers. Benefit? Free marketing opportunity as well as the ability to test out a potential new income source.



## HOME-BASED WORKERS COMMUNITY and COLLABORATION

Home-based workers get a chance to leave their home offices and work in a variety of creatively designed spaces with supports and networking opportunities during the Takeover Week (as well as provide valuable feedback for future development).



## COMMUNITY RESIDENT ATTRACTION

The towns themselves get an opportunity to showcase their communities in a unique marketing event that positions them to attract independent professionals to live, play and WORK in their towns!



## COMMUNITY LEADER COLLABORATION

Community groups, organizations, clubs, businesses, residents all get an opportunity to become involved in any way that fits with their capacity and interest. The Coworking Takeover Challenge is an inclusive event that encourages support and volunteers from the entire community.



## GLOBAL NETWORK RURAL COMMUNITIES

36 communities from different regions and countries will be planning, sharing and running the Coworking Takeover Week simultaneously. This is an opportunity to network and share best practices (as well as engage in some friendly competition).



## INCLUDED IN REGISTRATION EVERYTHING YOU NEED!

- Coworking Takeover Challenge ToolKit
- LIVE Coaching and Support
- Video Missions from Rural on Purpose
- BONUS:
  - Dedicated Website during the Challenge,
  - Branded Creatives to level-up your marketing



## JOIN THE CHALLENGE TODAY

It combines the right industry KNOWLEDGE...

With the plan, resources and system you need to IMPLEMENT...

And the support you need from your RURAL ON PURPOSE Coach...



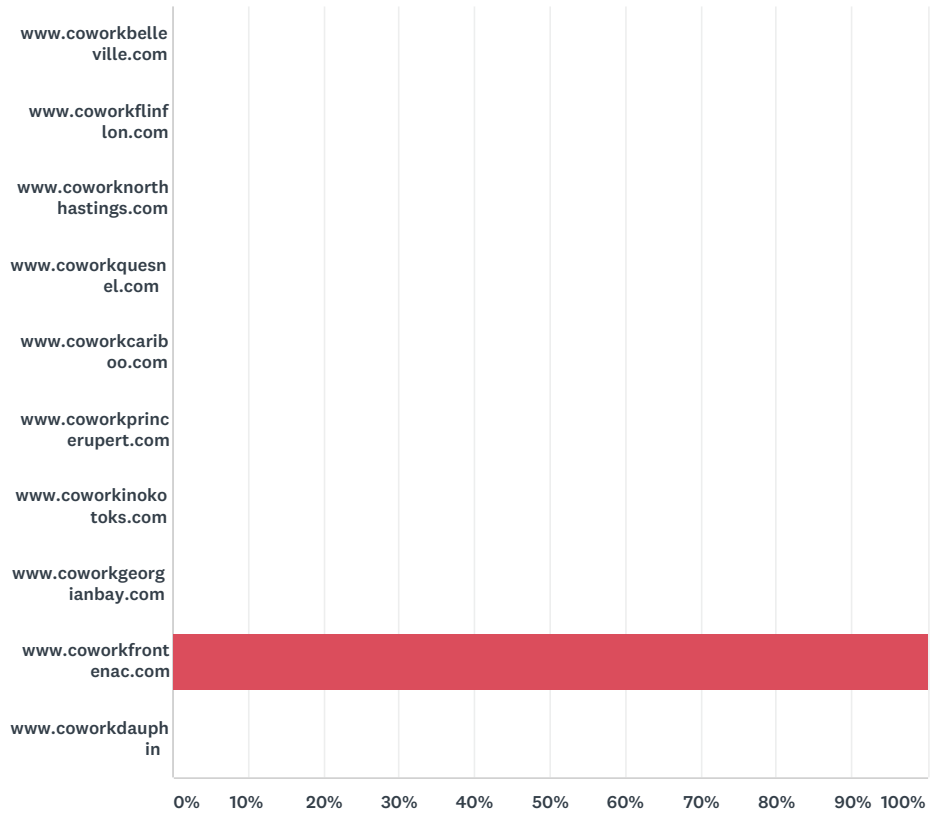
Apply Today: [www.ruralonpurpose.com/challenge](http://www.ruralonpurpose.com/challenge)



Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q1 From which challenge website are you completing this survey?**

Answered: 10 Skipped: 0

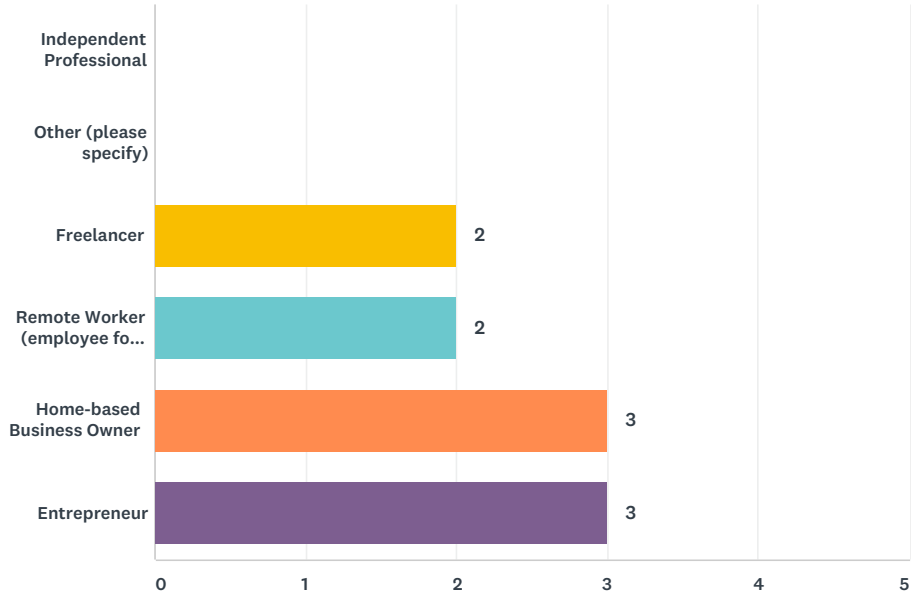


ANSWER CHOICES	RESPONSES
www.coworkbelleville.com	0.00% 0
www.coworkflinlon.com	0.00% 0
www.coworknorthhastings.com	0.00% 0
www.coworkquesnel.com	0.00% 0
www.coworkcariboo.com	0.00% 0
www.coworkprincerupert.com	0.00% 0
www.coworkinokotoks.com	0.00% 0
www.coworkgeorgianbay.com	0.00% 0
www.coworkfrontenac.com	100.00% 10
www.coworkdauphin	0.00% 0
<b>TOTAL</b>	<b>10</b>

Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q2 How would you describe yourself?**

Answered: 10 Skipped: 0

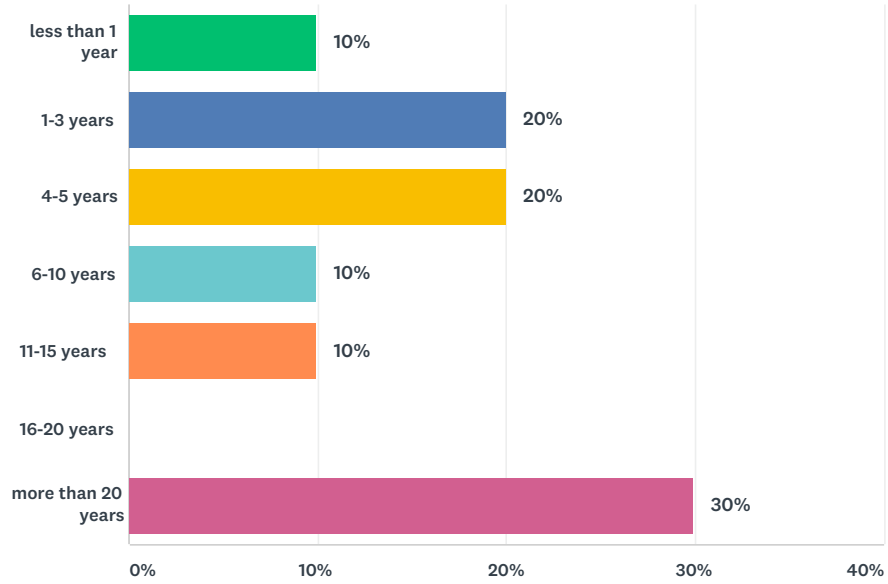


#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q3 How long have you been working in the above-mentioned role?**

Answered: 10 Skipped: 0

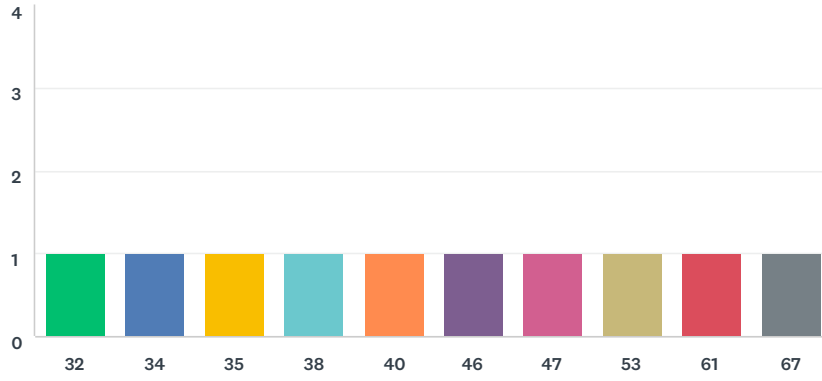


ANSWER CHOICES	RESPONSES	
less than 1 year	10%	1
1-3 years	20%	2
4-5 years	20%	2
6-10 years	10%	1
11-15 years	10%	1
16-20 years	0%	0
more than 20 years	30%	3
<b>TOTAL</b>		<b>10</b>

Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q4 What's your age?**

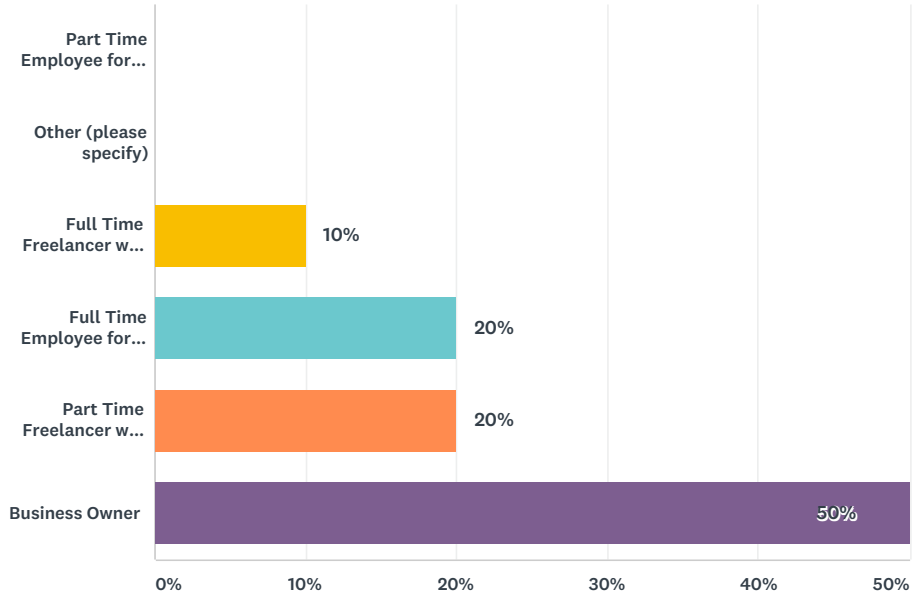
Answered: 10 Skipped: 0



Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q5 Which best describes your work?**

