



**Planning and Economic Development Advisory Committee
Meeting**

Wednesday, March 29, 2023 –10:00 a.m.
Township of South Frontenac Council Chamber,
4432 George Street, Sydenham, ON
<https://youtube.com/live/NBhQrWWVGrc>

AGENDA

Page

- 1. Call to Order**
- 2. Election of Officers**
 - a) Election of Chair
 - b) Election of Vice Chair
- 3. Adoption of the Agenda**
 - a) **That** the agenda for the March 29, 2023 meeting of the Planning and Economic Development Advisory Committee be adopted.

4. Disclosure of Pecuniary Interest and General Nature Thereof

5. Adoption of Minutes

6. Deputations and/or Presentations

7. Briefings

4 - 26 a) **Ms. Jannette Amini**, Manager of Legislative Services/Clerk, will provide the new Planning and Economic Development Advisory Committee with an orientation on the Committee and its meetings, and on the Council/Committee Code of Conduct.

27 - 52 b) **Mr. Joe Gallivan**, Director of Planning and Economic Development provided the Planning Advisory Committee with an Introductory Briefing of the Planning and Economic Development Department.

8. Reports to the Planning Advisory Committee

53 - 58 a) **2023-043**
Planning and Economic Development Advisory Committee
Open Farms 2023

Be it Resolved That County Council endorses the direction and actions related to Open Farms outlined in Report 2023-043.

And Further That a proclamation be brought forward to Council in July proclaiming September 1 to October 15 as Open Farm Days.

59 - 66

- b) **2023-044**
Planning and Economic Development Advisory Committee
2022 Annual Business Survey Results

This report is for information purposes only.

67 - 70

- c) **2023-045**
Planning and Economic Development Advisory Committee
Business Retreat and Awards

This report is for information purposes only

71 - 73

- d) **2023-046**
Planning and Economic Development Advisory Committee
Frontenac Discovery Guide

This report is for information purposes only.

74 - 77

- e) **2023-047**
Planning and Economic Development Advisory Committee
Frontenac Immigrant Entrepreneur Pilot Program

This report is for information only. It is being shared with the committee for advice and input on the Frontenac Immigrant Entrepreneur Pilot Program.

78 - 80

- f) **2023-048**
Planning and Economic Development Advisory Committee
Trailside Small Scale Business Initiative

This report is for information purposes only and is intended to solicit feedback from the Committee.

81 - 185

- g) **2023-049**
Planning and Economic Development Advisory Committee
Visit Frontenac Tourism Brand Expansion Project

This report is for information purposes only.

9. Communications

10. Other Business

11. Next Meeting

- a) The next meeting of the Planning and Economic Development Advisory Committee is scheduled for Wednesday, May 3, 2023 at 10:00 a.m. in the Township of South.

12. Adjournment

urban.
citizen
transparency
governance local democracy
responsibility participation
public-good
accountable capacities
VOICE
anticorruption
institution
informal partnership innovative management
public
tools

Committee Orientation



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Agenda

- County of Frontenac Procedural By-law
- Meeting Management
- Pecuniary Interest
- Code of Conduct for Members of County Council and Committees
- Integrity Commissioner



Procedural By-law

- Municipal Act requires that all municipalities have a procedural by-law
- Municipal Act and Procedural By-law requires that all meetings are open to the public except under certain circumstances
- The purpose of procedures is to seek to achieve consensus in an orderly and principled manner.
- County Procedural By-law governs Council and Committees of Council.



Public Meeting Policy

The Policy ensures public meeting on behalf of County Council are consistent, transparent, and supports public consultation. It outlines procedures including public comment, presentations and document distribution at meetings **but does not** replace the County of Frontenac Procedural By-law which shall be adhered to at all times.

Meeting Locations

- Public meetings regarding Township matters such as proposed plans of subdivision or plans of vacant land condominium will be held in the Township where the proposal is located.
- Public meetings regarding County matters such as amendments to the County of Frontenac Official Plan will be held at the County Administrative Office.



Site Visit Policy

Purposes:

- View a site and its surroundings to better appreciate facts that are important in the consideration of an application;
- Assist in the appraisal of any constraints and opportunities afforded by the proposed development and its impact upon surrounding land;
- Have a better understanding of any issues raised by interested parties.

Site visits are not formally constituted meetings so no decisions are taken or seen to be taken on the application at the visit.

Committee members to attend site visit

- Maximum of 3 Committee members, the Mayor of the Township plus 2 other members decided by the Committee.
- Only those assigned to a site visit may attend the site. Individual PEDAC members must not attend an application site without the consent of the land owner and without prior approval of the Director of Planning and Economic Development.



Committee Mandate

- Advisory Committees are created by Council.
- Advisory Committees can only do what they are authorized to do by Council (Committee Mandate)
- Advisory Committees are only mandated to advise Council and any recommendations must be approved by Council prior to any action being taken.

Mandate of the Planning and Economic Development Advisory Committee 1

1. Be responsible directly to Council for those items emanating from the Planning & Economic Development Department.
2. Subsequent to the approval of the budget, consider budget proposals and business plans for the Planning & Economic Development Department pertaining to items within the Committee mandate.
3. Receive reports from staff on items within the Committee's mandate.



Mandate of the Planning and Economic Development Advisory Committee 2

1. Receive public delegations on matters affecting general land use planning and economic development in the County of Frontenac and hold public meetings, as required by the Planning Act, with respect to plans of subdivision and condominium. All such public meetings would be held in the Township where a development proposal was located.
2. Review and recommend to Council revisions to the Planning and Economic Development Committee's Terms of Reference/Mandate, as required.
3. Monitor provincial and federal legislation that has an impact on planning matters.



Mandate of the Planning and Economic Development Advisory Committee 3

Specific Responsibilities

1. Provide direction to staff for the implementation of the planning and development goals and policies as outlined in the County's Official Plan document.
2. Make recommendations to Council with respect to County Official Plan matters.
3. Review and make recommendations to Council concerning other planning matters of the County, including regional studies affecting planning and/or economic development, special studies, sustainability issues, and planning policy matters.



Mandate of the Planning and Economic Development Advisory Committee 4

Specific Responsibilities

4. Review and consider reports on the following matters that fall within the mandate of the Committee:
 1. Subdivision and condominium applications;
 2. Extensions of draft plan approvals;
 3. County and Township Official Plan amendments; and
 4. County and Township Official Plan updates.
5. Make recommendations to Council on matters relating to Community Improvement Plans (CIPs) as a means to support and promote community development in the rural areas.
6. Receive advice from, and work with economic development stakeholders such as Community Development Advisory Committee, Community Futures Development Corporation, Land 'O Lakes Tourism, Kingston Economic Development Corporation (KEDCO), and Township Economic Development Committees.



