



**Planning and Economic Development Advisory Committee  
Meeting**

**Thursday, November 27, 2025 –10:00 a.m.**

**Council Chamber,**

**County of Frontenac Administration Building,**

**2069 Battersea Road, Glenburnie, ON**

<https://youtube.com/live/mECimn-1GZE?feature=share>

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**AGENDA**

Page

**1. Call to Order**

We begin this gathering by acknowledging and celebrating these traditional lands as a gathering place of the first peoples and their ancestors who are entrusted to care for mother earth since time immemorial. We do so respecting both the land and the Indigenous People who continue to walk with us through this world. Today, the County is committed to working with Indigenous peoples and all residents to pursue a united path of reconciliation.

**2. Adoption of the Agenda**

- a) **That** the agenda for the November 27, 2025 meeting of the Planning and Economic Development Advisory Committee be adopted.

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

**4. Adoption of Minutes**

- a) Minutes of Meeting held October 23, 2025

**That** the minutes of the Planning and Economic Development Advisory Committee meeting held 27 Nov 2025 be adopted.

[Minutes of Meeting held October 23, 2025](#)

**5. Deputations and/or Presentations**

- a) **Jim Knapp**, Director, District 1 West, Ontario Federation of All Terrain Vehicles and President of the Frontenac ATV Club will provide the Planning and Economic Development Advisory Committee with a year-end report on how the Frontenac ATV Club performed this past riding season, being its first year with required Permits.

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**6. Briefings**

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- a) Mr. Joe Gallivan, Director of Planning and Economic Development provided the Planning Advisory Committee with the planning briefing [Directors Briefing](#)

**7. Reports to the Planning Advisory Committee**

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- a) **2025-089**  
**Planning and Economic Development**  
**K&P Trail – Requirement for all motorized off-road trail users to hold a membership with an authorized partner organization**  
**Be It Resolved That** staff be authorized to enter into a three year memorandum of understanding with the Frontenac ATV Club (OFATV Affiliate) and the Eastern Ontario Trails Alliance for non-exclusive use of the K&P Trail under the existing terms and conditions.  
[K&P Trail – Requirement for all motorized off-road trail users to hold a membership with an authorized partner organization](#)

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- b) **2025-090**  
**Planning and Economic Development**  
**Open Farms 2025 and Support for Food and Agriculture**  
**Be it Resolved That** the Planning and Economic Development Committee recommend to County Council that the Open Farms event be suspended for the foreseeable future;  
  
**And Further That** the Planning and Economic Development Committee recommend to County Council staff and financial resources used for coordinating and hosting the Open Farms event be redeployed for supporting the food and agriculture sector through a variety of initiatives, including:
  1. Strategic Partnerships
  2. Increased Support for Farmers Markets
  3. Continued Support for Plowing Matches
  4. Improved Farm, Food & Beverage Information on County Websites
  5. Farm to Fork Connection Building[Open Farms 2025 and Support for Food and Agriculture](#)

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- c) **2025-091**  
**Planning and Economic Development Advisory Committee**  
**Update to the Frontenac Business Directory**  
This report is provided to the committee for information purposes only  
[Update to the Frontenac Business Directory](#)

**8. Communications**

**9. Other Business**

**10. Next Meeting**

- a) The next meeting of the Planning and Economic Development Advisory Committee is scheduled for Thursday, January 29, 2026 at 10:00 a.m. in the Council Chamber of the County Administration Building.

**11. Adjournment**



# FRONTENAC

**Minutes of the Planning and Economic Development Advisory Committee  
Meeting  
October 23, 2025**

**[Note: Minutes are not Verbatim, please refer to full video at  
<https://youtube.com/live/jnNlyTMYtyc?feature=share>]**

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A meeting of the Planning and Economic Development Advisory Committee was held in the Council Chamber at the County Administrative Office, 2069 Battersea Road, Glenburnie on Thursday, October 23, 2025 and was called to order at 10:00 AM

**Present:**

Councillor Judy Greenwood-Speers, Chair  
Councillor Ron Vandewal, Vice Chair  
Councillor Fred Fowler  
Councillor Fran Smith  
Leona Fleischmann

**Regrets:**

Mike Hage  
Phil Leonard  
Jim McIntosh

**Staff Present:**

Jannette Amini, Manager of Legislative Services/Clerk  
Sonya Bolton, Manager of Community Planning  
Kevin Farrell, Chief Administrative Officer  
Joe Gallivan, Director of Planning and Economic Development  
Richard Allen, Manager of Economic Development

**1. Call to Order**

We begin this gathering by acknowledging and celebrating these traditional lands as a gathering place of the first peoples and their ancestors who are entrusted to care for mother earth since time immemorial. We do so respecting both the land and the Indigenous People who continue to walk with us through this world. Today, the County is committed to working with Indigenous peoples and all residents to pursue a united path of reconciliation.

**2. Adoption of the Agenda**

Moved By: Councillor Smith  
Seconded By: Councillor Vandewal

**That** the agenda for the October 23, 2025 meeting of the Planning and Economic 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 September 25, 2025**

Moved By: Councillor Fowler  
Seconded By: Ms. Fleischmann

**That** the minutes of the Planning and Economic Development Advisory Committee meeting held September 25, 2025 be adopted.

**Carried**

**5. Deputations and/or Presentations**

- a) Mr. Steve Leonard** addressed the Planning and Economic Development Advisory Committee regarding the Township of South Frontenac Official Plan, a copy of which was attached to the agenda. He is asking that the zoning related to his property be left as is.