Answered: 10 Skipped: 0



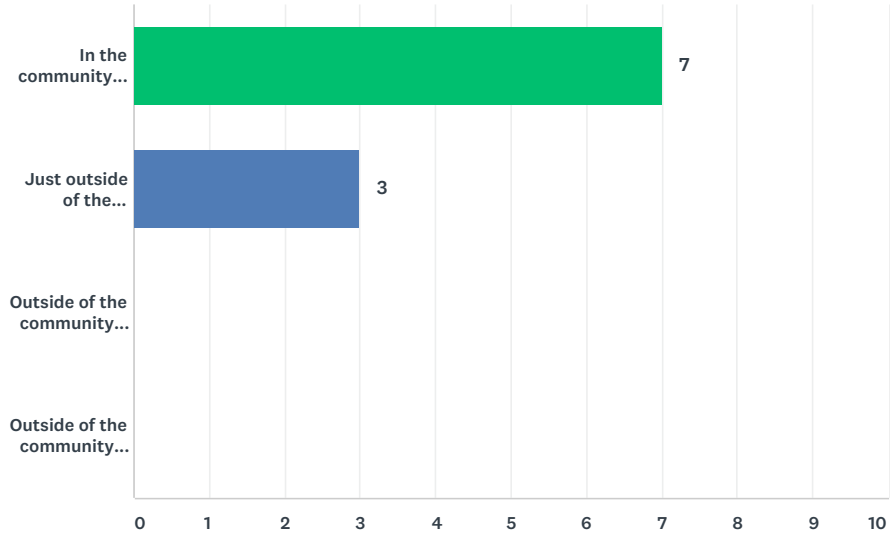
ANSWER CHOICES	RESPONSES
Part Time Employee for someone else	0% 0
Other (please specify)	0% 0
Full Time Freelancer with contract work	10% 1
Full Time Employee for someone else	20% 2
Part Time Freelancer with contract work	20% 2
Business Owner	50% 5
Total Respondents: 10	

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q6 Where do you live?**

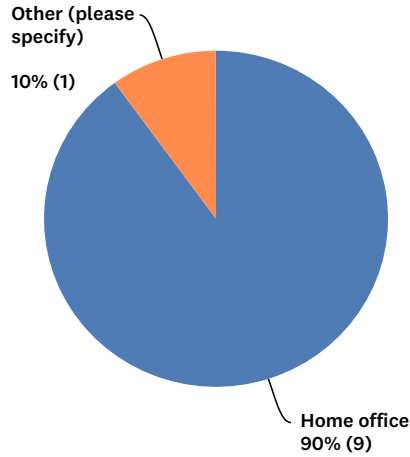
Answered: 10 Skipped: 0



Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q7 Where do you currently work most often?**

Answered: 10 Skipped: 0

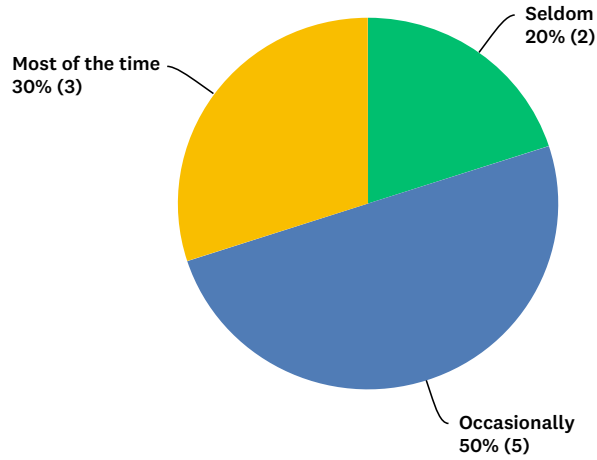


#	OTHER (PLEASE SPECIFY)	DATE
1	Most of the above	4/26/2019 7:32 AM

Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q8 How often does working remotely result in feelings of loneliness and isolation?**

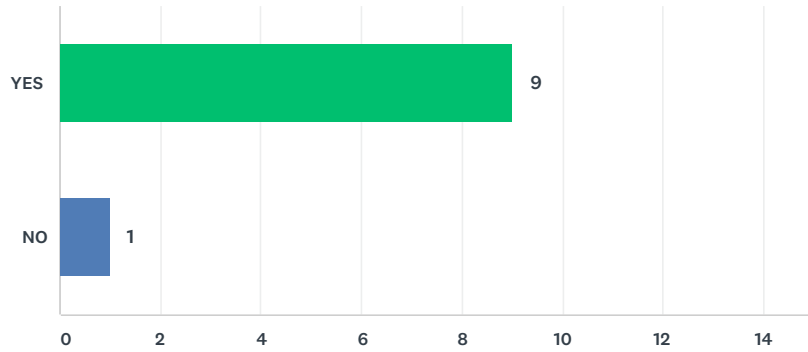
Answered: 10 Skipped: 0



Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q9 Are you familiar with the concept of coworking?"membership-based workspaces where diverse groups of freelancers, remote workers, and other independent professionals work together in a shared, communal setting"**

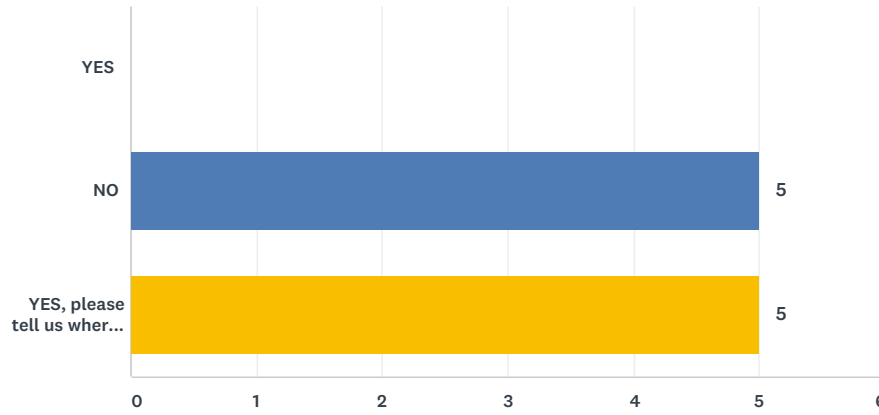
Answered: 10 Skipped: 0



Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q10 Have you ever worked at a coworking facility?**

Answered: 10 Skipped: 0

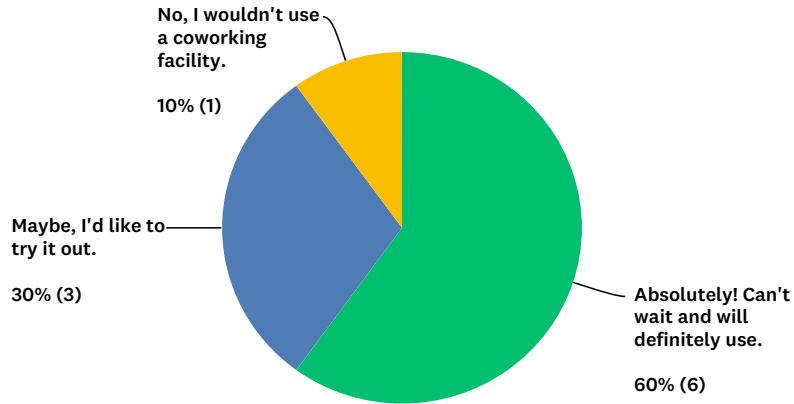


#	YES, PLEASE TELL US WHERE (NAME AND LOCATION)	DATE
1	Make works, Toronto	5/10/2019 10:28 AM
2	The Sanctuary in Kingston	4/29/2019 10:06 PM
3	J	4/26/2019 6:39 PM
4	many, in Frontenac and other cities	4/26/2019 2:08 PM
5	InnovationXL	4/26/2019 7:32 AM

Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q11 Would you use a coworking facility in your community?**

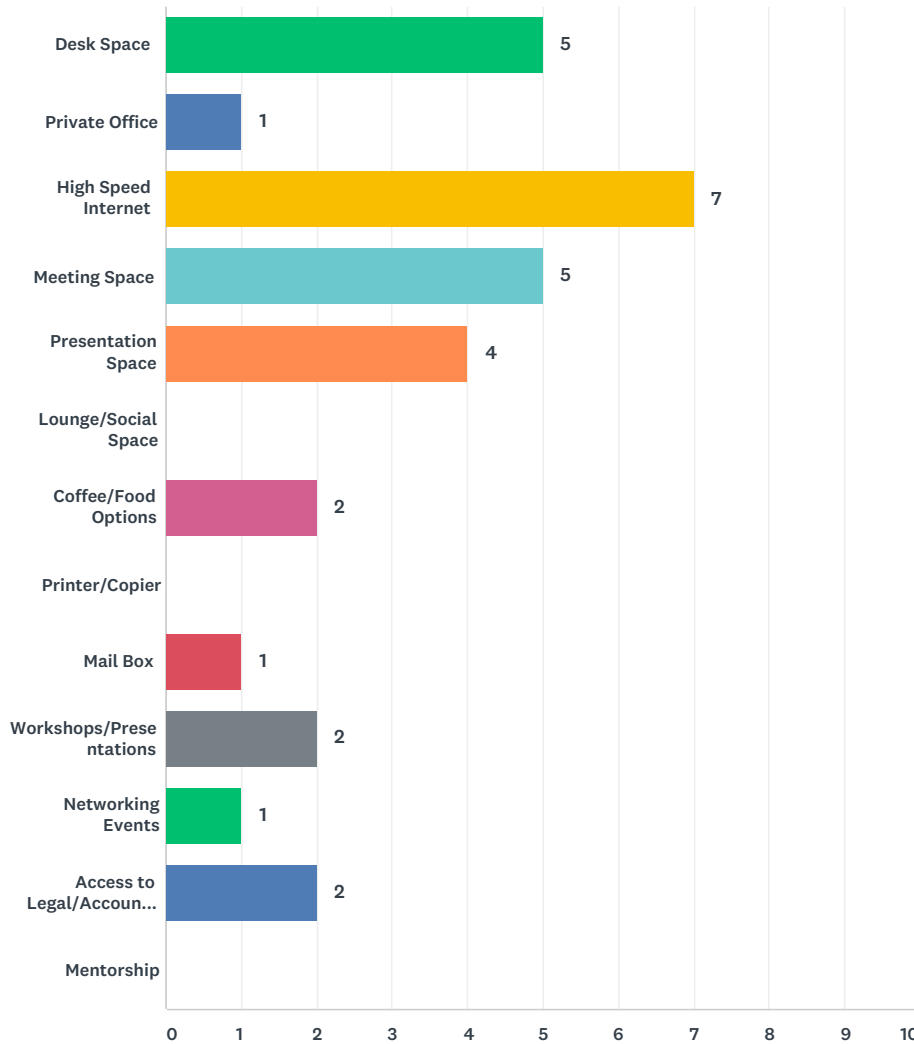
Answered: 10 Skipped: 0



Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q12 What services are you most interested in seeing at a coworking facility? Pick 3.**

Answered: 10 Skipped: 0

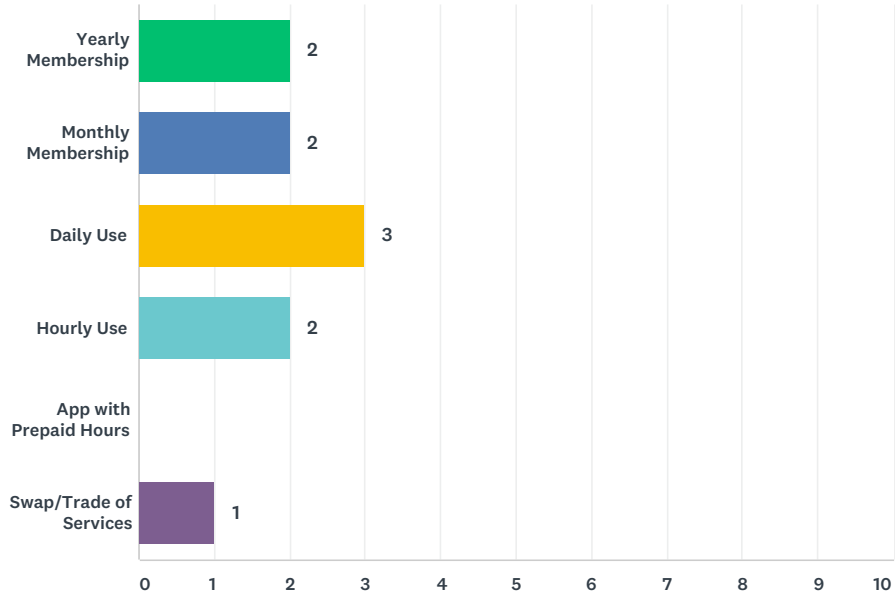


#	OTHER (PLEASE SPECIFY)	DATE
1	food options/workshops/presentations/networking/meeting room/social space	5/10/2019 10:29 AM
2	Computer Monitors to hook up to laptop	4/24/2019 10:48 PM

Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q13 What would be your preferred way of paying for coworking services?**

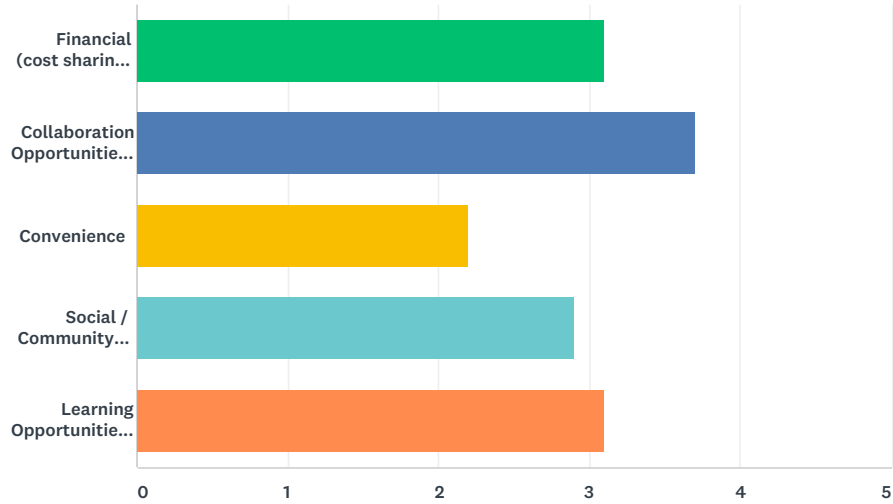
Answered: 10 Skipped: 0



Coworking Takeover Week: Freelancer/Remote Worker Survey

Q14 Reasons for coworking. Please rank in order of importance to you. (1 = most important, 5 = least important)

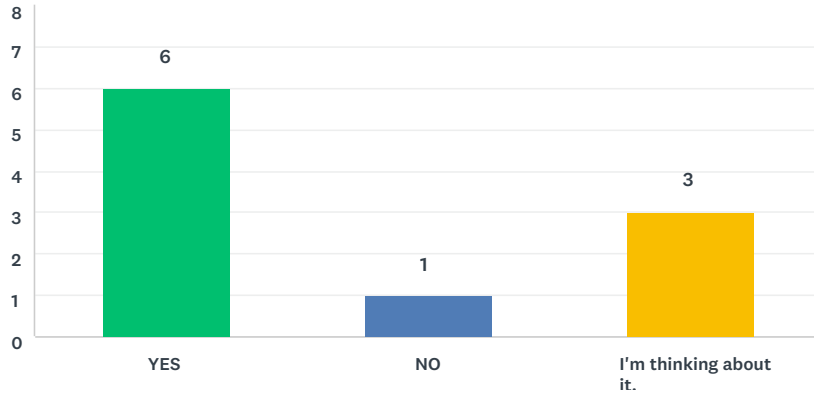
Answered: 10 Skipped: 0



Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q15 I'm going to try coworking in this community during Coworking Takeover Week...**

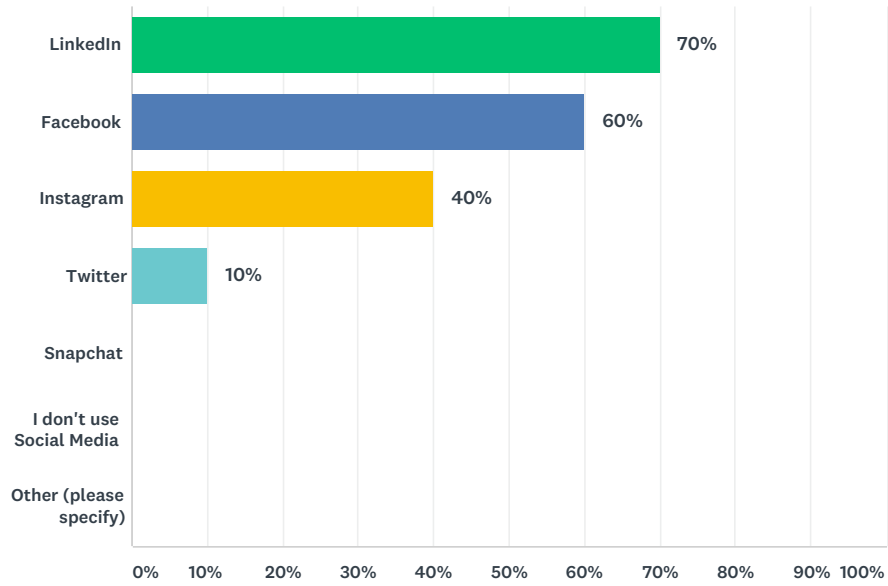
Answered: 10 Skipped: 0



Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q16 What Social Media Platforms do you use the most?**

Answered: 10 Skipped: 0

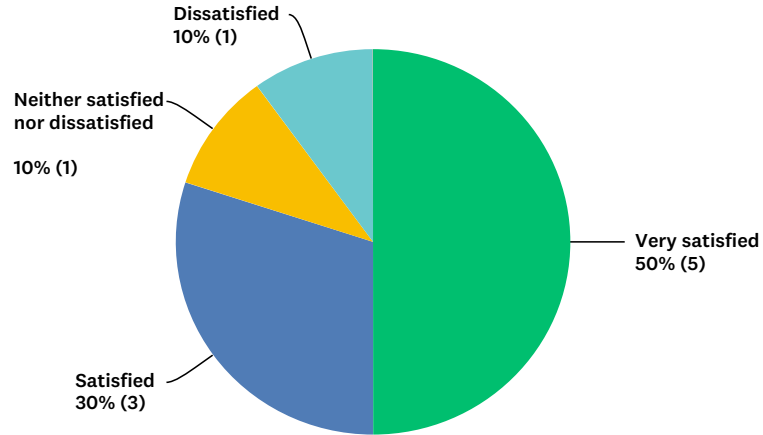


#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Coworking Takeover Week: Freelancer/Remote Worker Survey

**Q17 Overall, how satisfied are you as a remote worker or freelancer?**

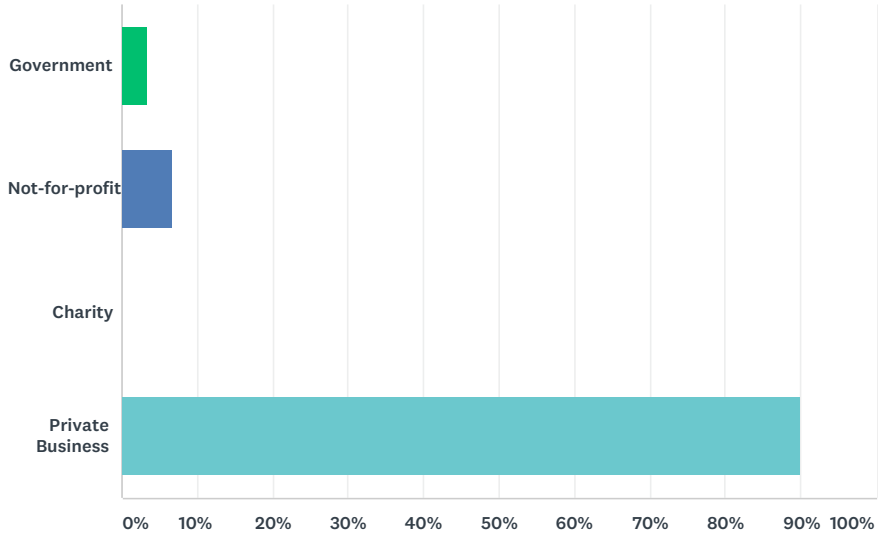
Answered: 10 Skipped: 0



CWT Vendor Survey

**Q2 What kind of Vendor are you?**

Answered: 30 Skipped: 6

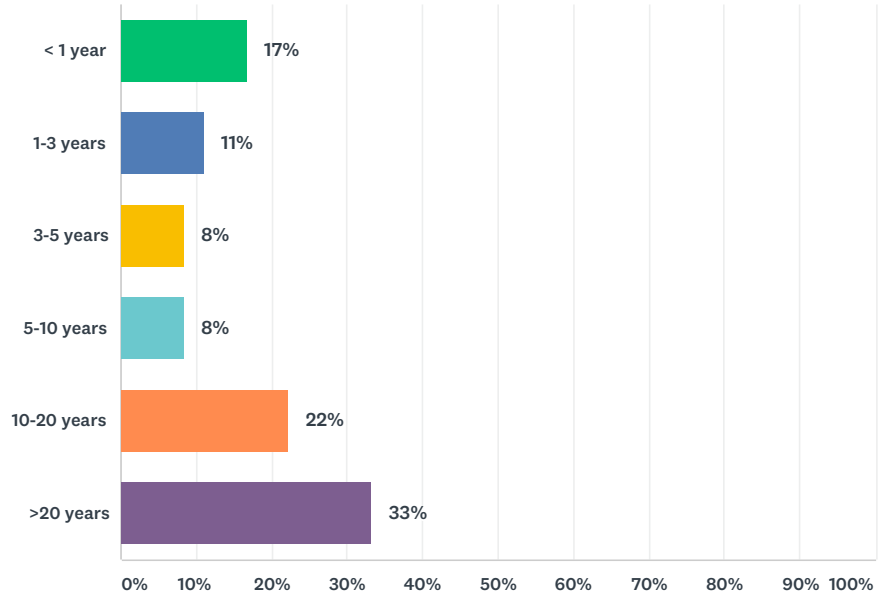


ANSWER CHOICES	RESPONSES	
Government	3.33%	1
Not-for-profit	6.67%	2
Charity	0.00%	0
Private Business	90.00%	27
TOTAL		30

CWT Vendor Survey

**Q3 How long have you been operating?**

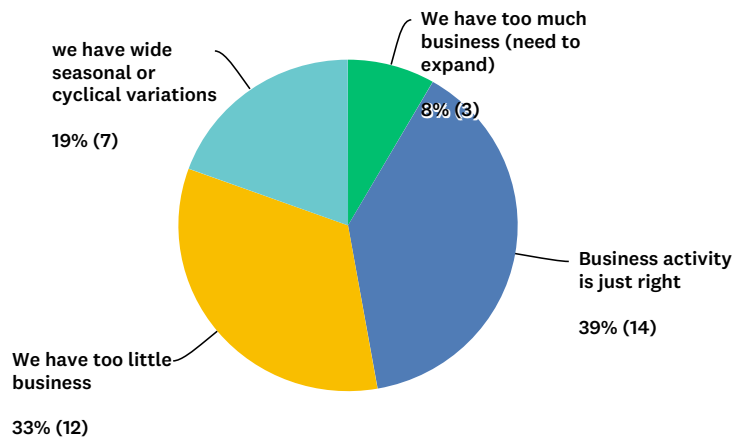
Answered: 36 Skipped: 0



CWT Vendor Survey

**Q4 Which of the following best describes your company's business activity**

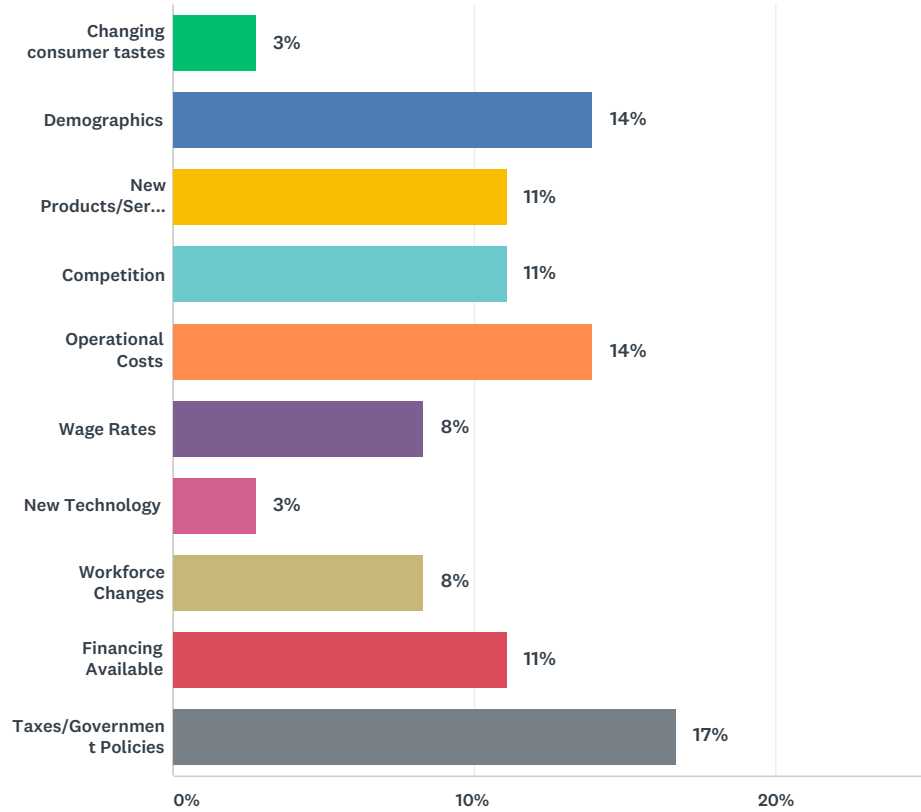
Answered: 36 Skipped: 0



CWT Vendor Survey

Q5 From the list below please check the top factor most likely to have a major impact on your business/organization in the next 3 years.