Duties of the Chair

- To preserve order and decorum and decide all questions of order
- To receive and submit, in the proper manner, all motions presented to the Committee
- To put to vote all questions which are properly brought before the Committee or arise in the course of proceedings, and announce the results
- To rule on all procedural matters, without debate or comment
- To decline to put to a vote motions which do not comply with the rules of procedure, or which are not within the jurisdiction of the Committee
- To restrain the Members, within the rules of order, when engaged in debate
- To call by name any Member persisting in breach of the rules of order and may order the Member to vacate the room
- To adjourn or suspend the Meeting if the Chair considers it necessary because of grave disorder



Definition of a Meeting

A quorum of the Members of Council or Committee that are present and discuss issues in a way that materially advances the business or decision making of Council or Committee

Quorum for this Committee is 5

It is not appropriate to discuss Committee business via email

It is not appropriate to meet at a local coffee shop or restaurant to discuss Committee business



Public Notice Requirements

Section 270 of the Municipal Act requires that municipalities have policy in place

- on how they will be transparent and accountable
- How we provide notice to the public



Adherence to the Agenda

- The agenda is how we provide notice of what will be discussed at a meeting
- Items should not be added to an agenda at the meeting as this provides no public notice that the Committee will be speaking about that item
- “Other Business” Section 24.2
 - Statement by Members
 - Matters of Urgency
- Agenda items should fall within the Committees mandate



Committee Minutes

- Discussion at meetings should be centered around the agenda and agenda items
- Minutes of meetings are not verbatim, but are a neutral reflection of what transpired at the meeting and motions passed.
- A tie vote is a lost vote
- Minutes are prepared by the recording secretary and are only subject to change by the entire Committee



Declaration of Pecuniary Interest

Where a Member, either on his own behalf or while acting for, by, with or through another, has any pecuniary interest, direct or indirect, in any matter and is present at a Meeting at which the matter is the subject of consideration, the Member shall, in accordance with the *Municipal Conflict of Interest Act*:

- a) Prior to any consideration of the matter at the Meeting, disclose the Member's interest and the general nature thereof; and
- b) Not take part in the discussion of, or vote on any question in respect of the matter, and
- c) Not attempt in any way whether before, during or after the Meeting to influence the voting on the matter.



Declaration of Pecuniary Interest cont.

Indirect pecuniary interest

A member has an indirect pecuniary interest in any matter in which the council or local board, as the case may be, is concerned, if,

- (a) the member or his or her nominee,
 - i. is a shareholder in, or a director or senior officer of, a corporation that does not offer its securities to the public,
 - ii. Has a controlling interest in or is a director or senior officer of, a corporation that offers its securities to the public, or
 - iii. Is a member of a body,

that has a pecuniary interest in the matter; or

- (b) the member is a partner of a person or is in the employment of a person or body that has a pecuniary interest in the matter. R.S.O. 1990, c. M.50, s. 2.

Interest of certain persons deemed that of member

The pecuniary interest, direct or indirect, of a **parent** or the **spouse** or any **child** of the member shall, if known to the member, be deemed to be also the pecuniary interest of the member. R.S.O. 1990, c. M.50, s. 3; 1999, c. 6, s. 41 (2); 2005, c. 5, s. 45 (3).

What is Pecuniary Interest



Code of Conduct for Members of County Council and Committees

- Was adopted by County Council on February 20, 2019
- Covers Councillors and Committee Members (including Advisory Committee members)
- All those bound by the Code of Conduct are required to acknowledge that they have read, understood and accept this Code of Conduct.



Committees and Members of Committees

Applies to

- all Members of the Council of the County of Frontenac,
- all County committees, agencies, boards and commissions,

Purpose to

- establish a general standard to ensure that all Members share a common basis for acceptable conduct, and to which all Members are expected to adhere to and comply with.
- to set a high standard of conduct for Members
- to provide good governance and a high level of public confidence in the administration of the County by its Members
- to ensure that they each operate from a foundation of integrity, transparency, justice, truth, honesty and courtesy

Gifts and Benefits

Section 7 of the Code of Conduct outlines Gifts and Benefits

Any gift to a Member risks the appearance of improper influence. Gifts may improperly induce influence or create an incentive for a Member to make decisions on the basis of relationships rather than in the best interests of the County.

Section 7.2 outlines when a Member is entitled to accept a gift or benefit other than in the following circumstances

If you accept a gift you must file a disclosure with the Clerk of the gift or benefit indicating the person, body or entity from which it was received together with the estimated value of the gift or benefit in accordance with the Disclosure Statement set out in Appendix “A”.

Integrity Commissioner

Role of the Integrity Commissioner:

- Investigate alleged contraventions of the code of conduct and key sections of the *Municipal Conflict of Interest Act* (MCIA).



The End



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Introductory Meeting

Planning & Economic Development Advisory Committee

March 29th , 2023

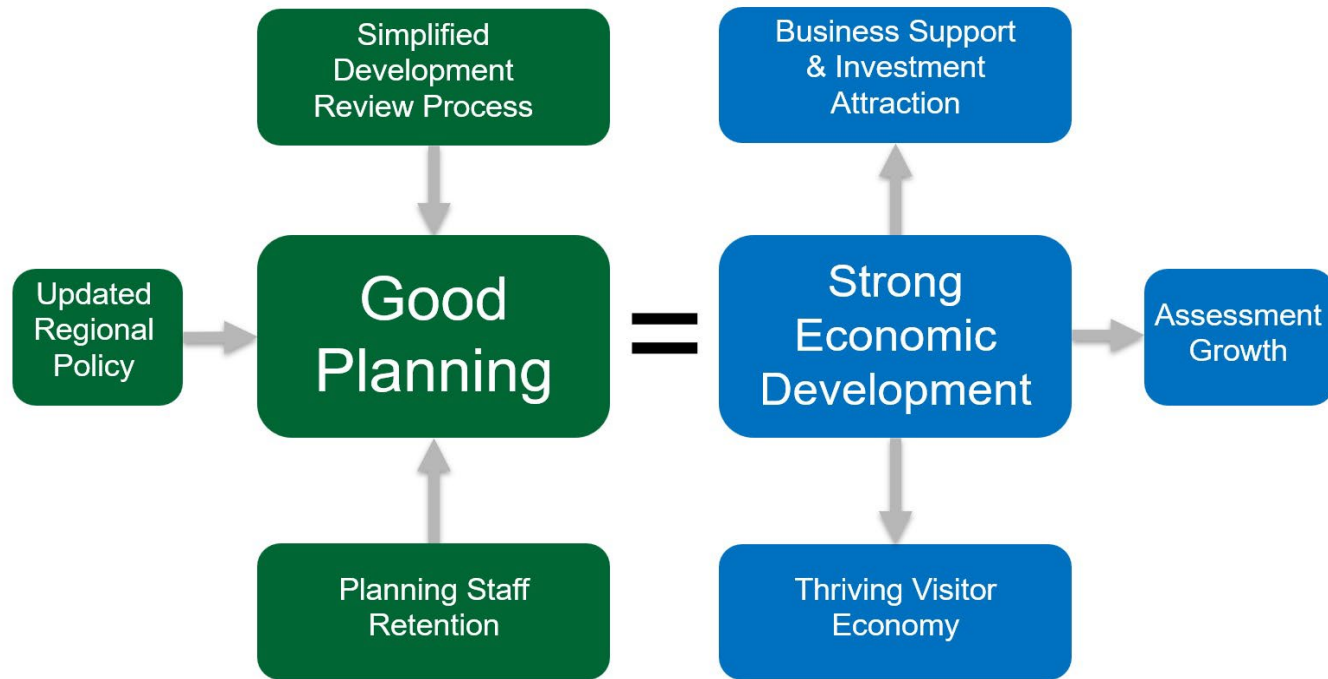


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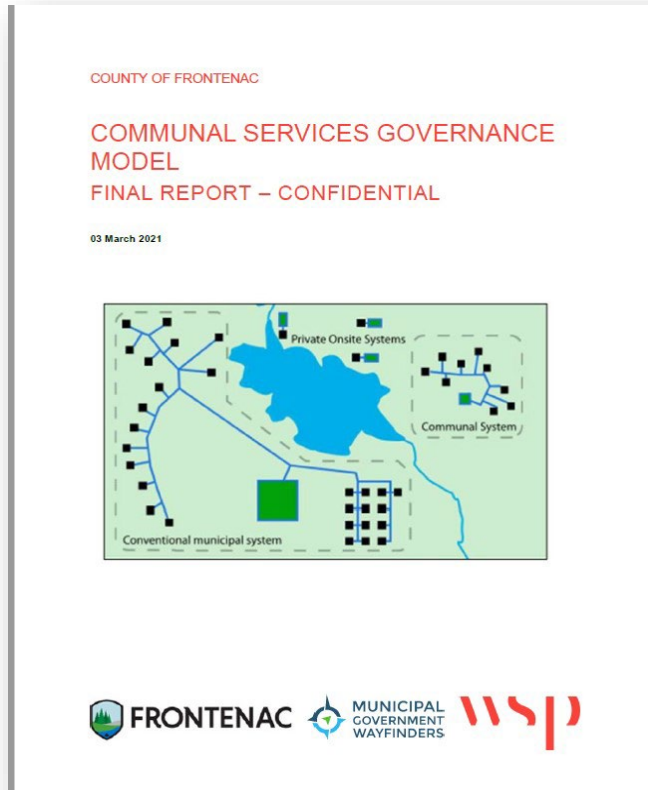
Planning & Economic Development Advisory Committee Staff Briefing – March 29th, 2023