**6. Briefings**

**7. Reports to the Planning Advisory Committee**

- a) Staff Briefing:** Ms. Sonya Bolton provided the Planning and Economic Development Advisory Committee a briefing on the Township of South Frontenac Official Plan and responded to questions on same. A copy of the presentation is attached to the record in the Clerk's Office.

a) **2025-081**  
**Planning and Economic Development Advisory Committee**  
**New Official Plan of the Township of South Frontenac (adopted May 20, 2025) – County Modifications**

Moved By: Councillor Smith  
Seconded By: Councillor Vandewal

**Be It Resolved That** the County of Frontenac Planning and Economic Development Advisory Committee recommends to County Council:

**That** in accordance with Section 17(34) of the *Planning Act, R.S.O. Chapter P.13*, The Corporation of the County of Frontenac hereby approves the Official Plan of the Township of South Frontenac, attached to Report 2025-081 as Attachment 1, as it was adopted on May 20, 2025, by Township By-Law Number 2025-041, (including Maps A through I and Appendices A through E) with the modifications listed in Attachment 2 to Report 2025-081.

**Carried**

b) **2025-082**  
**Planning and Economic Development Advisory Committee**  
**K&P TRAIL – Draft Bench Dedication Policy**

This report was for information and was intended to continue soliciting feedback from the Committee members on the draft bench dedication policy

The issue of renewal fees was discussed with some pointing to the fact that renewal options create staff work, and others noting that benches themselves have a life cycle so renewal options would work.

In terms of questions around vandalism, it was noted that the Township of South Frontenac has not experience much of that. Regarding options for material, using a composite may last longer, however heats up in the summer.

It was asked if advertisement on benches might be an option as a form of revenue generation, given there is a lack of knowledge about what is available along the trail and advertising would fix this. Some expressed that the trail is intended to be a natural environment and allowing advertising distracts from that.

Mr. Allen noted that this policy is specific to dedication of events. The County does have a signage program for local business where they can have signs as well as advertising in our trail maps.

It was noted that there should be a plan of where amenities, including benches, are mapped out as to where they are needed along the trail and could be sponsored by businesses as a revenue source. Mr. Allen stated that staff can gather public input from both the public and the business community.

**c) 2025-083  
Planning and Economic Development Advisory Committee  
K&P TRAIL – 2025 Trail User Survey Results**

Moved By: Councillor Fowler  
Seconded By: Ms. Fleischmann

**That** the County of Frontenac Planning and Economic Development Advisory Committee receive the 2025 K&P Trail User Survey Results; and

**Further That** the results of the 2025 K&P Trail User survey be considered as part of the upcoming review of the Frontenac K&P Trail Management Plan.

**Carried**

**8. Communications**

**9. Other Business**

**10. Next Meeting**

- a) The next meeting of the Planning and Economic Development Advisory Committee is scheduled for Thursday, November 27, 2025 at 10:00 a.m. at the County Administration Building.

**11. Adjournment**

Moved By: Councillor Vandewal  
Seconded By: Councillor Smith

**That** the meeting hereby adjourn at 10:53 a.m.

**Carried**

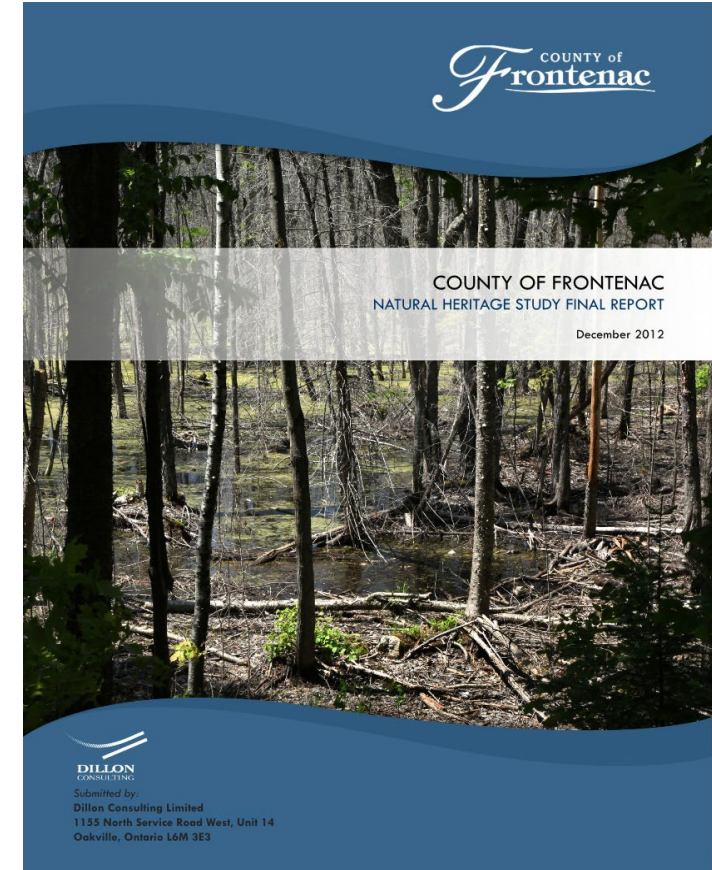


# FRONTENAC

Director's Briefing  
Planning and Economic Development Advisory Committee  
November 27<sup>th</sup>, 2025

# Natural Heritage Study RFP

- 10 submissions received
- Interviews held November 25<sup>th</sup>
- Consulting team expected to be hired by early December.



# Communal Services – Queen’s Park



# South Frontenac Official Plan Approved by County Council



## Notice of Decision with Respect to a New Official Plan under Section 17(35) of the Planning Act

**Municipality:** Township of South Frontenac

**Date of Decision:** November 19, 2025

**Date of Notice:** November 20, 2025

**Last Date of Appeal:** December 10, 2025

**File Number:** 10-OP-1-25

**Take Notice** that on November 19, 2025, the Council of The Corporation of the County of Frontenac approved, with modifications, the new Official Plan for the Township of South Frontenac, as adopted by Township By-Law Number 2025-041.

**Purpose and Effect:** The purpose and effect of the proposed document is to establish a new Official Plan for the Township of South Frontenac that identifies goals, objectives, and policies to manage and direct physical changes and the effects on the social, economic, built, and natural environment of the Township, in accordance with Section 16 of the *Planning Act*, R.S.O. 1990, c. P. 13. The Official Plan describes how the Township will plan to accommodate future growth and development and meet the needs of the community. The Plan includes policies to build healthy communities, promote diverse housing options, promote economic development, and protect agricultural land and natural heritage systems.