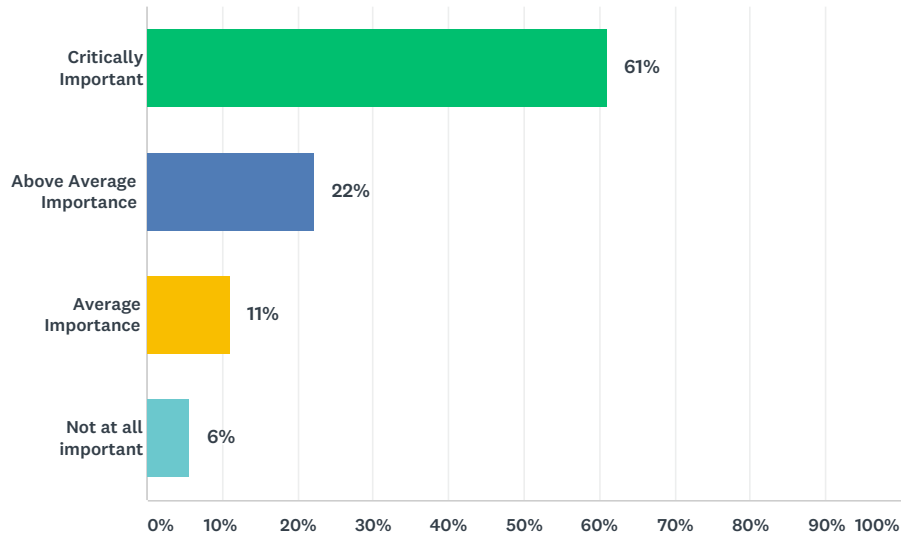
Answered: 36 Skipped: 0



CWT Vendor Survey

**Q6 How important is reliable High Speed Internet to the running of your business/organization?**

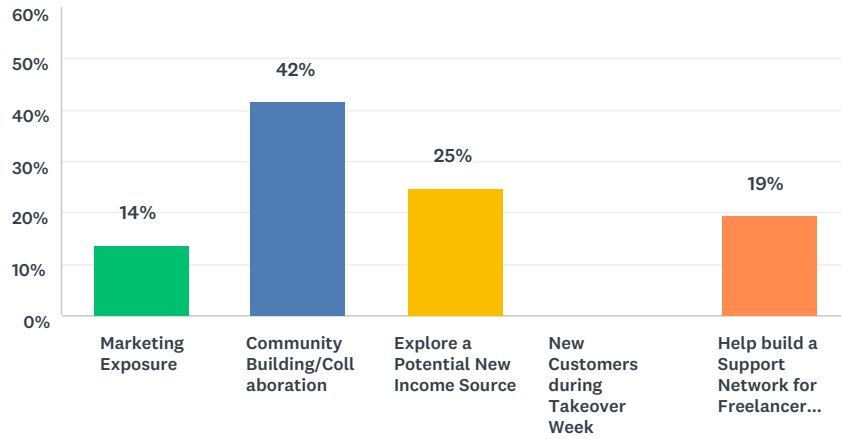
Answered: 36 Skipped: 0



CWT Vendor Survey

**Q7 What is your main reason for participating in the Coworking Takeover Week? Please Check One.**

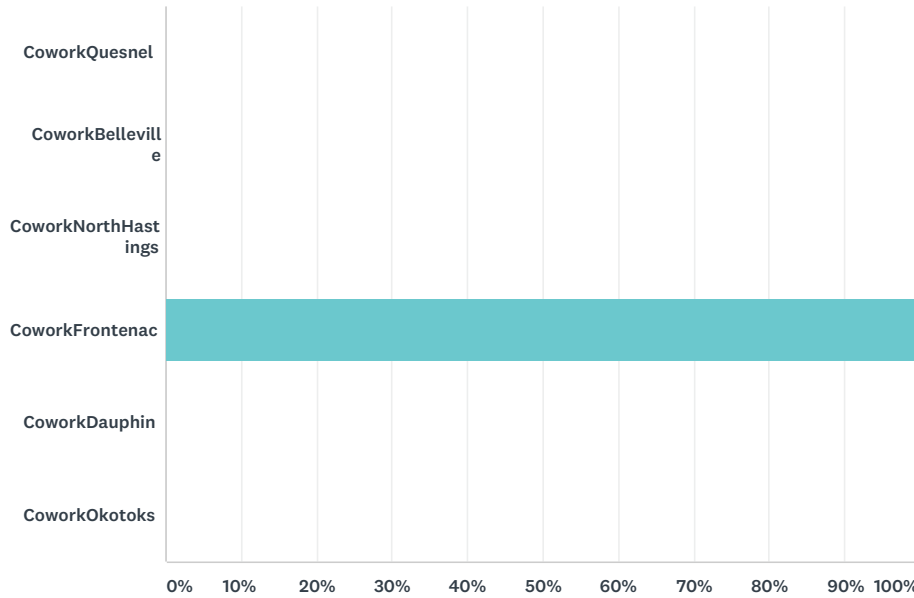
Answered: 36 Skipped: 0



CWT Vendor Survey

**Q1 Please select your participating community.**

Answered: 3 Skipped: 0

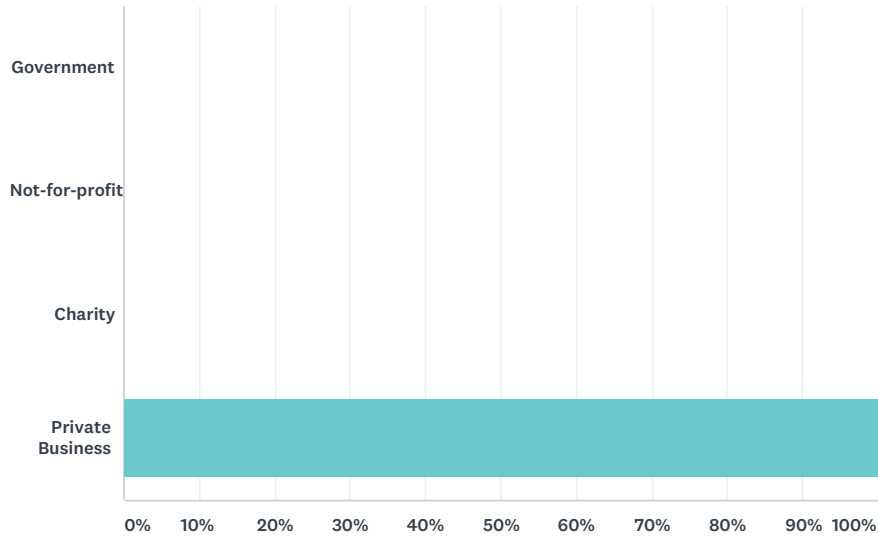


ANSWER CHOICES	RESPONSES
CoworkQuesnel	0.00% 0
CoworkBelleville	0.00% 0
CoworkNorthHastings	0.00% 0
CoworkFrontenac	100.00% 3
CoworkDauphin	0.00% 0
CoworkOkotoks	0.00% 0
<b>TOTAL</b>	<b>3</b>

CWT Vendor Survey

**Q2 What kind of Vendor are you?**

Answered: 3 Skipped: 0

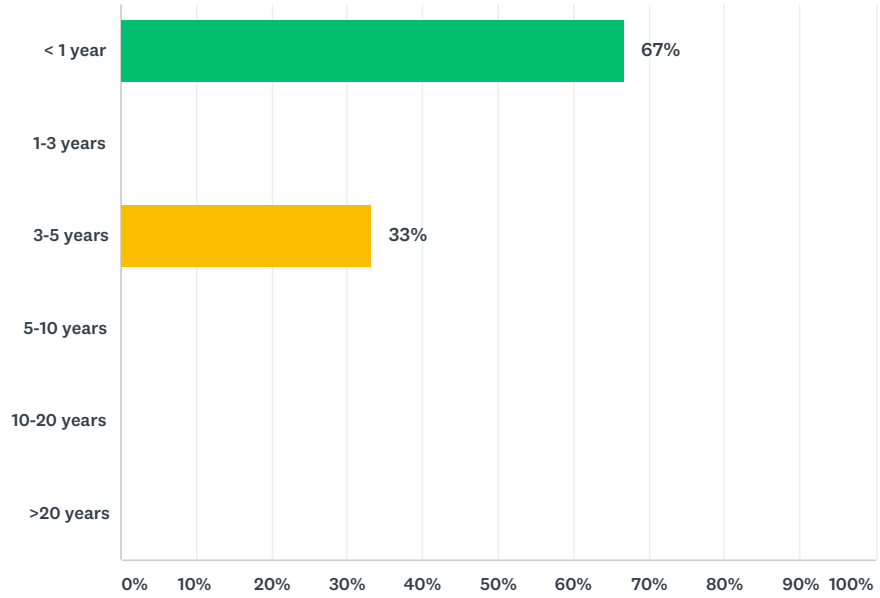


ANSWER CHOICES	RESPONSES	
Government	0.00%	0
Not-for-profit	0.00%	0
Charity	0.00%	0
Private Business	100.00%	3
<b>TOTAL</b>		<b>3</b>