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Planning & Economic Development Advisory Committee Staff Briefing – March 29th, 2023 - 3



Communal Services

Municipal Services Corporation
endorsed by County and 3
Townships in 2022

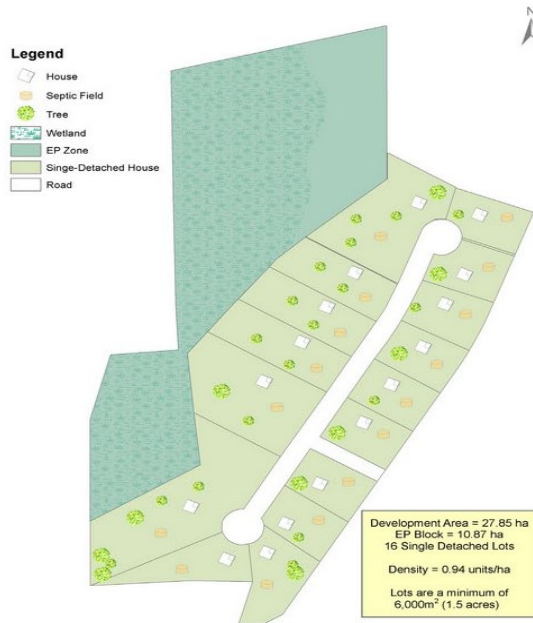
Next steps: Creation of regional
utility by mid-2023

Planning & Economic Development Advisory Committee Staff Briefing – March 29th, 2023 - 4

POTENTIAL FOR DEVELOPMENT ON COMMUNAL SERVICES

The figures below illustrate an actual 28-hectare residential development in the County with private on-site services, compared to the development potential which could be enabled through the implementation of communal services, representing nearly four times the density.

INDIVIDUAL SERVICING



COMMUNAL SERVICING



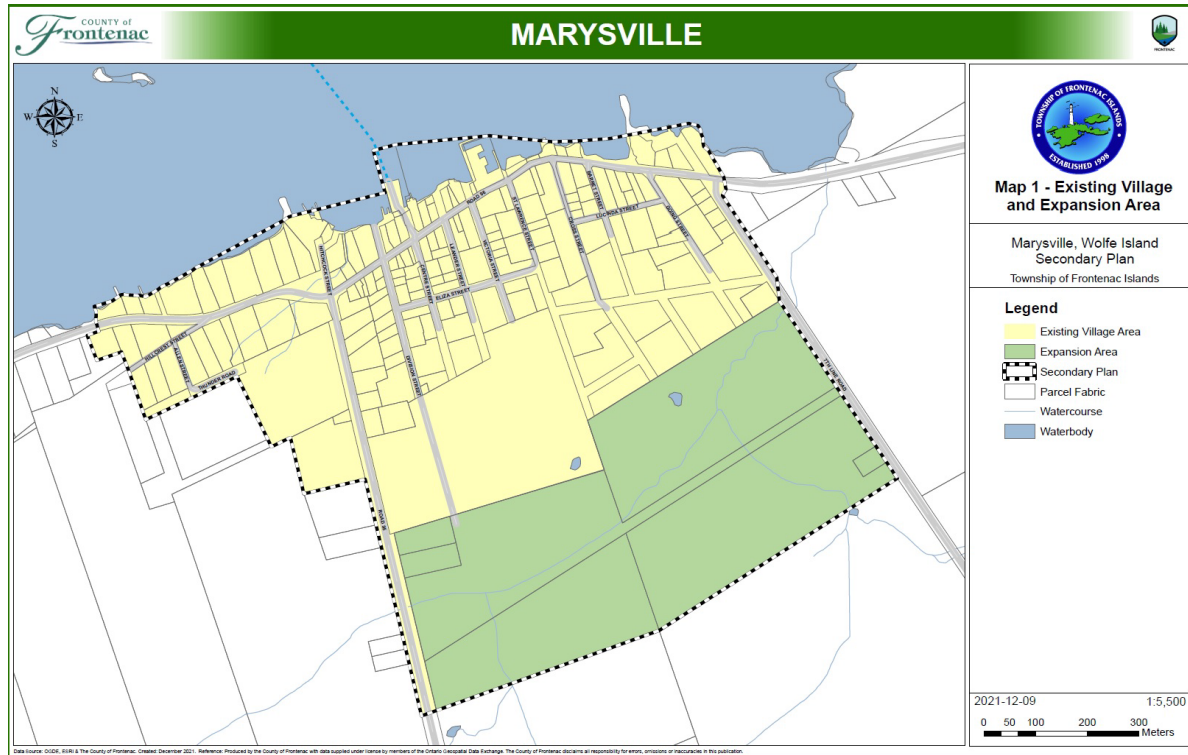
www.engagefrontenac.ca/communal-services

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<https://engagefrontenac.ca/verona-affordable-housing-project>

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<https://engagefrontenac.ca/marysville-secondary-plan>

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<https://engagefrontenac.ca/sharbot-lake-school-site>

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EOWC's Regional Housing Plan

#EOWC7in7

The Challenge

Safe, attainable and affordable housing is the main priority for the Eastern Ontario Wardens' Caucus (EOWC).

There are approximately **12,000 to 14,000*** community housing units needed to clear the municipal wait lists across the region.

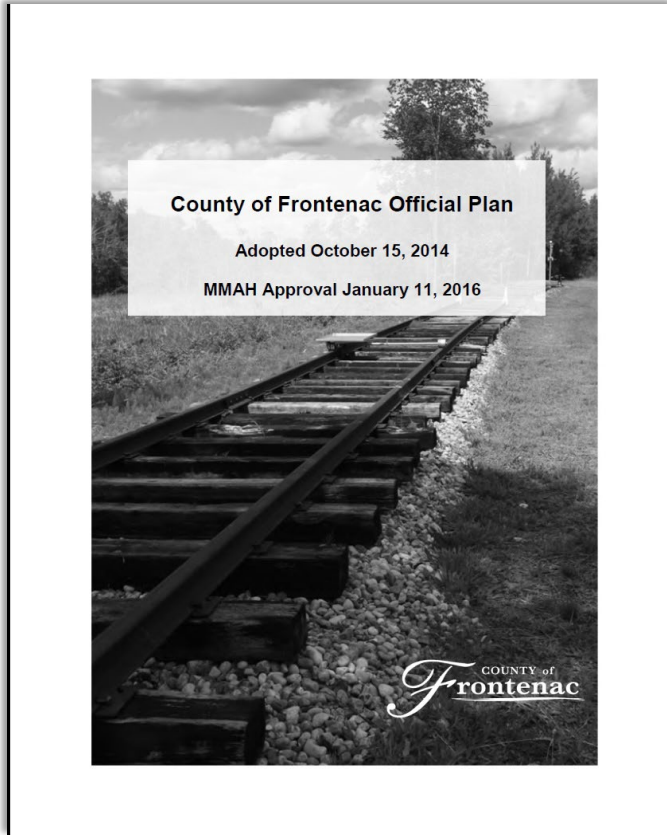
The average wait time for community housing is **almost 5 years** across all unit types, and as high as 10 years for some units.