**Explanation of the Effect That Written and Oral Submissions Had on the Decision:** The County was provided with all material, including correspondence and public comments, from the Township's process of creating and adopting the new Official Plan. This material was reviewed and considered by County planning staff in their recommendation to County Council. Following the Township's adoption of the Official Plan on May 20, 2025, the County received comments from the Ministry of Environment, Conservation and Parks (MECP) that were minor in nature, requesting clarification on several policies related to waterfront development and natural heritage. The County also received written and oral submissions from one member of the public that was concerned with the redesignation of certain lands from Rural to Prime Agricultural Area. The Official Plan was revised in accordance with the comments provided by the public and technical agencies, where appropriate, as outlined in the planning report to County Council.

**Other Related Applications:** Not applicable

**When and How to File an Appeal:** Notice to appeal the decision to the Ontario Land Tribunal (OLT) must be filed no later than 20 days from the date of this notice. The last date of appeal for the new Official Plan of the Township of South Frontenac is **4:00 p.m. on Wednesday, December 10, 2025.**

A notice of appeal must be filed with the County Clerk via the OLT's e-file service at <https://olt.gov.on.ca/e-file-service/>. Follow the instructions on that website. Select "Frontenac (County of)" as the Approval Authority. The appeal must set out the reasons for the appeal, the specific part of the proposed official plan to which the appeal applies, and it must be accompanied by the fee required by the Tribunal. The appeal fee can be paid online through the e-file service or by certified cheque/money order to the Minister of Finance, Province of Ontario. If the e-file service is not working, you can submit your appeal to the County Clerk at [jamini@frontenacounty.ca](mailto:jamini@frontenacounty.ca).



## Township Planning Projects

- 2025 Applications – 120 to date
  - 2024 – 94 (28% more in 2025)
- Lafolia Lane (NF)
  - 410 hours staff time
  - Application denied by NF Council November 21

## Annual Business Retreat October 21<sup>st</sup> – RKY Camp (Eagle Lake)

- 51 in attendance
- Lunch catered by Rampant Kitchen
- Presentations from various business support organizations
- Focus on experiences – with hands on workshops led by local businesses
  - Cheese Tasting - Back 40 Artisan Cheese
  - Broom Making - Maple Ridge Farm
  - Forest Bathing - The Wild Edge



# Annual Business Awards November 19, Piccadilly Hall

## 2025 Winners:

**Business of the Year**  
K&P Brewery

**New Business**  
Rampant Kitchen

**Partnership & Collaboration**  
The Rise Farm

**Innovation in Sustainability**  
Parallel Studios

**Women-Led Business**  
Allison Montgomery of Back to Health



# K&P Trail

## Antoine Creek Bridge Replacement – Completed



# Municipal Accommodation Tax Feasibility - Engagements

- In person Open Houses were hosted in Marysville, Verona, Plevna and Sharbot Lake on October 29 & 30.
- Virtual Open House took place on November 13.
- Survey was available for input from September 22 to November 16.
- **Next Steps:** Report will be prepared for Committee review in the New Year.



# Economic Development

## Recruitment Starting – Community Development Officer

- 3 Year Contract Position
- Will be involved in a variety of Economic Development Projects
- Please Share with your networks
- Advertisements will be on Social Media
- Job Posting will be available on the [careers page at frontencounty.ca](https://www.frontencounty.ca/careers) by November 28, and the competition will close on December 16.

Questions ?



**Report 2025-089**

**Committee Recommend Report**

**To:** Planning & Economic Development Advisory Committee

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

**Prepared by:** Richard Allen, Manager of Economic Development

**Date of meeting:** November 27, 2025

**Re:** **Planning and Economic Development – K&P Trail – 2025 Review - Requirement for all motorized off-road trail users to hold a membership with a Partner**

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**Recommendation**

**Be It Resolved That** staff be authorized to enter into a three year memorandum of understanding with the Frontenac ATV Club (OFATV Affiliate) and the Eastern Ontario Trails Alliance for non-exclusive use of the K&P Trail under the existing terms and conditions.

**Background**

The purpose of this report is to provide the Planning & Economic Development Committee with an overview of the outcomes associated with the requirement for summer motorized trail users to hold a membership with an authorized partner organization. The report summarizes operational, economic, and community benefits realized during 2025, the first year this requirement was in effect for ATV's, Side-by-Sides and similar motorized recreational vehicles.

At its regular meeting on January 15, 2025, County Council approved the following resolution, being Recommend Reports from the Chief Administrative Officer, clause a):



2. The 2025 minimum contribution commitment of \$15,000 towards trail maintenance.
3. The requirement for all motorized off-road recreational vehicles using the K&P Trail to have proof of membership, such as a permit or pass, with the EOTA or with another authorized partner organization.

**And Further That** the K&P Trail Management Plan be updated to reflect the changes outlined in this report.

**Carried**

At that same meeting Council passed By-law 2025-003, being a by-law To amend Bylaw No. 2022-0033 to require that all motorized off-road vehicles using the K&P Trail be registered with an authorized partner organization.

This change of policy was designed to strengthen operational cost recovery, improve user accountability, and align Frontenac County with regional practices, as most motorized multi-use trails in Eastern Ontario already require a permit or club membership.

The 2025 season was the first year in which the County undertook a comprehensive review of the full value of these contributions under the new policy direction. The membership requirement was introduced to advance several objectives:

- Establishing predictable annual financial contributions to support maintenance of the 59 kilometres of trail accessible to ATVs and side-by-sides.
- Enhancing safety through licensing, insurance requirements, and a formal warden presence.
- Supporting responsible, informed trail use through club education and oversight.
- Strengthening collaboration with regional organizations, including the Eastern Ontario Trails Alliance (EOTA) and the Ontario Federation of ATV Clubs (OFATV).
- Supporting economic development by fostering trail-based tourism and organized events.

The Eastern Ontario Trails Alliance and the Frontenac ATV Club benefit from this requirement through increased membership and the ability to include the K&P Trail as part of the marketing for their respective trail networks.