CWT Vendor Survey

**Q3 How long have you been operating?**

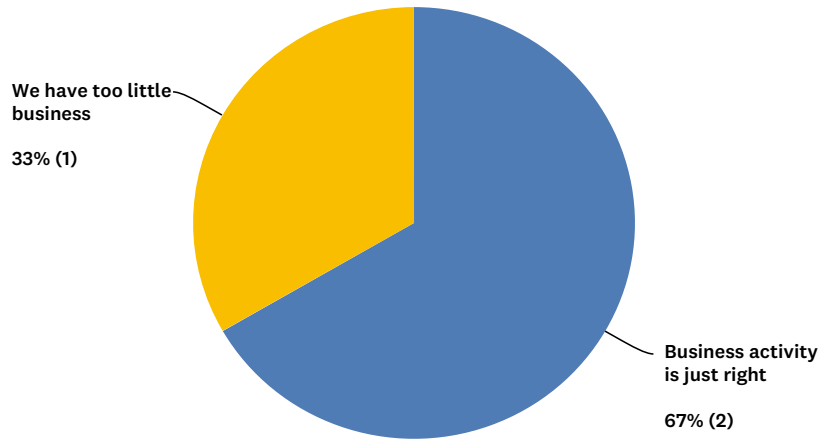
Answered: 3 Skipped: 0



CWT Vendor Survey

**Q4 Which of the following best describes your company's business activity**

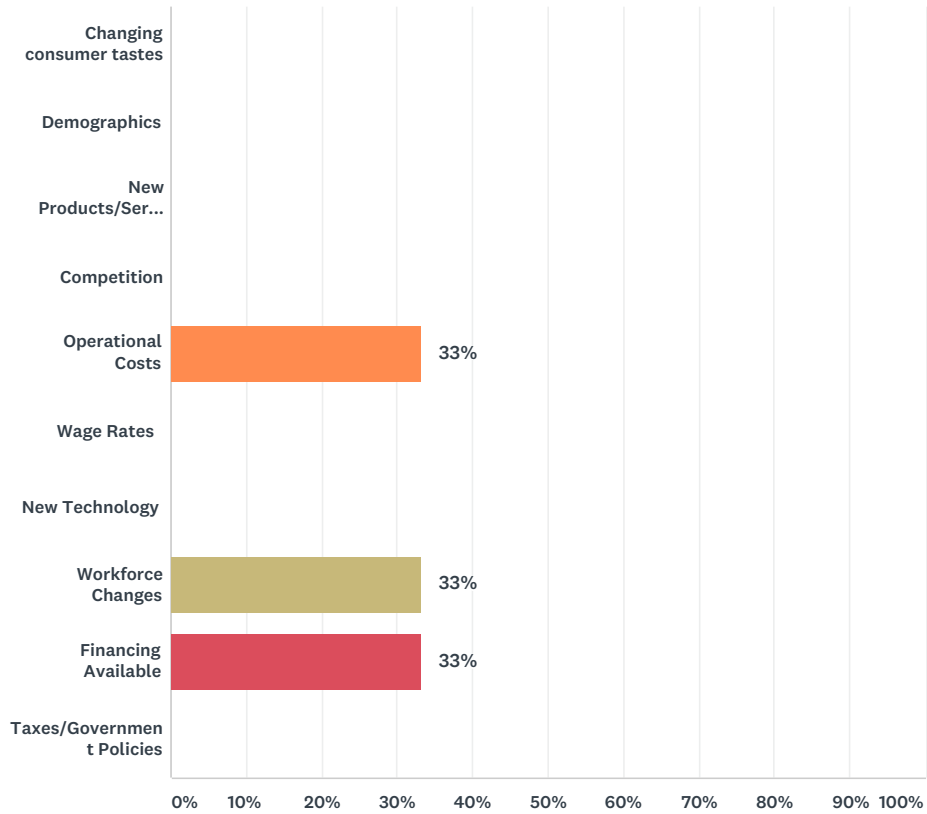
Answered: 3 Skipped: 0



CWT Vendor Survey

Q5 From the list below please check the top factor most likely to have a major impact on your business/organization in the next 3 years.

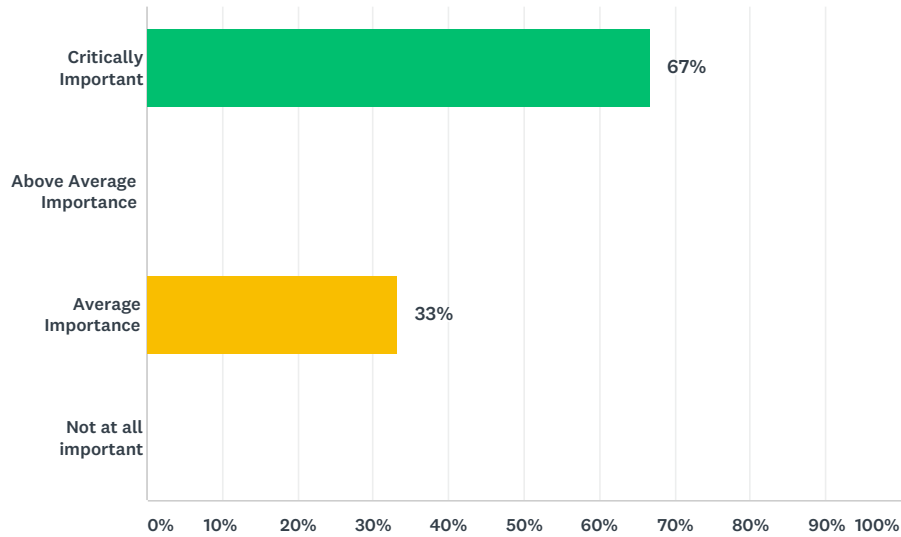
Answered: 3 Skipped: 0



CWT Vendor Survey

**Q6 How important is reliable High Speed Internet to the running of your business/organization?**

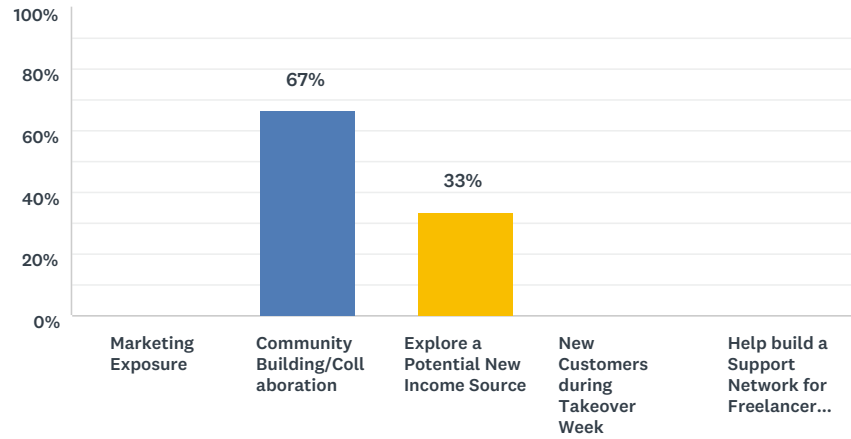
Answered: 3 Skipped: 0



CWT Vendor Survey

**Q7 What is your main reason for participating in the Coworking Takeover Week? Please Check One.**

Answered: 3 Skipped: 0





COWORK  
**INFRONTENAC**

# AGENDA

---

About Us  
The Pilot  
The Results  
What's next  
Q&A

**AGENDA ITEM #6)**



**Our mission is support the growth of new and existing businesses and strategic economic initiatives.**

1. Fuel entrepreneurial passion and success
2. Support the development and growth of startups and existing businesses
3. Bring together and encourage collaboration throughout entrepreneurial communities

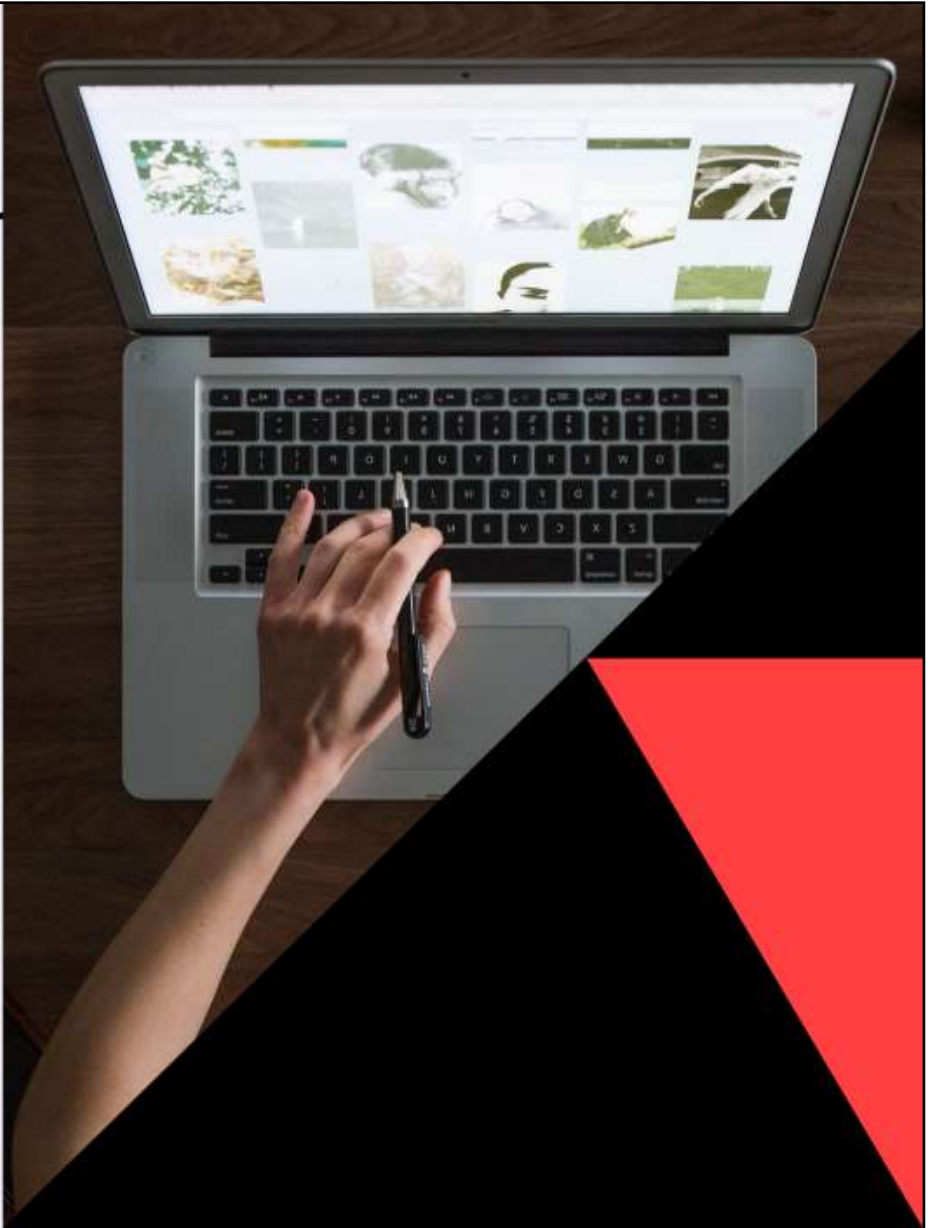
## THE PILOT

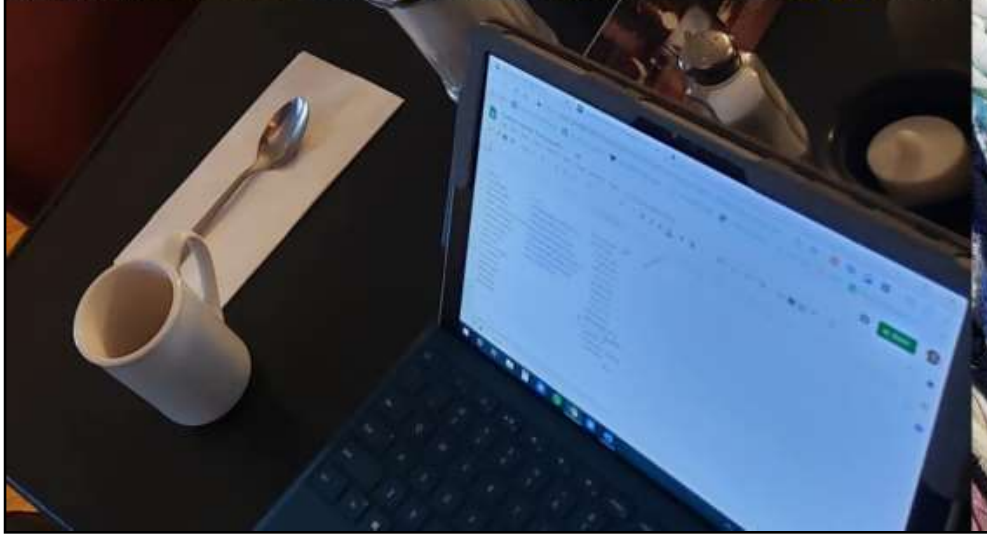
# COWORKING TAKEOVER CHALLENGE

- Vandeross in partnership with Frontenac County & Rural on Purpose
- 30 Days / May 2019
- Recruit Vendor
- Attract Freelance & Home-based workers
- Promote & encourage participation

## THE RESULTS

- 12 coworking locations:
  - Sydenham, Battersea, Verona, Wolfe Island, Inverary, Elginburg, Sharbot Lake, Glenburnie & Arden.
- Great collaboration from the vendors in the community
- Positive feedback and praise from vendors, freelancer, community agencies and township representatives
- Low survey response rate







  good.oomen



**Vandeross Ltd.**


Published by IG Vandeross Ltd. [?]