We need more of the right type of housing to address housing affordability. As part of the Ontario Government's goal of building **1.5 million homes by 2031**, rental housing must be included in the overall housing solution.



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County Official Plan

- Approved 2016
- Update 2023/2024

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Draft 2 – Incorporating Indigenous Communities & External Agency
Review Comments
January 2023



Township of South Frontenac Official Plan

Our Community Our Vision Our Official Plan

Adopted by South Frontenac Township Council on <DATE>
Approved by the County of Frontenac on <DATE>

Draft 1 sent for Indigenous Communities and External Agency Review
September 15th, 2022

South Frontenac Official Plan Update

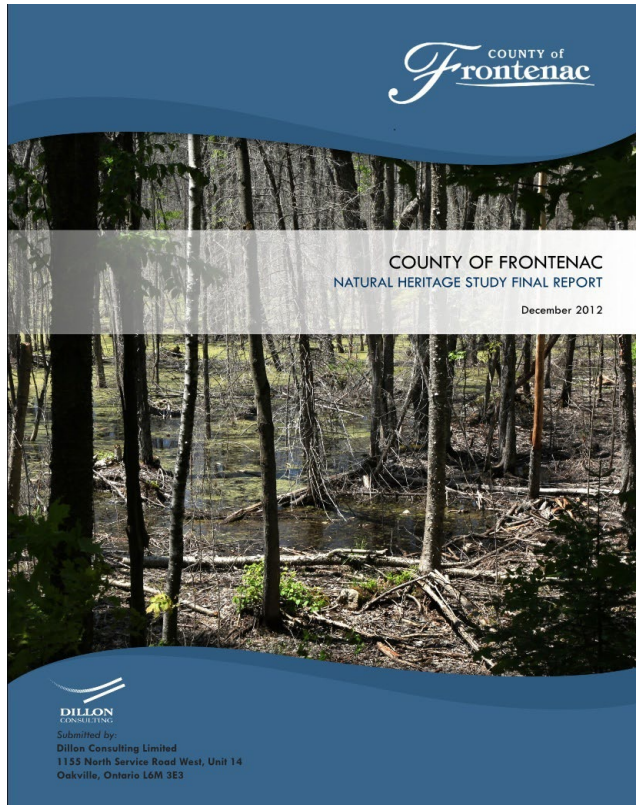
- Township Adoption in Fall 2023
- County Council approval

<https://engagefrontenac.ca/official-plan-review-south-frontenac-2040>



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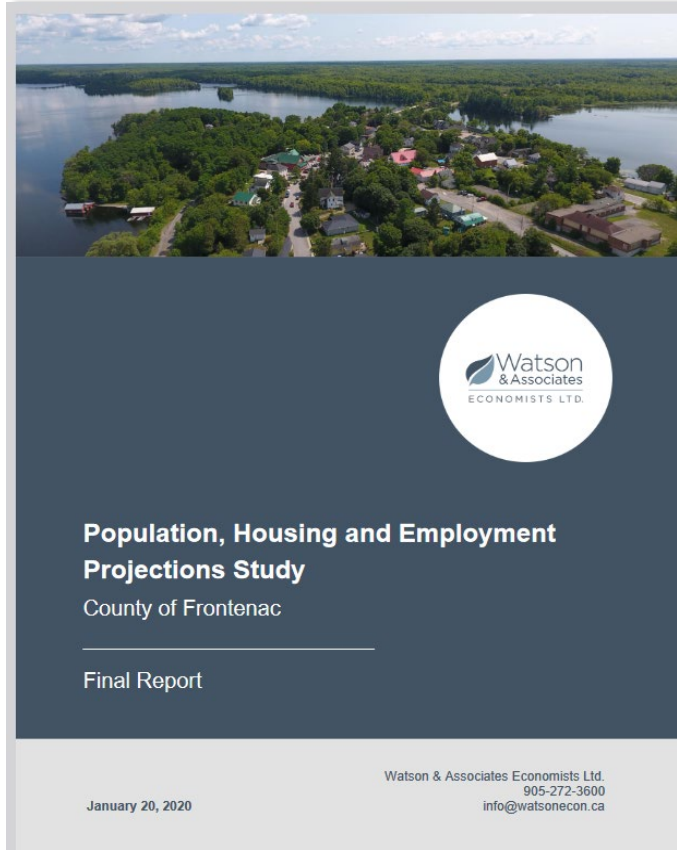
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Natural Heritage Study

- Approved 2012
- Major Update 2023/2024

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Frontenac Population, Housing, and Employment Projections

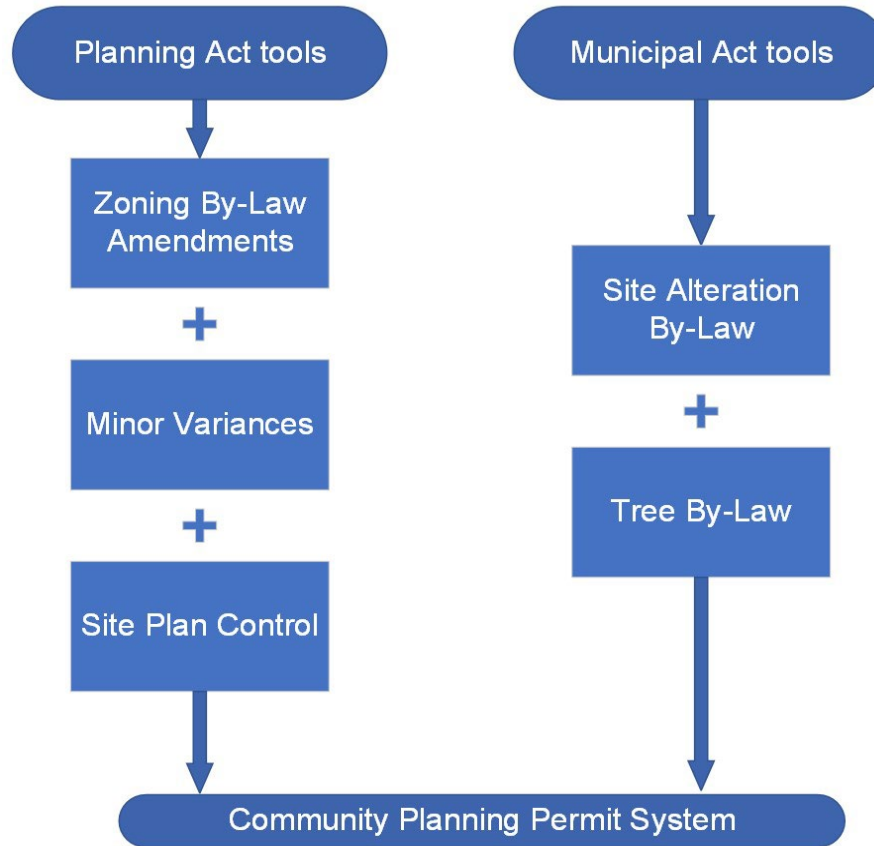
- Updated 2020
- Revisions Expected 2025-2026