### **2025 Outcomes**

Frontenac County has worked in partnership with the Eastern Ontario Trails Alliance on a number of initiatives since starting the development of the Frontenac K&P Trail. The Eastern Ontario Trails Alliance actively manages a network of trails in Ontario, with a significant network connected to the K&P Trail via the Tay Havelock Trail in Sharbot Lake.

The Frontenac ATV Club is an Ontario Federation of ATV Clubs (OFATV) affiliate. The OFATV is a federation of local clubs located throughout Ontario. These clubs are active in their communities, and in some cases manage their own Trail networks. The Frontenac ATV Club has been an active partner supporting maintenance and stewardship on the K&P Trail since 2019. For several years, the Club has provided portable washrooms, waste management, bicycle repair stations, financial contributions, and a trained volunteer presence through its Trail Warden program.

### **Event Participation and Trail Use**

The Frontenac ATV Club hosted 18 rides using the Frontenac K&P Trail in 2025, attracting 801 riders throughout the season. Participants travelled from across Ontario, including London, Ottawa, Cornwall, Arnprior, Ajax, Mississauga, Vaughan, Brockville, Carleton Place, Smiths Falls and Kingston.

These rides consistently brought new visitors into Frontenac County, generating spending on food, fuel, supplies, and overnight accommodations. These activities demonstrate that the K&P Trail continues to evolve as a driver of rural tourism and local economic activity.

### **Trail Safety and Emergency Preparedness**

Trail safety improved notably in 2025 as a result of the Club's trained volunteer presence:

- All 18 Trail Wardens are certified in Emergency Rescue First Aid, CPR, and AED operation.
- The Club owns two AED units, which accompany all sanctioned rides and are available on the trail during warden patrols.
- All Trail Wardens and Trails Maintenance Team at the Frontenac ATV Club members have completed chainsaw safety training, enabling safe and timely clearing of downed trees and limbs.

### **Operational Contributions and Trail Stewardship**

The agreements with both the Frontenac ATV Club and the Eastern Ontario Trails Alliance ensure a minimum annual contribution of \$15,000 from each organization is made each year. Both organizations are on track to fulfill this requirement in 2025.

In addition, the agreement with the Frontenac ATV Club provides an additional \$32.50 for every club membership sold in excess of 300. To date, the County has received \$11,473 in additional general recoveries from the Frontenac ATV Club in 2025 due to an increase of 353 club memberships. An additional \$1,300 is expected prior to the end of the year.

In addition to the general recoveries outlined in the, the Frontenac ATV Club has also made a \$5,000 capital contribution towards the replacement of the Antoine Creek Bridge.

The Frontenac ATV Club continues to play a substantial role supporting the County in day-to-day trail stewardship, services and basic maintenance through the Trail Warden

Program. This program consists of 18 trained volunteers who patrol the K&P Trail every weekend from May to November, improving visitor experience and reducing the need for County staff to conduct frequent patrols. These patrols are valued at over \$30,000 in volunteer hours and reduce the need for regular patrols by County staff.

In addition to direct financial contributions from partner organizations, the County has benefitted from in-kind contributions and services provided by the volunteers active with these organizations.

<b>Partner</b>	<b>Benefit</b>	<b>Value</b>
Frontenac ATV Club	Temporary Washrooms, April to November: Verona Trailhead & Fish Creek Road	\$2,800.00
Frontenac ATV Club	Garbage & Recycling Pick-up: Verona Trailhead	\$900.00
Frontenac ATV Club	Redecking 4 Bridges: Sharbot Lake, Robertsville, Mississippi Station (2 bridges)	\$8,200.00
Frontenac ATV Club	Removal of downed trees and brush, April to November	\$15,200.00
Frontenac ATV Club	Removal of Dead Tree: Arborist with Boom Truck & 6 men	\$10,500.00

As outlined above, these partnerships have resulted in over \$41,473 in operational recoveries from the Frontenac ATV Club and the Eastern Ontario Trails Alliance in 2025 supporting trail maintenance activities including brushing, grading and dust suppression.

### **Membership Requirement**

Early in the season, when the membership requirements were new the county received some critical comments about the requirement. While these concerns were primarily related to additional cost for something funded by the local municipalities, the compliance rate was very high – only a few motorized trail visitors were encountered without a proof of membership, and for the most part, they were simply unaware of the requirement. Both organizations provide short term memberships – day passes, or weekly/weekend passes for persons visiting the area for only a short time.

There was also some confusion about what benefits are available from each membership. While the K&P Trail permits members of both organizations, the trail network to the east supports only OFATV members, and the trail network to the west primarily only supports permit holders from the EOTA. This is beyond the County's ability to influence, however, as each trail owner – generally municipalities – make these decisions locally. For this visitor, this can be confusing and potentially expensive if they wish to travel all of the local ATV network trails.

Both the Eastern Ontario Trails Alliance and the Ontario Federation of ATV Clubs (including the Frontenac ATV Club) support the concept of a “One Pass, One Trail” system to be developed in Ontario. On October 28, 2025 a private members bill sponsored by MPP Steve Clark to have the Province of Ontario work with ATV trail

organizations to establish a single-permit framework, which is hoped to alleviate this challenge.

### **Summary**

In summary, the first year of the membership requirement for summer motorized trail users demonstrated clear operational, financial, and community benefits for the K&P Trail. Partnerships with the Frontenac ATV Club and the Eastern Ontario Trails Alliance strengthened cost recovery, improved safety through trained volunteer wardens, and supported responsible trail use.

The policy generated predictable annual contributions, additional revenue tied to increased memberships, and significant in-kind services that reduced pressure on County resources. These partnerships also contributed to local tourism through well-attended events and increased visitation. Based on these positive outcomes and the continued alignment with regional trail practices, staff recommend entering into a new three-year memorandum of understanding with both organizations under the existing terms and conditions.