· May 10 · 🌐

#Repost @good.oomen

Growing up in a rural area, we are taught that jobs were primarily found in the cities. How times are growing and changing for the better! The importance of having a co-working space in a rural area means the world to me. It's advantageous for freelancers and entrepreneurs to come together in a work space for support, structure, mental health, and inspiration. Thank you to @vanderossLtd @holidaycountrymanor we are rural with a purpose!

#cwtakeover #infrontenac #graphicdesignerlife #womenentrepreneurs

 Tag Photo

 Tag Products in Photo

 Add Location

 Edit

**173**

People Reached

**17**

Engagements

**Boost Post**

 4

2 Shares

 Like

 Comment

 Share



Write a comment...



**HAWK MOON**  
*healing arts*  
HEAL • CONNECT • THRIVE

**TOWNSHIP OF FRONTENAC ISLANDS**  
ESTABLISHED 1998

*Back to Health*

**BLUE MOOSE**  
BED & BREAKFAST

**food less travelled**  
LOCAL FAMILY FARMS

**thank you**

**COWORK**  
**IN FRONTENAC**

**FRONTENAC**  
*Rural*  
ON PURPOSE

**vanderross**

**HOLIDAY**  
**COUNTRY**  
**MANOR**

*port william sound*

**RURAL FRONTENAC**  
**COMMUNITY SERVICES**

# Feedback

● **"THANK YOU FOR YOUR POSITIVE CONTRIBUTION TO THE LOCAL ECONOMIC DEVELOPMENT"**

- Norm Roberts, Councillor - Stourington District

● **"I THOUGHT THIS WAS AN INTERESTING APPROACH TO CO-WORKING...NOT SURE I WOULD HAVE RECOMMENDED IT FOR APRIL IN THE FRONTENACS BUT MAYBE LATER IN THE SUMMER..."**

- Katryn Wood, Presiden - Pivotal Momentum Inc.

● **"WE LOVE IT! WE WOULD HAVE LIKED TO HAVE SEEN IT RUN LONGER TO WITNESS THE FULL POTENTIAL"**

- Jeff & Cor, Owners - Holiday Country Manor

● **"LOVE THIS INITIATIVE! THERE IS A SERIOUS SHORTAGE OF SHARED WORK SPACE IN THE COUNTY"**

- Carissa Cosgrove, Local Guru -Shopify

# WHAT'S NEXT...

We're in the early stages of expanding the scope of our services to include ecosystem mapping.

Ecosystem maps provide entrepreneurs, agencies, educational institutions, municipalities and many more with insight into the innovation ecosystems that are at our fingertips. Thus encouraging future discussions with stakeholders about future linkages between all of the "players" to better support SMEs.



**Questions?**

**THANK YOU**



**Report 2019-XXX**

**Committee Information Report**

**To:** Chair and Members of the Community Development Advisory Committee

**From:** Richard Allen, Manager of Economic Development

**Date of meeting:** November 14, 2019

**Re:** **Community Development Advisory Committee – Heart Lake Social Media Photo Destination**

---

**Recommendation**

This report is for information only. It is intended to inform the committee with regard to the impacts of Social Media and solicit discussion and advice with regard to the phenomenon.

**Background**

To celebrate Valentine’s Day in early 2018, the County of Frontenac posted to Instagram a photo of “Heart Lake,” a heart shaped lake located in the Township of North Frontenac. Over time, this photo and its location have been shared on a variety of popular social media accounts, inspiring others to travel to the region to capture their own version of the shot.

Some examples from Instagram include:

<https://www.instagram.com/p/B3pzWhbJUbM/>

<https://www.instagram.com/p/B4MAogcFDL1/>

<https://www.instagram.com/p/BpLKW28I1i/>

<https://www.instagram.com/p/B4GTZluAXJf/>

<https://www.instagram.com/p/B3xTGvlnEDG/>

**Comments**

On October 23, Frontenac County staff received a communication from a resident of North Frontenac Township outlining concerns with the steady number of social media photographers flocking to Heart Lake. This lake is located on Crown Land, but there is no easy access to its shore. The resident had two key concerns:

1. That visitors looking for the lake were trespassing on nearby properties, and even launching their drones from docks located on those private properties and then flying them in close proximity to dwellings and other structures.
2. That visitors were wandering through the woods on crown lands that are also frequented by individuals engaged in legal hunting activities, resulting in a public safety issue.

After speaking with the resident, staff determined that a “Public Service Announcement” may be helpful to make visitors aware of the concerns regarding private property and safety, especially during the fall when hunting activities are taking place in the area.

The public service announcement was posted on Wednesday, October 23 to Instagram and Facebook and has fueled many comments and conversations online, with the original posts being shared by hundreds of accounts. This, in turn has attracted media attention with stories being published. Some examples include:

Ottawa Citizen: [“Instagrammers not welcome at Frontenac’s picture-perfect Heart Lake”](#)

BlogTO: [“This heart-shaped lake in Ontario is warning Instagrammers not to visit”](#)

Narcity: [“Heart Lake Locals are Going To War With Instagrammers”](#)

CFRA – [“Ontario county urging people to stay away from Heart Lake”](#)

[CBC Ontario Morning](#)

[CTV National News](#)

[Global News](#)

**Crown Land Access**

Most Crown land is available for public recreational use at no cost. The province provides [guidelines](#) with regard to these activities. The Township of North Frontenac manages crown lands for camping and recreational purposes on a seasonal basis through a permit granted by the Ministry of Natural Resources and Forestry, however currently none of these lands include the region near Heart Lake.

Considering the popularity of the lake, staff spoke with Corey Klatt, Manager of Community Development with the Township of North Frontenac to consider potential solutions for safe access. Mr. Klatt is also responsible for the township crown lands management program, which includes certain access roads, trails and camping

activities. Mr. Klatt indicated that municipal management of the access road would be cost prohibitive, and that his crown lands team already are at capacity for the management of the existing program. At this time, additional responsibilities for new trails or infrastructure on crown lands are not possible. Communication from Mr. Klatt confirming this is included with this report,

Staff will continue to monitor Instagram and other social media channels to further understand whether the popularity of this small lake will continue to attract visitors from across the province.

### **Strategic Priorities**

At its meeting on June 19, 2019, County Council approved [Frontenac County Strategic Plan 2019-2022](#). This project is aligned with the intent of the priorities listed below.

**Priority 1.2: Refine and invest in efforts to accelerate economic development — to grow businesses, attract more visits and expand the tax base.**

**Priority 3: Champion and coordinate collaborative efforts**

### **Financial Implications**

Staff are seeking direction to explore possibilities for providing access, and will report back to Council with options. This exploration stage has no financial implications.

### **Organizations, Departments and Individuals Consulted and/or Affected**

Regional Tourism Organization 11  
Township of North Frontenac  
Ministry of Natural Resources and Forestry

**Richard Allen**

---

**From:** Corey Klatt <Recreation@northfrontenac.ca>  
**Sent:** November 7, 2019 2:32 PM  
**To:** Richard Allen  
**Subject:** RE: Heart Lake

**Flag Status:** Flagged

Hi Richard.

It was a pleasure speaking with you this afternoon and to have an opportunity to catch up. As discussed, unfortunately we have 3 trails that we currently try to maintain but we are having a really difficult time keeping up. Unfortunately at this time it would not be feasible for us to maintain another trail.

The other issue for us is that the road leading to Heart Lake (Hydro Lane) is not a Twp owned road (with the exception of about 250 metres) and is not maintained by North Frontenac. It is maintained privately so I think if we begin to encourage people to attend Heart Lake it would cause a lot of issues for the group who pays to maintain the road currently.

As discussed there are many other attractions that are convenient and safe for residents and visitors to experience in North Frontenac that are feasible at this time that people can enjoy (as nice or nicer than Heart Lake) without trespassing or being in unsafe situations (ie, wandering around the bush in hunting season, etc..).

Thanks again for the conversation today.

Have an excellent afternoon.

Corey

**Corey Klatt, Dipl.M.A.**

Manager of Community Development

Township of North Frontenac

6648 Road 506, Plevna, ON, K0H 2M0

1-800-234-3953 or 613-479-2231 Ext. 233

[recreation@northfrontenac.ca](mailto:recreation@northfrontenac.ca)



---

**From:** Richard Allen [mailto:[rallen@FRONTENACCOUNTY.CA](mailto:rallen@FRONTENACCOUNTY.CA)]

**Sent:** Thursday, November 7, 2019 8:46 AM

**To:** Corey Klatt <Recreation@northfrontenac.ca>

**Subject:** RE: Heart Lake

Can we chat around 10:30?

Richard Allen

Manager of Economic Development

Frontenac County

613.483.9767

On Nov 7, 2019, 8:23 AM -0500, Corey Klatt <[Recreation@northfrontenac.ca](mailto:Recreation@northfrontenac.ca)>, wrote:

---

**From:** Richard Allen [<mailto:rallen@FRONTENACCOUNTY.CA>]  
**Sent:** Wednesday, November 6, 2019 2:01 PM  
**To:** Corey Klatt <[Recreation@northfrontenac.ca](mailto:Recreation@northfrontenac.ca)>  
**Subject:** FW: Heart Lake

Hey Corey,

I'm wondering if we can't do something to make this site more freely accessible, maybe seek some dollars for a hiking trail / viewing platform and create an agreement with MNR? I know it isn't as easy as it sounds, but this problem likely won't go away.

Richard



**Report 2019-031**

**Committee Information Report**

**To:** Chair and Members of the Community Development Advisory Committee

**From:** Alison Vandervelde, Community Development Officer

**Date of meeting:** November 14, 2019

**Re:** **Community Development Advisory Committee – Open Farms in Frontenac 2019**

---

**Recommendation**

**Be It Resolved That** the County of Frontenac maintain its commitment to Open Farms on an annual basis.

**Background**

The inaugural Open Farms in Frontenac took place on September 9, 2018. CDAC Received [Report 2018-122](#) at its regular meeting on October 11, 2018 and passed the following motion, later endorsed by County Council:

**2018-122**  
**Community Development Advisory Committee**  
**Open Farms in Frontenac 2018**

Moved By: Ms. John  
Seconded By: Ms. Kenny

**Be It Resolved That** the County of Frontenac continue to coordinate the “Open Farms in Frontenac” event in 2019;

**And Further That** \$4,000 be included in the 2019 Economic Development budget to address costs associated with coordinating and marketing the Open Farms event.

**And further that** given the success and projected growth of the open farms and its alignments with the Economic Development Charter, that Open Farms be considered a priority in the 2019-2022 Economic Development Work plan

**Carried**

At its July 2019 meeting, CDAC received Report [2019-079](#), which outlined the implementation plan for Open Farms 2019 and the second annual [Open Farms in Frontenac](#) took place on September 8, 2019. The event included 10 locations and attracted thousands of visitors.

**Comment**

**Goals**

Open Farms is well aligned with the [Economic Development Charter for the Frontenacs](#), and specifically the theme of promoting Local Food and Beverage. As determined by the participating farmers in 2018, the main goals of Open Farms 2019 were as follows:

1. Create the opportunity for more direct connections between producers and consumers.

**Result:** The estimated total visitor count neared 10,000 (see chart below). Several farms indicated the percentage of visitors they had existing relationships with, and that average came in at 11%. The combination of these two figures indicates that thousands of new potential customers visited farms during the event.

2. Create the opportunity for consumer education about local food production.

**Result:** Every participating location prepared educational activities for Open Farms. Many farmers indicated that visitors were very engaged during the event. Not only did they want to explore each location, but they wanted to learn about small scale farming practices and better understand local food production.

3. Increase awareness of farm operations in Frontenac.

**Result:** The total visitor count vs percentage of existing relationships indicates that people with no previous connection to farms in Frontenac participated in Open Farms.