<https://tinyurl.com/2s6ne6wd>

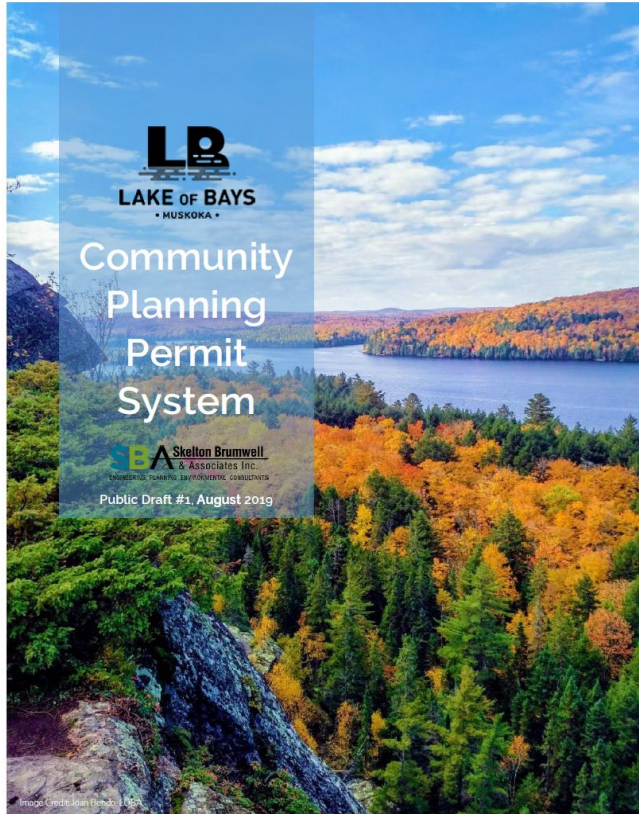


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Lake of Bays Township (Muskoka)

- Community Planning Permit System (CPPS) best practice
- Similar geography to most of Frontenac