### **Charter for Economic Development Alignment**

The Frontenac K&P Trail is aligned with the Tourism theme of the Charter for Economic Development, specifically the following objective and success indicator:

- **Year-round Appeal:** Promote four-season utilization of lakes and trails, supporting business retention and diversifying tourist attractions
- **Increased Partnerships and Collaboration**

For more information about the Charter for Economic Development, please visit [engagefrontenac.ca/charter-for-economic-development](https://engagefrontenac.ca/charter-for-economic-development)

### **Frontenac County Strategic Plan Alignment**

**Goal 2:** “Contribute to the Progress of Sustainable Economic Growth and Prosperity Throughout the County”

- Provide business support and resources to existing and prospective businesses.

### **Financial Implications**

The new membership requirement for motorized off-road recreational vehicles generated over \$41,000 in direct financial recoveries in 2025.

In addition, the County received a \$5,000 capital contribution toward the Antoine Creek Bridge.

These funds, along with substantial in-kind services and volunteer support established through the partnership, reduced County operating pressures and provided a more predictable funding base for trail maintenance.

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

Frontenac ATV Club  
Eastern Ontario Trails Alliance



**Report 2025-090**

### **Committee Recommend Report**

**To:** Chair and Members of the Planning and Economic Development Advisory Committee

**From:** Debbi Miller, Community Development Officer

**Date of meeting:** November 27, 2025

**Re:** **Open Farms 2025 and Future Support for Food and Agriculture**

#### **Recommendation**

**Be it Resolved That** the Planning and Economic Development Committee recommend to County Council that the Open Farms event be suspended for the foreseeable future;

**And Further That** the Planning and Economic Development Committee recommend to County Council staff and financial resources used for coordinating and hosting the Open Farms event be redeployed for supporting the food and agriculture sector through a variety of initiatives, including:

1. Strategic Partnerships
2. Increased Support for Farmers Markets
3. Continued Support for Plowing Matches
4. Improved Farm, Food & Beverage Information on County Websites
5. Farm to Fork Connection Building

#### **Background**

Open Farms began in 2018 as part of the Advancing Economic Development in Frontenac County collaborative project to fulfill the request from South Frontenac Township to support the food and beverage sector. Since then, it has evolved to a regional initiative that includes farms and food businesses from Frontenac Townships and Kingston. The initiative is structured around the following set of goals:

1. Educate consumers about small scale agriculture.
2. Increase awareness of farms and restaurants that serve local food.
3. Provide the opportunity for producers to connect directly with consumers.
4. Provide the opportunity for producers to start new long-term relationships with customers, restaurants, and other producers.

5. Grow our region's reputation as a local food destination, to:
  - a. Create interest among visitors.
  - b. Attract new agricultural operations and food and beverage businesses,
  - c. Drive new opportunities for culinary and agri-tourism product development.

The Open Farms Event has been hosted on farms and at businesses in Frontenac County for 8 years. Below are some highlights from each year of Open Farms.

- **2018 and 2019** - Were held successfully in-person on farms. In 2019, some participating farms reported being overwhelmed with approximately 1,200 visitors to their site during the one-day event.
- **2020 and 2021**- Were adapted because of COVID-19 and public health guidelines. Open Farms 2020 was a virtual event. Open Farms 2021 was a combination of virtual and in-person. The 2021 on farm component was ticketed for the three farms that participated to ensure numbers were manageable and met public health guidelines. A Community Hub in Centennial Park in Harrowsmith was added in 2021 and brought various groups together in one place. The hub was primarily coordinated by the Township of South Frontenac and supported with grant funding.
- **2022** –The event continued to evolve to be a partnership-based approach that allowed for expanded programming, with County staff leadership and coordination. There were seven farms across Frontenac and Kingston that participated. The 2022 event was ticketed, with tickets being facilitated through the partnership between the County and the City of Kingston. There was a total of 195 tickets sold through the ticketing system with some additional tickets sold direct on the farm. The Township of South Frontenac supported locations with event coordination and more specifically offered support to the Frontenac Plowing Match to support growth to be a larger event.
- **2023** - [Report 2023-043](#), The event evolved from one weekend to be a 6-week initiative from September 1 to October 15, with an online event calendar hosting all information in one place. The online event calendar was hosted on a stand-alone website ([www.openfarms.ca](http://www.openfarms.ca)) to help support the partnerships. Each location was responsible for event logistics with the central website link connecting to their website and ticketing information. This allowed farms, businesses, and community organizations to participate in a way that worked for their operation.
- **2024** – [Report 2025-016](#) The four partners met with farms, businesses and community organizations to discuss, listen and learn about ideas and plans for 2024. There were no changes to the core goals of the programming format.
- **2025** – Input was requested from the farms, businesses and community organizations to help guide the initiative for 2025.

This report highlights the 2025 Open Farms initiative and describes current successes, challenges and recommendations for support of local food and agriculture.

## Comment

In 2025 there were three organizations that partnered, the partners included the following team members:

- Debbi Miller, County of Frontenac,
- Jenna Norman, County of Frontenac, Summer Intern,
- Amanda Pantrey, Township of South Frontenac,
- Ashley Bradshaw, Tourism Kingston.

There were also three advisors from both the farming and business community that participated in decision making, recruiting for programming and being a point of contact.

Below are some highlights from 2025 that outline the initiative, marketing and input from farms, businesses and community organizations.

The programming of the initiative changed in 2025 to be a three-day initiative, based on input from the farms, businesses and community organizations that were involved. Open Farms 2025 took place the weekend of September 5, 6 and 7, 2025. The length of the initiative was changed from a 6-week initiative to create more of a festival feel over one weekend.

Experiences or events outside of this timeframe were still able to be included on the website, but marketing efforts from the partners were focused on the weekend of September 5, 6 and 7.

The type of events and what was being offered was determined by each location that participated, including if the events were ticketed or free drop-in events. Locations were responsible for all aspects of their event, including the logistics, times, dates, costs and ticketing. Each site had complete oversight over the numbers, costs and were able to reconcile their events in a timely fashion by using their own systems.