4. Increase awareness of Frontenac as a region that produces good food.

**Result:** The comment overheard most often during Open Farms by farmers and Frontenac staff was “I had no idea this was here”. There was an overwhelming sense that the event shifted the perspective of farming and local food in Frontenac.

Secondary goals included:

1. Spark interest among potential farmers who might consider relocating or starting their own agribusiness in Frontenac.

**Result:** Staff at Frontenac Community Futures Development Corporation have reported they met with someone who is interested in starting a farm following her visitor experience during Open Farms.

2. Build a sense of unity and collaboration among the agricultural community.

**Result:** Participating farmers have cited that Open Farms, and other ongoing initiatives, are bringing a renewed sense of validity to farming in Frontenac. They feel supported by the County, their community, and each other by being involved in the event. Open Farms has also laid the groundwork for collaborations between producers outside of the event.

3. Instill a sense of pride among Frontenac residents.

**Result:** Not only has Open Farms helped Frontenac residents better understand what is right here in their own community, but the caliber and scale of the event has also created a sense of pride across the region. There have been reports that the success of Open Farms has got people excited about the possibilities for other events and initiatives in Frontenac.

**Event Growth**

In 2018, Open Farms included seven farm locations and each welcomed hundreds of participants. In 2019, ten locations participated, several of which again welcomed hundreds of visitors, while at least five locations welcomed over a thousand visitors each.

<b>Farm</b>	<b>Attendance 2018</b>	<b>Attendance 2019</b>	<b>Existing Relationships</b>
Fat Chance Farmstead	300	500-1,000	10%
Long Road Ecological Farm	300	1,000	20%
Five Star Farm	400	747	--
Maple Ridge Farm	550	1,200 – 1,300	5%
Food Less Travelled	600	1,000+	--
Sonset Farm	300	700-800	--
Loughborough Heritage Orchard	--	800	--
Sun Harvest Greenhouses	--	1,200	20%
Otter Creek Farms	--	1,000+	2%
Frontenac County Plowing Match	--	500-700	5-10%
Birds & Bees Produce	500	NA – moved to Saskatchewan	
<b>Total</b>	<b>2,950</b>	<b>9,097</b>	<b>Avg 11%</b>

Growth of the event is attributed to two key factors:

1. Word of mouth: The success of the 2018 event legitimized Open Farms as a valuable local food attraction in Frontenac. Visitors, farmers, and businesses that were involved in the inaugural event became champions of the event in 2019, spreading our messages through their networks.

2. Advertising Campaign: With support from the Digital Marketing Summer Student, staff focused on elevating the online marketing activities for Open Farms. With the additional expertise and capacity, efforts were coordinated across all social media platforms, ensuring messaging was consistent and impactful, creating and maintaining momentum. The Digital Marketing Summer Student also created additional capacity for the Community Development Officer to focus on event coordination and traditional marketing opportunities. Similar support will be critical for the success of Open Farms in future years.

**See Appendix A** for the 2019 Open Farms marketing activities.

### **Achievements**

1. The Frontenac County Plowing Match

Following suggestions during the 2018 Open Farms debriefing meeting, staff reached out to the Frontenac County Plowmen's Association (FCPA) to discuss a possible collaboration. With years of declining attendance, Martin Oomen, the President of the FCPA was excited about the idea in hopes that it would bring some new attention and energy to the match. The collaboration resulted in a spike in plow competitors (37, up from 12 in 2018), an entirely new group of vendors, and attracted 500 – 700 visitors, an increase from an estimated 100 in 2018. **See Appendix B** for a letter from the Plowmen's Association outlining this year's success and their support for a continued partnership.

2. Recognition

### **2019 Marketing Canada Award**

Open Farms in Frontenac received the Economic Developers Association of Canada's (EDAC) 2019 Marketing Canada Award for Best Event. EDAC is Canada's national organization of economic developers pursuing excellence in the field since 1968. The association offers its members professional development, networking opportunities and a comprehensive offering of resources, both on and offline.

The EDAC Marketing Awards acknowledge and praise communities of all sizes across Canada who have succeeded in their marketing efforts. Multiple awards are presented in each category each year, based on overall operational budget to ensure outstanding work at all levels is recognized.

### **Tourism Industry Association of Ontario Speaking Engagement**

As a direct result of Frontenac's role in coordinating Open Farms, staff were invited to participate in a main stage panel discussion about marketing partnerships during the 2019 Tourism Industry Association of Ontario's annual summit. This opportunity increased awareness about Frontenac County and our economic development initiatives among a group of more than 400 tourism professionals from across the province of Ontario.

3. Farmer Satisfaction

All participating farms reported that their sales during the event were worth their time and effort invested in preparing their sites for visitors. Several locations sold out of products completely, were able to start relationships with new customers, and have a better understanding of their own capacity to develop their own agri-tourism products or events.

They have all indicated they were pleased with the coordination and marketing of the event. In addition to sales, operators also found the event valuable as an opportunity to:

- Educate visitors on sustainable farm practices and local food choices
- Cultivate enthusiasm for local food through chats with visitors
- Allow children to experience animals up close (some for the first time!)
- Connect people with a local food source
- Create awareness for their farm/business
- Network and feel connected to a group
- Learn things about their own businesses

**Looking forward**

A debriefing meeting was held on October 24. Most of the participating farms came together to discuss successes and opportunities for improvement. See **Appendix C** for detailed notes and suggestions for evolving the event in 2020 and beyond. The main takeaways for next year's event are:

- Maintain the single-day format of the event.
- Recruit more farms and do less marketing. This will result in a similar number of visitors, spread over more locations.
- Involve more vendors or farms who can offer ready-to-eat food options at more locations.

In 2019, the Community Development Officer committed approximately 198 hours to coordinating Open Farms, and this does not include the Communications Officer's time or the Digital Marketing Summer Student's time.

Given the direction to market less and add more farms next year, it is anticipated that less time will be required to market the event. It is likely that event coordination will require more time in future years to recruit additional farms and bring them up to speed. It has also been identified that continued development of Open Farms as a tourism product would be valuable. This would include activities like working with participating

farms to improve their visitor experience, recruit and train additional volunteers, develop more revenue streams, and create opportunities to capture visitor information for future marketing activities.

**Financial Implications**

The funds for this project are budgeted as part of the annual Economic Development budget. The 2019 Open Farms event expenses remained within the assigned budget envelope.

**Strategic Priorities**

At its meeting on June 19, 2019, County Council approved [Frontenac County Strategic Plan 2019-2022](#). This project is aligned with the intent of the priorities listed below.

Priority 1.2: Refine and invest in efforts to accelerate economic development — to grow businesses, attract more visits and expand the tax base.

Priority 3: Champion and coordinate collaborative efforts

**Organizations, Departments and Individuals Consulted and/or Affected**

- Community Development Advisory Committee
- Frontenac County Council & Staff
- South Frontenac Township Councillors and staff
- City of Kingston
- Frontenac County Plowmen's Association
- KFLA Public Health
- Frontenac County residents
- Kingston residents
- Local farms and businesses

## Appendix A

### Open Farms Marketing Activities

#### Target Audience

The target audience for this year's event included two main groups:

1. **"Foodies"** – adults without children or with adult children who are interested in sourcing more of their food locally, have existing knowledge about the value of local food, like to be seen as connected to trends, and who have the disposable income to afford high quality, high value products. Generally living in urban areas like Kingston, Gananoque, Perth, Carleton Place, and Ottawa.
2. **Families with young children** – parents of children under the age of 10 who are seeking educational, experiential outings to enjoy with their children. Generally have less disposable income, but are concerned with making good nutritional decisions for their children, and with the sustainability of their food sources. Bring a sense of adventure and energy to the event. Generally living in South Frontenac Township and Kingston.

#### Marketing Messages

Stemming directly from the main goal of the event – creating more direct connections between producers and consumers – staff created the 2019 Open Farms catchphrase: *Real Food. Real Farms. Real People.* This phrase was simple, easy to understand and captured the essence of the event. It was incorporated in all marketing materials.

In addition to this phrase, marketing efforts also included a few other key messages:

- **"Get a behind-the-scenes look at real working farms."** Many consumers, especially those who live in urban areas, are not connected to farmers. They do not have – and may never have had – an opportunity to visit a farm. This message spoke to the educational and experiential component of the event, and also gave it a feeling of exclusivity, or specialness. These are not areas or activities that are normally available to the visiting public.
- **"Plan your route"** The participating farms offered a wide variety of products and activities this year. We encouraged people to learn what each farm was offering and then make decisions about which farms to visit based on their specific interests. This increased visitor satisfaction and the likelihood that visitors would make purchases and become long-term customers. Visitors were directed to <http://www.openfarms.ca> for detailed lists of what to expect at each farm.
- **"Bring cash and a cooler"** This message was to put visitors to be in a purchasing frame of mind when they decided to participate in Open Farms. This message prepared them to expect products for sale at each location and be well equipped for purchases.

**Promotional Strategies**

The marketing messages were communicated to the target audience through several touch-points:

1. Social Media was the main avenue for telling people about Open Farms.

- Facebook
  - Staff created a Facebook event on May 16 and all 10 participating farm locations were invited to “co-host”. Most social media posts directed people to this event for more information and asked people to indicate they were going or interested. Over the course of the marketing campaign, the Facebook event reached 20,800 people, and there were 3,900 event page views. Approximately 1,400 people responded to the event: 281 “going” and 1,100 “interested”. Of those who responded, 90% were women, and 59% were between the ages of 25 and 44, 56% were from Kingston, 8% were from South Frontenac Township, and 2% were from Ottawa.
  - All Open Farms videos were posted to social media, and many of them were boosted toward the target audience. \$62.50 was spent boosting posts on Facebook.
  - Participating farm locations were encouraged to post in the Facebook event discussion, which created a conversational atmosphere and opportunity for connection between producers and consumers.
- Instagram
  - Over the course of seven months, 17 Instagram posts about Open Farms reached a total audience of 9,194 people, resulted in 117 profile visits, gained 742 likes, and 27 comments.
  - The temporary nature of Instagram stories lent really well to sharing “behind the scenes” filming footage, which created energy early in the campaign. The Open Farms story has been pinned as an Instagram highlight, so viewers can easily find it throughout the year and we can add new content to it next year.
- Twitter
  - While Twitter was not a priority channel for Open Farms messaging, it was certainly used as well. In total, 26 Open Farms tweets garnered 23,684 impressions and 796 engagements.

2. Videos

As referenced above, videos became the main content shared through social media. Videos were produced for each farm location, plus three general videos: The Faces of Open Farms, Dogs of Open Farms, and the Blooper Reel. All videos were produced by Frontenac County’s Communications Officer with assistance from the Community Development Officer and the Digital Marketing Summer Student using Frontenac County

equipment and software. While this project was labour intensive, completing it in house kept the budget low, and it contributed significantly to the overall success of the campaign. The videos were viewed by a huge audience, and they contributed to each farmer's sense of belonging to the group. The blooper reel is especially interesting – while at first glance it seems frivolous, the blooper reel helps viewers feel more connected to the farmers and creates a sense of comradery around the event.

### 3. Roadside Signage

As in 2018, the marketing campaign included roadside “mini billboards” rented from Curbex Media. Two signs were erected on July 15 – one at Sun Harvest Greenhouses on Division Street and one at Otter Creek Farms on Highway 38. These locations were chosen because of their proximity to the City of Kingston and the high volumes of regular traffic.

New this year, the City of Kingston's Communications and Public Engagement team secured space to use two mini billboard locations within the urban area of the City. These two additional signs were erected on Monday, August 12. Given that Open Farms is such a geography-specific event, these signs are highly effective at generating awareness.

### 4. Print advertising

Print ads were placed in three publications:

- The first ever Frontenac Visitor Guide – 12,500 copies of the guide were printed and distribution began in in early spring throughout and beyond Frontenac.
- Edible Ottawa – Staff secured a [¼ page ad](#) in the July issue of Edible Ottawa (page 17), a free publication distributed at quality grocery stores, specialty food stores, farmers' markets, and retail venues. Published every other month, the magazine celebrates local food of the National Capital Region, Prince Edward County and Eastern Ontario. The ad package included digital coverage as well:
  - Facebook – Impressions: 1, 309, Shares: 10, Link Clicks: 14
  - Instagram – Impressions: 3,001, Shares: 5, Saves: 3
  - Email Newsletter – Impressions: 1,091, Open rate 50%, Click rate 8% (86 people), Click per unique opens 16.1% (total clicks 110)
- The Frontenac News – a half page ad appeared in the August 29 issue of the Frontenac News on the same page as a story about the Plowing Match / Open Farms collaboration.