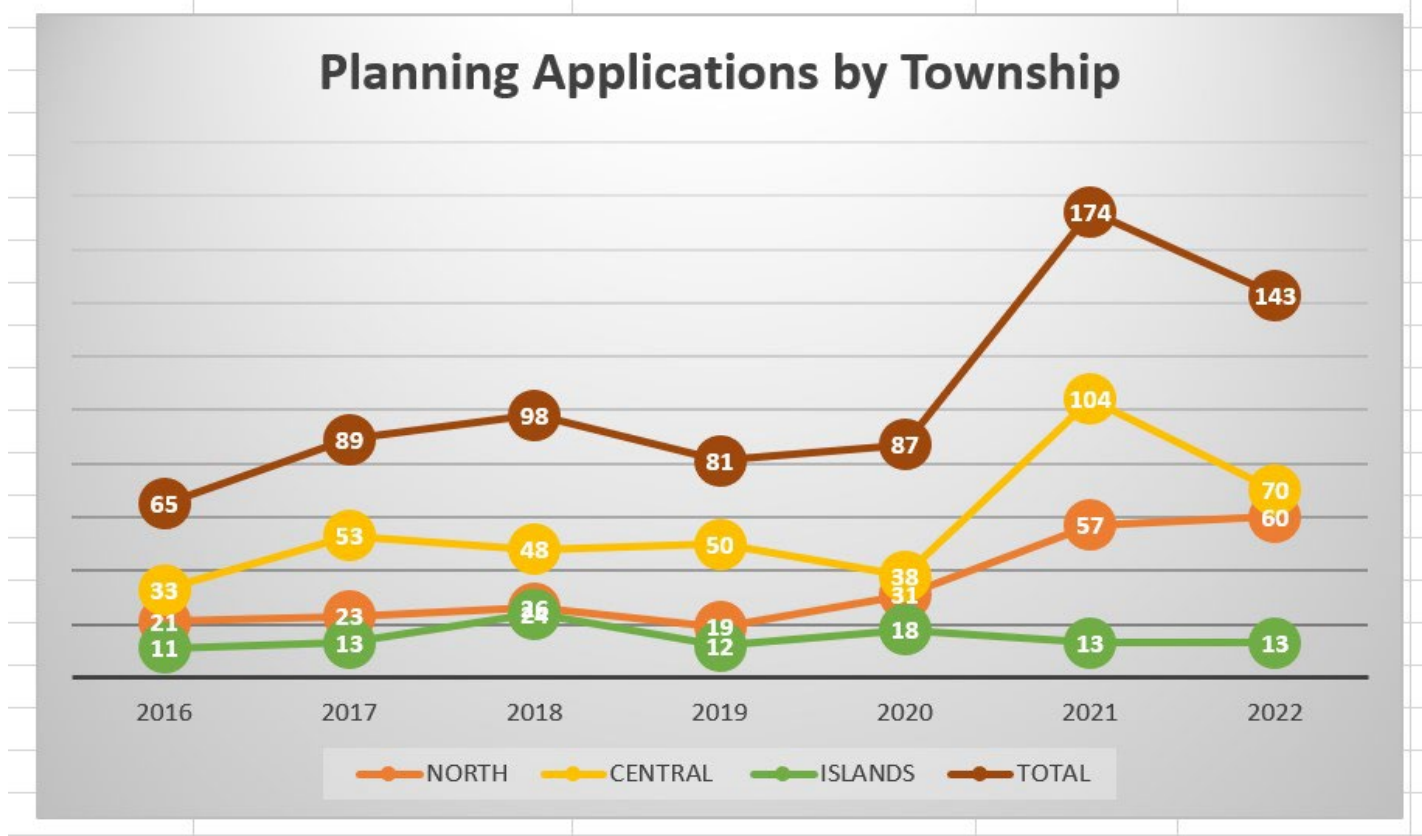


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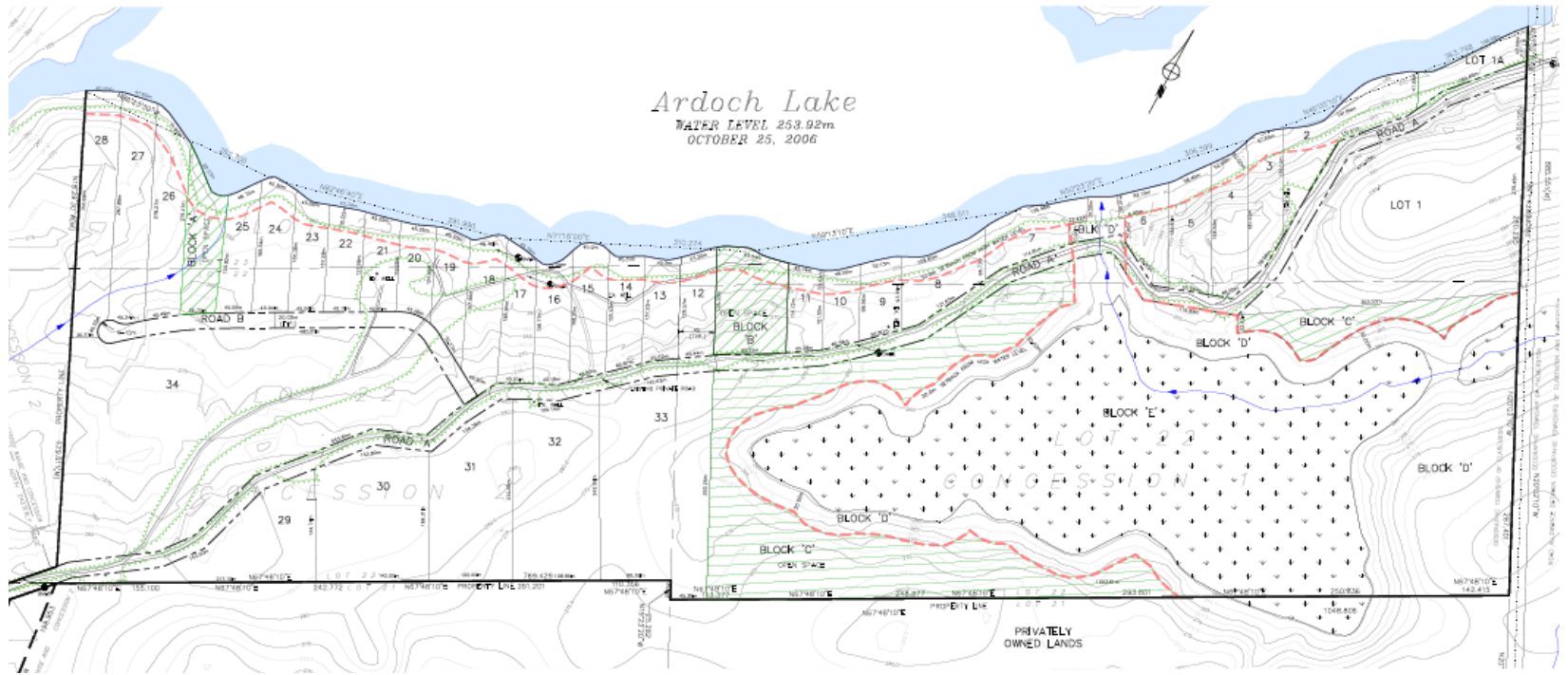
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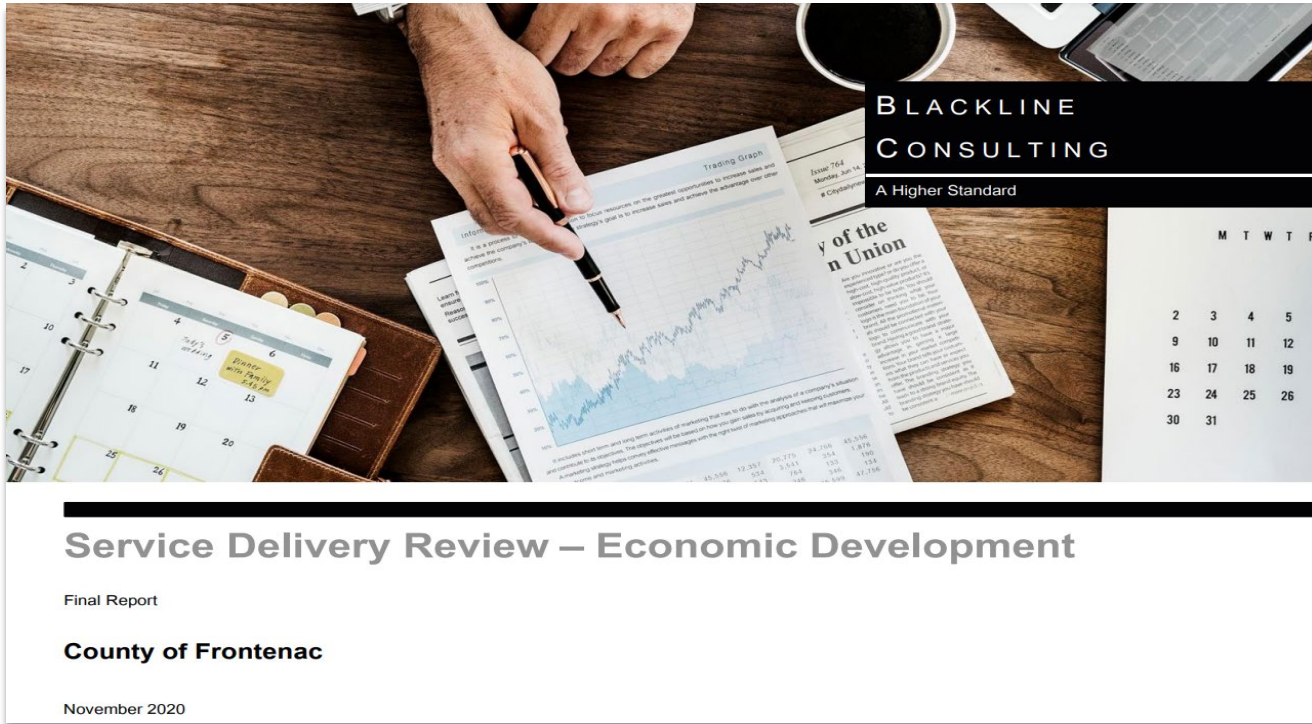


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Plans of Subdivision & Condominium

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Service Delivery Review – Economic Development

Final Report

County of Frontenac

November 2020

<https://www.frontenacounty.ca/en/government/resources/Documents/Blackline-SDR--Economic-Development---Final-Report.pdf>

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<https://tinyurl.com/2synxye5>



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[Home](#) / [County of Frontenac](#) / [Visit Frontenac - Tourism brand expansion](#)

Visit Frontenac - Tourism brand expansion



What makes Frontenac, Frontenac?

It's a question we've been asking you – residents, stakeholders and prospective visitors – through in-depth consultations over the past two months, in an effort to inform a tourism brand expansion. Through interviews, workshops, and creative engagement initiatives, you've helped to bring our local story together. Now, you're invited to get a sneak peek of the results and conclusions, and have your say in what we've come up with.



<https://engagefrontenac.ca/visit-frontenac-tourism-brand-expansion>



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Planning & Economic Development Advisory Committee Staff Briefing – March 29th, 2023 – 20



Project Proposal
Planning & Economic Development
County-Wide Community Improvement Plan Study

https://engagefrontenac.ca/community-improvement-plan?tool=forum_topic



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OPEN FARMS 2022 IN FRONTENAC & KINGSTON

Real food. Real Farms. Real People.

<https://www.visitfrontenac.ca/en/local-food/open-farms-2022.aspx>



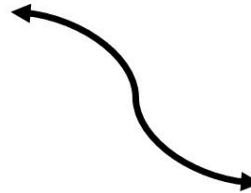
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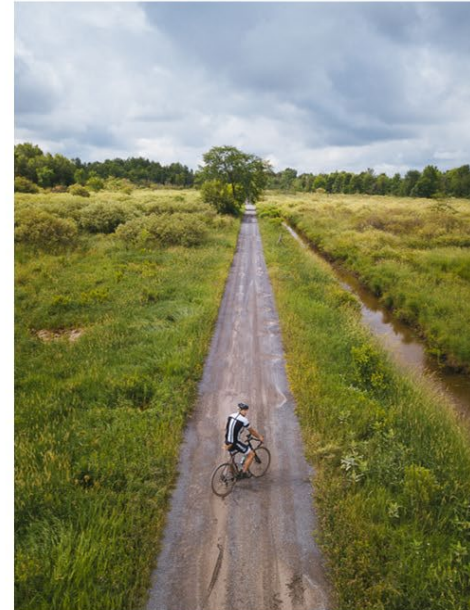
Frontenac K&P Trail



Trail Infrastructure



to



Trail Economy

<https://www.frontenacounty.ca/en/things-to-do/kp-trail.aspx>



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Intangibles to Work Plan 2023 - 2027

- Economic Development Partner Collaboration
- Destination Development Resources
- K&P Trail – Work & Management Demands
- Volume of Planning Applications
- Township Planning Policy Work
- Communal Services Implementation
- Ontario Land Tribunal (OLT) Appeals
- Provincial Planning Legislation Changes



Thank You.



Report 2023-043

Committee Recommend Report

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

From: Debbi Miller, Community Development Officer

Date of meeting: March 29, 2023

Re: **Planning and Economic Development Advisory Committee - Open Farms 2023**

Recommendation

Be it Resolved That County Council endorses the direction and actions related to Open Farms outlined in Report 2023-043.

And Further That a proclamation be brought forward to Council in July proclaiming September 1 to October 15 as Open Farm Days.