## Website

[OpenFarms.ca](https://openfarms.ca) was created by a website developer in 2023 and maintained by the Community Development Officer. The website was put in place in 2023, based on discussion with organizational partners. The purpose of this was so that the event, which crosses regional boundaries, content did not have to be hosted on one partners' website and therefore attributed primarily to that partner. The 2025 updates to the website included content and images across the site. There were no structural changes to the website. From August 1, until September 7, marketing directed to the website raising awareness for Open Farms.

Below is an outline of content that was included on the website.

- 2025 - 14 locations hosted events/experiences.
  - 2024 - 20 locations hosted events/experiences
  - 2023 - 19 locations hosted events/experiences
- 2025 - 19 locations were listed under the location section of the website.

- 17 experiences were listed on the website, three offered multiple dates and times.
- There were 2 Plowing Matches, Sunday in the Country Feature event and the Food Less Travelled event that were free drop-in events, with no cost to attend.
- The food events were all pre-ticketed or included a cost to participate.

Below are some website analytics for 2025 and the analytics from 2024. It is important to note that hosting a 3-day event compared to a 6-week event sees online users using the website during a shorter window.

#### **August 1 to September 8, 2025**

- Total website users – 2025 - 6,600
- Average time on the website 2025 - 1 minute, 3 seconds
- Event count (the number of times a user triggered an event) - 2025 – 49,000
- On September 5, the website saw a spike with 1,162 users.

#### **July 30 to October 30, 2024**

- Total website users - 2024 - 9,800
- Average time on the website - 2024 - 1 minute
- Event count (the number of times a user triggered an event) - 2024 - 70,539

*Below are some general comments received:*

- The website did not have many on farm events.
- An event that was advertised to be taking place over 3 days did not have many events on the Friday.
- The website event listing was hard to find things to do.

#### **Proclamation**

Connecting farming & food in Frontenac & Kingston was declared for September 5, 6 and 7, 2025, by the County of Frontenac, South Frontenac, North Frontenac, Central Frontenac, and Frontenac Islands. The declaration demonstrated the importance of agriculture in our region. It helped to raise the profile of this important industry that impacts the region.

#### **On-Farm**

On Farm experiences has been a focus to encourage farms to host events and welcome visitors to their location. The last couple of years the on-farm experiences have decreased.

#### **Farmers Markets**

The five Frontenac and Kingston markets were included on the website - Frontenac Farmers Market, Sharbot Lake Farmers Market, The Market at Wolfe Island Commons, The Memorial Centre Farmers Market and Kingston Public Market. Special events, and educational programming was organized and hosted by the markets during their regular market times. Three markets hosted additional programming on the Open Farms

weekend. The markets continue to be an area where farms are connecting with customers.

### **Kick Off Event**

The Kick Off Event for Open Farms was held at the Frontenac Farmers Market in Harrowsmith on September 5 from 3 to 7 p.m. This event was chosen to be the kick-off event as it was on the first day of Open Farms and the markets demonstrate alignment with the values. Farms and vendors were very important to organizers to ensure the connection with farming and food was a focus. It was anticipated approximately 200 people attended the event. During the event there was a draw for prizes from the partners, with over 36 visitors being in the draw.

The ribbon cutting was unique with a Limestone Organic Creamery milk cheer, while ringing cow bells. Speeches were held at 4 p.m. from a variety of political officials including: Warden Lichty, MPP John Jordan, MPP Ted Hsu and South Frontenac Mayor Vandewal. The emcee for the event was Frontenac Farmers Market Manager, Tarra Williamson.

The five regional farmers markets were invited to attend the event and promote their markets and activities. None of the other markets hosted a table at the Kick Off Event.

South Frontenac special event staff supported the kick-off event with the coordination of food and beverage vendors, decorations, lighting, barricades, washrooms, hand washing stations, set up and tear down of the event.

The market had live music that added to the ambiance and overall visitor experience. The kick-off event was a true celebration of food, farming, and building community.

### **Plowing Matches**

There were two plowing matches as part of Open Farms 2025 including:

- Wolfe Island Plowing Match, September 6 at Morningside Farm on Wolfe Island.
- The Frontenac County Plowing Match, September 7, was in South Frontenac at the Knapp Farm. This Plowing Match also served as the host site for the Sunday in the Country Featured Event, coordinated by South Frontenac Township.
  - 22 competitors were at the match, including 2 horse teams. There were food vendors, live music, kids' activities, and tractor rides with an educational component included.
  - A vendor's market was hosted at this year's Plowing Match as a part of the Sunday in the Country Featured Event. The market was very successful with over 30 local farm and artisan vendors participating. Most vendors reported great to moderate sales, with several reporting excellent or record-breaking market sales.
  - Chef Demonstration – Chef Elisa from Rampant Kitchen, a new catering business in South Frontenac, hosted a hands-on demonstration at the event. The goal was to educate visitors about affordable, quick, and

practical ways to use local ingredients. Chef Elisa created healthy snacks by peeling and coring apples (purchased from Waddell Apples) and sprinkling a cinnamon and brown sugar mix on the apples. The demonstration was very well received by visitors. Unfortunately, it did attract a large number of bees and needed to be dismantled early.

- Educational components continued to be included. Speakers were on the wagon rides to share information about what was happening in the field. Open Farms colouring pages were handed out from the Frontenac County and South Frontenac booth space and photo booth.

### **Farm-to-Table Culinary Events**

Overall awareness of where food comes from continued to be encouraged through awareness of local products featured at events and on menus. There were culinary events that highlighted locally grown and produced items including:

- farm-to-table events and offerings at the markets,
- Oktoberfest featuring local products,
- Farm-to-table dinner at Donald Gordon Conference Centre,
- menus highlighting local at Black Dog Tavern and The Secret Garden Inn,
- Family Cooking class with Cravin' and Kingston Food Tours

There were two farm-to-table dinners originally planned with one selling out and the second one being cancelled due to low ticket sales.

### **Marketing & Media Coverage**

The marketing for Open Farms directed to [OpenFarms.ca](https://www.openfarms.ca) through the various channels encouraging visitors to learn more. The marketing for Open Farms included, website, social media paid and organic posts, ads, boosted posts, shared content, road signs, and posters.