### 5. Printed Poster / Map

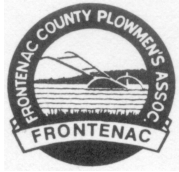
The two-sided, 8.5” x 14”, full colour [Open Farms poster](#) included a map indicating all the participating locations and four suggested routes, along with details about what to expect at each farm during the event. Participating farms distributed poster maps through their networks – directly to their own customers, at partner retailers, restaurants, and through farmers markets. The Poster Maps were also readily available during the

event and used by visitors to make decisions about which farms to visit and aid in navigation throughout the day.

6. Earned Media

All of this exposure led to three major earned media opportunities:

- Global Kingston: On August 29, Xiaobing Shen and Jonathan Davies from Long Road Ecological Farm along with Ms. Vandervelde were on the Morning Show with Julie Brown. The segment: [Learn more about Open Farms 2019](#) highlighted the event and the experiential aspects of visiting small scale farm operations.
- The Kingston Whig Standard: In early September, the Whig Standard visited Sun Harvest Greenhouses and published this story on the front page of the September 5 issue: [Hydroponic tomatoes one of many sights during Open Farms](#)
- Station 14: In the first week of September Station 14 visited Fat Chance Farmstead and posted this story: [Organic fruit and veggie farming on display at 2019 Open Farms](#).



Dear Council Members,

The members of the Frontenac County Plowmen's Association would like to update you on the success that our partnership with Frontenac County's Open Farms created for our annual plowing match this year.

In the fall of 2018, our organization was approached by Frontenac County Community Development Officer, Alison Vanderveelde, about partnering our match with Open Farms for 2019. With dwindling attendance in recent years and a desire to breathe new life into it, Alison had a solution that we readily accepted.

Open Farms created numerous possibilities for both our Association and our match. Some of the highlights of this partnership were: growth of our current network, new sponsorships, new vendors, and new competitors.

Our match was a resounding success this year largely in part to our partnership with Open Farms. The partnership created new channels for promotion via social media networks of the participating locations and the County, which led to huge growth.

This growth, mainly due to our partnership with Open Farms, resulted in an increase from 12 competitors and 100 guests in 2018, to 37 competitors and over 500 guests in 2019. The numbers for our match this year were more than we had ever expected. Our local 4-H club, who provided the food, sold out. As well, all our other vendors have asked to come back again next year due to the amount of product(s) sold.

We are thrilled to share the part we play in the local agricultural community both on our own and as a partner with Open Farms. Increased funding for Open Farms in 2020 will ensure the event continues to be a success and will allow our organization to continue to help educate the community and share the role we play in promoting local agriculture and local businesses with the residents of Frontenac County next year as we continue our partnership.

Thank you,

The members of the Frontenac County Plowmen's Association

## **Open Farms Debrief**

**Loughborough Heritage Orchard - October 24 2019**

### **In Attendance**

- Dave Perry
- Tracey Moore
- Rebecca Cook
- Xiaobing Shen
- Rebecca Pemberton
- Kim Perry
- Curtis Moore
- Andrea Cumpson
- Becky Williams
- Alison Vandervelde
- Stella Hiemstra
- Sheila Deane
- Orrie Cumpson
- Mark McCrady
- Marc Hiemstra
- DJ Cook
- Martin Oomen

### **2019 Success**

**Martin Oomen, Frontenac County Plowmen’s Association (FCPA)** – Had a fantastic day. The Plowing Match was much different from all the other farms, and they did not know what to expect. The exposure from collaborating with Open Farms facilitated many new partnerships for the FCPA, and in turn those partner associations got lots of great exposure because the match was so well attended. Martin has been involved with the FCPA for 10-12 years, and it’s been a downhill slide, farmers just are not plowing anymore, and attendance at the match has declined in the past few years. He estimates that this year there were approximately 500-600 people attend the match, maybe even close to 700 visitors. They had set aside a good portion of a field for parking and at one point there were over 200 cars parked there. The 4H club did a BBQ and decorated cupcakes and they ran out of everything. The match was full of kids. The wagon rides went all day, and the condensed set up of the match allowed visitors to see everything within close proximity. They had very positive feedback. The vendor village had 16 or 17 vendors and all want to return again next year.

**Andrea Cumpson, Sonset Farm** – Estimates 700-800 people visited over the course of the day. People started showing up and then they were just coming in hordes. It was overwhelming. A new baby calf was born about 10 minutes before Open Farms started. People seemed to be there to just relax. They didn’t seem to be in a hurry to go. Andrea spent most of the day in the farm store handling product sales. At the end of the day, she got to go outside with about 25 people who were still there. A little girl in a big pink poufy Cinderella dress followed Andrea into the field and was right in there, down on the ground, petting the pigs. Even a couple of vegans were there and they said to Andrea “if everyone could get meat from a farm like this, I think it would be okay”.

**Stella Heimstra, Loughborough Heritage Orchard** – Lots of people talked about, or asked for guidance about where to go next. The maps were really good for helping direct people to their next destination.

**Kim Perry, Food Less Travelled** – It was the biggest day they have ever had at the store. There were approximately 1,100-1,200 people there, and sales were up 68% over the 2018 event.

**DJ Cook, Otter Creek Farm** – The farm was set up loosely in three areas – there was the “food” section where they sold (out of) frozen beef and the food truck was operating (which also sold out). There was an “educational” area where they set up a series of pens and DJ spoke about all the ways they make calves, and the third area was the equipment display. They also ran a contest – visitors submitted a suggestion for naming a new calf. The winner received an Otter Creek t-shirt. All the visitors were really engaged, really there to learn.

## Engagement

- Visitors at Maple Ridge Farm stayed a lot longer than they did in 2018. Some families arrived around 10am and stayed until 3pm. They were quite comfortable too. Some even brought a picnic. It was almost like being at their grandparent's house.
- Other farms experienced this as well, and felt that it was different from 2018. Visitors were not in a hurry to move to the next location. They were relaxed, engaged and comfortable.
- At Five Star Farm, they offered a wagon ride to educate visitors about the haying process. The ride took them past haying equipment set up on display and there was a guide on the wagon explaining how it all worked. People were very interested. There were lots of questions.
- There was a demographic pattern again this year: young families with little kids came from 10am until about 1pm and then went home, families with older kids started arriving around 1pm, and older people came later in the day.

## Dealing with demand

- Loughborough Heritage Orchard limited purchases per visitor to ensure product lasted throughout the day. Even with those limitations, they sold out of cider by noon.
- Maple Ridge Farm struggled with that balance as well – they need to fill their regular customer orders in addition to having product available for Open Farms. If it is just about economics, you should just sell it to whomever. But you have these loyal customers you don't want to short-change just because you had a huge influx of sales on one day.
- Part of the education is that you can't just restock the shelf if the supply is not there. Products do not just magically appear.
- There seemed to be an increased demand for ready to eat food. At Food Less Travelled they sold the same number of pies as in 2018, but Kim made sandwiches for 6 hours straight to keep up with demand. The food truck at Otter Creek sold out, as did the barbeque at the Plowing Match.
- The only complaint Tracey at Five Star Farm had was that people wanted to buy stuff, but they did not have anything to sell. They only had one vendor, who completely sold out of frozen beef.
- The demand for products to purchase was different from last year. It felt like people were coming with the intention to buy this year, more so than in 2018. It seemed like people were saying "okay, this is all great, now how can I support you while I'm here?"

## Non-monetary Value

- The entire group agreed that Open Farms presents great value, beyond product sales and securing new customer. The main reason this started was to promote agriculture throughout Frontenac County. And Open Farms is doing that. It gives validity to what they do as farmers.
- There are Open Farms visitors who will never again visit our farms or become long-term customers. And that is okay. This is the only chance some people will ever have to visit a farm.
- There are so many things that happen during Open Farms that instill things in people. They may not come back to buy things from us, but it might help them make better decisions at the grocery store. Food insecure people have no understanding of where food comes from, and Open Farms allows us to help educate them.

## Event Format

- It was overwhelming to see 200 cars all at once, or see wall-to-wall people on your farm. The more visitors who participate in Open Farms, the more chance that something could go wrong.
- The group discussed possibilities for evolving the format to lessen the huge impact of the single day event, but farmers would not be able to handle a two-day event. And there is concern that making it two days and splitting the locations between two dates would result in confusion.
- There was a suggestion that next year the focus should be on recruiting more farms and less marketing. The goal would be a similar number of visitors spread over more locations. This would also force consumers to be more selective about which farms they visit creating a more engaged audience at each farm and increasing the likelihood that they will become customers.

## Trails

- The question was asked: “for those of you who offered trails, did you feel comfortable allowing people to walk around your property unsupervised?”
- They were totally comfortable at Loughborough Heritage Orchard. Their trail is a loop, so visitors cannot get lost. Plus they erected signs and created a map that directed people to look for particular things along the trail. They had positive feedback from people who enjoyed the trail.
- At Long Road they posted a schedule of their greenhouse tours and offered a trail walk as well. The trail was great because it gave people an activity to do while they waited for the next greenhouse tour. There was directional signage posted along the trail, and they were quite comfortable letting people go out on their own.

## Event Disruption and Risk Management

- There was discussion that this is something to be prepared for eventually and that Frontenac County should have a plan in place if a group of activists all target one or more farm location during the event. Similar events in Frontenac have had incidents with individuals who intended to disrupt the day and create a platform for their own message that may be counter to the purpose of Open Farms.
- There was an in-depth discussion around risk mitigation and the insurance requirements. Some participants had to pay as much as \$250 to secure the endorsement naming Frontenac County as Additionally Insured. Although that kind of fee is not ideal, sufficient insurance coverage will remain a requirement for participating in Open Farms in the future.

## Expanding on Open Farms

- Building off the success of Open Farms, there is potential to create and market new experiential farm events throughout the year. Loughborough Heritage Orchard is interested in hosting an Apple Blossom Festival in the spring, there could be a shearing event, flower festivals, winter events, more farm-to-table meals (could host one in the summer as a forerunner to Open Farms), and there’s room for a “Back to the Farm” (Mackinnon Brother’s Brewery) style event in Frontenac as well.
- There is great potential for developing agri-tourism products in Frontenac. The County does not have the capacity to coordinate these products or events, but would be thrilled to market them as reasons to visit our region.

## Suggestions for 2020

- Date
  - Tentatively scheduled for Sunday, September 13
  - Tentative only because that seems really late, but it is the second Sunday of the month
- Event Format
  - Maintain single day event
  - Recruit more farms, do less marketing
- Poster Map
  - Could better highlight the products available at each farm
  - Consider an alternative brochure style format
- Event passport
  - There is interest in this, but it could be difficult to manage. Could explore a self-serve (stickers) or digital (app or social media) solution.
  - Could be used to capture contact information with a prize draw.
  - Might encourage people to move to the next location more quickly and detract from the relaxing atmosphere of the event.
- Volunteers
  - Many farms expressed need for more volunteers during the event.
  - County suggestion: It is difficult to find volunteers at the last minute to step into a new situation and undefined role. Call your best customers and ask them to help you succeed during the event. Cultivate a relationship well in advance of the event so they can become familiar with your operation. This will make them happier and more helpful volunteers. Give them some free product to show your appreciation.
- Ready to eat food
  - We could involve a community group or service club to offer ready to eat food as a fundraiser (like the 4H Club did at the Plowing Match).
  - Could recruit more local food providers (i.e., Cota's Mobile Catering, Barb's Handmade Perogies, Cheesecake Bakery, etc) to set up at Open Farms locations.
- T-shirts
  - There was demand to purchase Open Farms t-shirt. While selling the green shirts is not the best idea, we could create an Open Farms consumer t-shirt to sell at each farm.