Background

Open Farms began as part of the Advancing Economic Development in Frontenac County project to fulfill the request from South Frontenac Township to support its food and beverage sector. Since then, it has evolved to a regional initiative that included operators from all four Frontenac Townships as well as partnerships with the Township of South Frontenac, Tourism Kingston, and the City of Kingston.

Open Farms has been held on farms in Frontenac County for five (5) years. The first two years, 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.

The events in 2020 and 2021 were adapted because of COVID-19 and the public health guidelines and restrictions that were in place. Open Farms 2020 was a virtual event and Open Farms 2021 was a combination of virtual and in-person. The in-person 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 was an opportunity to bring various groups together in one place. This hub was primarily coordinated by the Township of South Frontenac.

Outcomes from the 2022 Open Farms event are shared in Report [2022-114](#). The 2022 event continued to evolve a partnership-based approach that allowed for the program to expand, but still relied heavily on County staff for centralized leadership and coordination. There were nine farms initially involved in the event, with two farms needing to cancel their events in advance of the event. There were seven farms across Frontenac and Kingston that participated.

The 2022 event was ticketed, and all tickets were 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. Two sites offered a drop in event and opted to not ticket their event. As noted in the report, the ticketing required substantial resources.

Open Farms Harvest was led by the City of Kingston and was held in October to bring farms and chefs together. The event offered food and drinks with seminars from farms and chefs and a farmers market area where product was available for sale. This was the first year for this event and they sold 100 tickets to the event.

The [2020 Economic Development Service Delivery](#) Review recommended that the County Economic Development team should start playing more of a regional coordination role and be less involved in project execution at the Township or community level. As such, it will be important for the County to consider its role in coordinating this event going forward, and to ensure that Open Farms continues to contribute to the Economic Development goals of Frontenac County and the larger community.

Comment

As staff noted in Report [2022-114](#), there were various considerations to be discussed with farms and organizations from across the County of Frontenac and the City of Kingston before a plan for 2023 Open Farms was made. The Economic Development team met with members of this group on January 31, 2023 to discuss this year's event. The meeting provided an opportunity for sharing successes from previous events, needs, and ideas for future. The meeting also included a short idea sharing from the Open Farms Team, which includes staff from the County of Frontenac, The Township of South Frontenac, and the City of Kingston.

The Open Farms core goals as outlined below were reviewed during the meeting, and there was consensus that the goals should remain with no changes.

2023 Event Goals

The core goals of Open Farms remain the same as they have been since 2018. A few adjustments have been made to reflect the event's growth and evolution:

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.

Following the initial meeting the Open Farms team, consisting of staff from Frontenac County, South Frontenac Township and the City of Kingston, met again to review the feedback that was received at the January 31 meeting. The Open Farms team developed a proposed Open Farms plan for 2023 and shared the proposal with the group at a virtual meeting on February 21, 2023. All farms and organizations involved in the meeting were supportive of the proposed plans for 2023 Open Farms.

The key change for the event would be extending Open Farms from one weekend to over several weeks to allow more flexibility and involvement across various farms and organizations during the harvest season. The Open Farms team would step back from direct coordination of on farm events but focus its involvement on the promotion of all experiences celebrating local food and agriculture over this time.

The recommended direction for Open Farms 2023 is outlined below.

Declaration/Proclamation

it is recommended that September 1 to October 15, 2023, be declared Open Farm Days in support of Open Farms – celebrating farming & food in Frontenac County and the City of Kingston.

By declaring these days as Open Farms Days in support of Open Farms – celebrating farming & food in Frontenac County and the City of Kingston, this will demonstrate the importance of agriculture in our community. It raises the profile of this important industry that impacts such a large portion of this region. The expanded timeline also allows farms and organizations that have different times of harvest to be involved.

Precise wording of the declaration will be determined by the Open Farms team, and similar declarations are recommended to be made in the City of Kingston and at the Township of South Frontenac. Invitations will be sent to all Frontenac municipalities to share in the declaration.

Event Calendar

The Open Farms partnership will host a website that consists primarily of an online event calendar would be created to include all events, and experiences within the goals of Open Farms that are taking place in Frontenac County and Kingston during the timeframe of the declaration. This calendar will be maintained by the County of Frontenac with content received from the participating farms and other organizations such as the Plowing Match, South Frontenac Museum or Farmer's Markets.

The event calendar will be populated with information provided by the individual event organizers. This information would include relative event information, date, time, location, description as well as links to ticketing or registration information that would be set up and maintained by the individual farms or organizations for each of their respective events.

The event calendar would use the domain name of OpenFarms.ca and all Open Farms marketing would direct to this site.

Marketing

The marketing for the duration of the event will direct to OpenFarms.ca. The marketing will be developed and be more general in nature encouraging visitors to check out the calendar and visit various farms and businesses for different experiences.

The marketing will include, but is not limited to online, website, social media paid and organic on Facebook and Instagram, road signs, posters, postcards, and site signs.

The marketing will be led by Frontenac County and amplified by partners and participating organizations across their channels.

On-Farm

The on-farm experience continues to be a focus for the event. Participation for farms and organizations will be encouraged to open their doors during the month and half and participate in a way that suits them and their schedule. We anticipate there may be more involvement from farms as there are more options for dates to be involved.

The farms and organizations would continue to be responsible for all aspects of the event on their site. Each site would coordinate the logistics, times, dates, and costs associated with their event. Each site would determine if they were going to require ticketing, registration or open their doors for drop in. Each site would coordinate their own ticketing, registration or drop in system as suits their needs.

By having each site manage their own ticketing and registration they would have complete oversight over the numbers, costs and would be able to reconcile their own events. This will reduce the time required for customer service associated with ticketing and partner support often facilitated around insurance, public health, etc.

Education

Education was highlighted by some of the farms and organizations as being an important aspect of the raising awareness for farming and farm-to-table. The Open Farms team will host five education sessions, that could be a combination of in-person or online.

There are options for the structure of the events, which could include a question-and-answer session, panel discussion or a training style. The structure of the education sessions will be based on the topic and determined during the planning phase.

Working with farms, partners, and chefs to establish the education program will be key to the success. Farms and organizations are encouraged to submit proposals for something they would like to develop or create. Having a connection with farms and classrooms will also be considered while planning the educational component.

The City of Kingston is planning to record the education sessions during Open Farms Harvest to share following the event to continue to raise awareness for the farms, chefs,

and producers. The City of Kingston, Heritage Services Department is also planning to develop agricultural programming during this time.

Connections

Building and strengthening farm-to-table connections with farms, chefs, retailers, and producers is another area that is required to support each of these groups. This work will require a more focused approach and is being planned for the Winter of 2024.

The Open Farms contact list, which includes farms, organizations, chefs, and retailers will continue to be built out during Open Farms 2023 and connections will be made where possible. These connections and this list will support the work that takes place in the Winter of 2024.

Farm-to-Table

Overall awareness of where food comes from will continue to be encouraged through awareness of local products on menus. Farmers markets, restaurants and events will all be encouraged to participate in a way that works for them.

Expanding on the previous offerings of the Open Farms farm-to-table events including ticketed menus or educational speakers will be encouraged. These events will be coordinated by the organizations and included on the event calendar.

Farmers Market

This year the Frontenac Farmers Market will be on Friday evenings from 3 p.m. to 7 p.m. at Centennial Park in Harrowsmith starting in May and running through until October. The Frontenac Farmers Market will be hosting an Open Farms official kickoff event on Friday, September 1. There are no specific details about the event at this time, but it will be a coordinated effort to raise awareness for the calendar of events.

The Farmers Markets in Frontenac and Kingston will be encouraged to participate and explore ways they can continue to highlight and raise awareness for agriculture within the community. Raising awareness for the Farmers Markets regular dates and times will be done through the calendar of events.