The marketing continued to be led by Frontenac County, Economic Development with partners sharing across their channels. Partners coordinated, booking and distribution of posters, and signage within their area. Participating locations were encouraged to promote their events to their networks.

Below are some marketing highlights from the partners. The analytics outlined below are from August 1 to September 8, 2025.

There were no direct media inquiries for interviews. Media did share information about Open Farms in their news and social media.

### **Visit Frontenac Social Media**

There was a combination of organic and paid ads and boosted posts across the Visit Frontenac channels, with some posts being shared on Frontenac County social media

channels. The Visit Frontenac social media channels are managed by Economic Development.

There was a total of 8 paid ads and boosted posts that ran for various durations displaying on both Facebook and Instagram.

- Paid Reach – 67,439
- Paid, Link Clicks – 2,087

Both Facebook and Instagram were used to post organic content and to share participating locations and partner content.

- Facebook and Instagram posts – twenty-six posts and shares garnering a total reach of 52,816

### **Township of South Frontenac**

South Frontenac used its official social media accounts on Facebook, X, Instagram, Threads, Bluesky, and LinkedIn to promote the initiative. In addition, the events were included on the Community Events Calendar, in the Frontenac News weekly banner, on the municipal electronic sign, and in the 25 Things To Do South Frontenac Fall Edition.

Facebook had the highest performance, resulting in the following performance statistics:

- 9 organic posts resulting in 15,153 impressions and 848 click throughs to the Open Farms website.

### **Tourism Kingston**

Tourism Kingston used its official Visit Kingston social media accounts on Facebook, Instagram, Stories and Reels, Tik Tok to promote the initiative. A paid social media campaign on Facebook, 25 Things To Do monthly list September, both print and digital, consumer newsletter, Visit Kingston and Culinary Tourism Alliance events calendars, and inclusion in festival/events article in Fresh magazine, both print and digital.

- Facebook: Impressions: 21,611, Reach: 13,629 Engagement: 71, Posts: 4
- Instagram: Impressions: 36,151, Reach: 16,641, Engagement: 671, Posts: 6
- Tic Tok: Views: 324,572, Reach: 84.1K Engagement : 230, Posts: 1
- Total Impressions: 382,334  
Total Reach: 114,370  
Total Engagement : 972  
Posts: 11

### **Regional Tourism Organizations**

The regional tourism organizations, RTO9 and OHTO both supported the event with promotion across their channels, using social media and blogs to raise awareness for Open Farms.

### **Farm to Table Connections**

Building and strengthening farm-to-table connections with farms, chefs, businesses, and producers is an area that continued to be supported as part of the work that the

Community Development Officer does within the region. Building relationships and making long term connections and customers is an area that continues to be important to the farms, chefs and business community. This continued to be an area that all parties were interested in increasing the connection to customers.

### **Participant Survey**

All locations whether they participated in Open Farms 2025 were asked to complete a survey or to meet with the partners to provide input to help inform the recommendation for the Planning and Economic Development Committee.

- There was a total of 9 responses received, with two being from the same organization. There are a total of seventy-six farms, businesses and community organizations in the email list.
- One of the advisors shared their input with the partners at a meeting.

### **Frontenac County Staff Resources**

The Community Development Officers time was spent on organizing, communications, marketing, and the weekend of the event.

- 140 hours on Open Farms in 2025,
- 256 hours in 2024,
- 312 hours in 2023.

### **Looking Ahead: Exploring new ways to support food and agriculture in Frontenac County**

As described above, the Open Farms initiative has continued to evolve and change each year for eight years with varied interest and involvement from farms, businesses and community organizations. Each year for the last 3 years there has been a steady decrease in participation of farms, businesses and visitors in the initiative.

With this in mind, it is the recommendation of this report that the Open Farms event be suspended for the foreseeable future and that the staff and financial resources used for coordinating and hosting the Open Farms event be redeployed for supporting the food and agriculture sector through the following initiatives that will reach across more farms and businesses in Frontenac County.

Through the input received and the partner meeting, below is an outline of the staff recommendation to support the food and agriculture sector. Staff will continue to connect and explore opportunities and partnerships if they align with the Core Goals and support the Frontenac community.

#### **1. Strategic Partnerships**

**Explore a partnerships with organizations such as the Culinary Tourism Alliance and Agritourism Ontario to support access to their programming,**

**and promotional opportunities including marketing to a wider audience to connect Frontenac farms, and businesses with more potential customers.**

### **Culinary Tourism Alliance**

Partnering with the [Culinary Tourism Alliance](#) would strengthen Frontenac County's culinary and agritourism offerings, improve operator readiness through targeted training, and expand the County's visibility through established marketing channels. It would deepen integration between tourism and local food systems, create new economic opportunities, and provide access to specialized expertise and measurement tools to guide decision-making.

Services offered by the Culinary Tourism Alliance include:

- Food & Farm Trail Development: Creating a coordinated culinary or agritourism trail featuring farms, producers, and dining experiences.
- Operator Training & Capacity Building: Workshops or coaching to prepare businesses for culinary tourism markets.
- Culinary Storytelling & Marketing Support: Regional brand-building through CTA's national platforms and campaigns.
- Experience Development Program: Guided creation or enhancement of farm-based or food-focused visitor experiences.
- Feasibility or Strategic Planning Support: Developing a culinary tourism strategy or roadmap aligned with County priorities.

### **Agritourism Ontario**

Explore a connection and support for farms in the region through Agritourism Ontario and the work they are doing to raise the profile and awareness of farms across the region.

#### **2. Increased Support for Farmers Markets**

Explore additional support for the three markets in Frontenac, with increased awareness through the existing Frontenac County Economic Development channels, including website, social media and the weekly business newsletter. The increased awareness would include the regular market dates and times as well as special events and programming they offer.

#### **3. Continued Support for Plowing Matches**

Support the marketing for the Frontenac County Plowing Match and the Wolfe Island Plowing Match through the business newsletter, social media, website, collaboration with the Regional Tourism Organization to raise awareness to wider audiences. Continue to explore additional opportunities to support the marketing for this initiative with the Township of South Frontenac.

#### **4. Improved Farm, Food & Beverage Information on County Websites**

Farm and business locations will be added to the Frontenac County Tourism web pages. The standalone Open Farms website will be discontinued.

#### **5. Farm to Fork Connections**

The Economic Development Team will continue collaborating with farms, chefs, and producers to strengthen long-term customer relationships.

To build on these connections, the team proposes hosting an off-season networking opportunity for farms, chefs, producers, and retailers from Frontenac and Kingston. This event would:

- Showcase what farms have to offer.
- Provide chefs and retailers an opportunity to share what they need.
- Create space for networking and exploring collaboration opportunities.

Planning this event will require time for research, coordination, and partner input to ensure it meets the needs of participants. The timing will be determined based on the scope and feedback from farms and businesses. Clear objectives and measurable outcomes will be established to evaluate its success.

#### **Financial Implications**

The 2026 Budget for Open Farms is \$5,000.

#### **Alignment with the Charter for Economic Development**

“Food & Beverage” is one of four pillars in the Charter for Economic Development, Open Farms and the proposed strategies of this report are in alignment with the following objectives:

- **Local Food Ecosystem Support:** Provide support to producers and processors creating food products in Frontenac County
- **Small Scale Agriculture:** Establish Frontenac County as a destination for small scale, local agriculture and strengthen community support for local farms.

For more information about the Charter for Economic Development, please visit [engagefrontenac.ca/charter-for-economic-development](https://engagefrontenac.ca/charter-for-economic-development)

#### **Strategic Priorities**

2. Contribute to the Progress of Sustainable Economic Growth and Prosperity Throughout the County.

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

South Frontenac Township

Tourism Kingston  
Frontenac Farmers Market, Sharbot Lake Farmers Market, Market at Wolfe Island  
Commons  
Farms, Businesses and Community Organizations  
Frontenac County Plowmen's Association



**Report 2025-091**

**Committee Recommend Report**

**To:** Chair and Member, Planning Advisory Committee  
**From:** Richard Allen, Manager of Economic Development  
**Prepared by:** Richard Allen, Manager of Economic Development  
**Date of meeting:** November 27, 2025  
**Re:** **Planning and Economic Development Advisory Committee –  
Update to the Frontenac Business Directory**

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**Recommendation**

This report is provided to the committee for information purposes only.

**Background**

As part of the development of a “Web Portal” website for Economic Development undertaken in 2017, the County began to host a Business Directory available for use by businesses across Frontenac County. This directory was then set up to serve as the same data base for use by the Townships of North Frontenac and Central Frontenac as part of their Township Websites.

The County is currently in the process of migrating its website from its existing service provider to a new service provider, and as part of that process it was determined that a new solution for a Business Directory is required.

In response, the GIS Team is working with the Economic Development Team to develop a new business directory using Esri mapping and dashboard tools. This system will include both a public-facing map viewer and an internal dashboard serving as a basic customer relationship management (CRM) tool.

**Comment**

Through discussions with the County’s internal GIS department, it was determined that it would be possible to develop a map-based web directory internally to replace the

existing business directory. The GIS department has already created a similar product: The [Wolfe Island Community Map](#).

This approach will provide essential business information to residents, visitors and other interested parties through an interactive and dynamic map format at no additional cost to the County or its partners at the Township. As a result, staff at the County are undertaking the development of this new directory using [the existing database](#), which will remain live until December 31, 2025.

The new interactive map and directory will be created for public use and linked through the County's website. This application will provide the following:

- Display business locations, basic information, and photos/logos using the information from the current business database, currently under review to flag any significant changes.
- Include home-based businesses that do not wish to have their physical location shown on the map; these businesses will appear as non-mapped entries in the listing.
- Organize businesses into categories similar to those used for the Wolfe Island Community Map, refined as needed.
- Businesses can also be filtered and displayed by Township.

In addition to the public facing functionality described above, an internal dashboard will be created to support Economic Development staff in securely and confidentially tracking day-to-day business requests and other engagements, with the basic functionality typically provided by a Customer Relationship Management system (CRM).

This secure dashboard will provide staff with the ability to:

- Display business locations, contact information, and an interaction history built upon an existing model using spreadsheets through the Microsoft Lists application.
- Track interactions with all businesses included on the public facing business directory but will also confidentially track interactions with those tagged as retired, closed, or not yet open (which will not appear in the public viewer).
- Filter interaction history by business, year or interaction type and display entries in chronological order.
- Feature an interactive widget summarizing the total number of interactions for a selected business.
- Support mobile-friendly logging and editing of interactions by staff.

As the new map and dashboard is developed, a process for intake and updates from businesses will be developed and a web form will be created to allow businesses to submit updates or corrections to their information.

## **Next Steps**

Economic Development is currently reviewing the existing database to determine if general business information is accurate. GIS have begun to prepare the new, map-based directory and will present the completed solution to the committee at its next meeting, scheduled for January. Once a functional directory is in place, the Economic Development department will reach out to local businesses to encourage a review of their listing. Regular reviews will take place to ensure content and functionality remains up-to-date and relevant.

## **Charter for Economic Development Alignment**

This project is aligned with the objective to “Grow and Maintain Business Community in Frontenac County,” found under the Economic Infrastructure theme.

For more information about the Charter for Economic Development, please visit [engagefrontenac.ca/charter-for-economic-development](https://engagefrontenac.ca/charter-for-economic-development)

## **Frontenac County Strategic Plan Alignment**

**Goal 2:** “Contribute to the Progress of Sustainable Economic Growth and Prosperity Throughout the County”

- Provide business support and resources to existing and prospective businesses.

## **Financial Implications**

The previous business directory provided through GHD had an annual cost of \$1698.73. The new directory will be developed and maintained in-house with technology and skills provided by the Frontenac GIS team.

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

Kristy Elderhorst, Supervisor of GIS  
David Millard, Manager of Information Services  
Matt Mills, Communications Officer