Frontenac Plowing Match

The Frontenac Plowing Match is establishing their event for 2023 and will work to align the event within the timeframe. The organizers are interested in including educational components in their event to increase awareness of agriculture as well as the Plowing Match. There are no specific details about the event at this time, but it will be a coordinated effort to raise awareness for the month and a half long calendar of events.

Open Farms Harvest

The City of Kingston will again lead the Open Farms Harvest event on Saturday, October 14, 2023, in Springer Market Square and Kingston City Hall.

The event will again focus on the farms, chefs, restaurants and will be offered as a ticketed event, featuring a Farmers Market, speakers, and demonstrations.

The details about this specific event are limited at this time, but it will be a coordinated effort with all participating.

Event Responsibilities

As County staff resources are limited, the scope of the event needs to continue to be about around farms, agriculture, and food. It is anticipated that the County's role will be to:

1. Aggregate and coordinate the list of events hosted at www.openfarms.ca
2. Collaborate with partners.
3. Host education sessions.
4. Lead the overall general marketing of Open Farms.

Financial Implications

The County of Frontenac's operating budget for Open Farms 2023 is \$8,000. The Economic Development team will seek grant funding to offset some of the costs of establishing the new OpenFarms.ca website.

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

Frontenac County Council and Staff
South Frontenac Township
City of Kingston
Tourism Kingston
Frontenac Federation of Agriculture
National Farmers' Union Local 316
Frontenac Farmers Market
Frontenac County Plowmen's Association



Report 2023-044

Committee Information Report

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

From: Debbi Miller, Community Development Officer

Date of meeting: March 29, 2023

Re: **Planning and Economic Development Advisory Committee – 2022 Annual Business Survey Results**

Recommendation

This report is for information only.

Background

The Annual Business Survey helps to inform the Economic Development office of the current climate in Frontenac County and of the programs delivered to support Frontenac businesses. This was the seventh year the Frontenac business survey has been conducted.

In September 2017, Frontenac Ambassadors were surveyed for feedback on the program. Of the approximately 100 members at that time, 46 completed the survey.

In September 2018, 45 Ambassadors responded to a similar survey.

In the fall of 2019, an expanded survey was developed. The survey was open in late December until the end of January of 2020 and received 190 responses. Throughout 2020 a number of surveys were launched in the spring and summer to gauge the impact of the COVID-19 pandemic on the local business community.

The next general survey was conducted in January of 2021, soliciting 143 responses. In addition to asking the questions outlined in the 2019 survey, new questions were added specific to the COVID-19 Pandemic.

In January 2022, the business survey was conducted, soliciting 77 responses and in 2023 the 57 responses were received.

	Ambassador Survey		Entire Business Community			
Survey Year	2017	2018	2019	2020	2021	2022
Number of Responses	46	45	190	143	77	57

Discussion

The 2022 survey was conducted from February 1 until March 10, 2023.

The 2022 survey was posted on Engage Frontenac with two options of completing the survey. The first option was for businesses to register for Engage Frontenac and complete the survey. The second option was to complete the survey without registering for Engage Frontenac. We continue to encourage businesses to register and participate in the engagement opportunities on Engage Frontenac.

This year, the County received a total of 57 survey responses from businesses across Frontenac County. The survey was posted on Engage Frontenac and shared through various channels including the business weekly email newsletter, social media, the County website, emails, a newspaper ad in Frontenac News, a digital ad on Frontenac News website and shared through partner organizations.

Below are some summary highlights from 2022 survey respondents.

There were respondents from each of the Townships across Frontenac. Below is the breakdown and the number of respondents by Township.

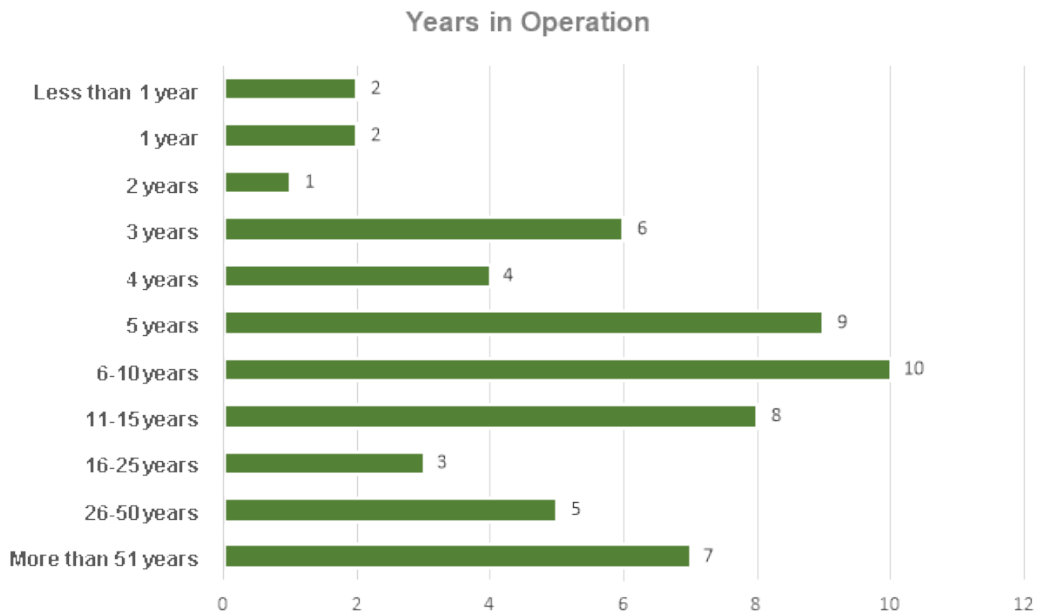
Township	Survey Responses	% of Survey Responses	Population	% of County Population
North Frontenac	14	25%	2,285	7.8%
Central Frontenac	16	28%	4,892	16.7%
South Frontenac	21	37%	20,188	68.9%
Frontenac Islands	6	10%	1,930	6.6%

The sectors that responded from across Frontenac are outlined below. The 14 respondents under “other” are from various sectors including, resort development, retail/floral, retail/lifestyle, media, software development, landscaping and landscape maintenance, sign making, and heritage museums.

- Accommodation – 11

- Recreation & outdoors – 6
- Construction and/or Trades – 6
- Arts & Entertainment – 5
- Professional Services – 3
- Food Production and/or Processing – 3
- Agriculture, Forestry or Fishing – 3
- Food Services – 2
- Real Estate - 1
- Other – 14

There are several long-standing businesses in the Frontenac community. Below is a summary of the number of years businesses have been in operation. Of the respondents, 23 indicated their business has been operation for over eleven years, with 15 indicating over 16 years. There were 11 respondents that have been in business up to three years, which demonstrates businesses did continue to open during the pandemic.



Business impacts in 2022

Understanding the impact on businesses in 2022 related to the COVID-19 pandemic is important to understand the bigger picture across Frontenac County. While some businesses did endure negative impacts in 2022, other businesses saw positive impacts in 2022 and were able to adapt their business model to meet the changing demands of customers. Changes in products or services both in response to COVID-19 and unrelated is something that continued in 2022. Of the respondents 31 indicated that COVID-19 impacted their business in 2022 and 25 indicated that it did not have an impact.

Some of the area’s businesses indicated they had impacts due to COVID-19 were:

- supply chain issues:
- cost of operating due to the increased costs associated with food and supplies:
- travel restrictions:
- international travel changes:
- increase in demand as people were home and want work done at home:
- event organizers were being cautious:
- Public Health regulations:
- visitors were spending less on nice to have items:
- shutdowns due to illness when a business is owner operated.

The Frontenac business community continues to adapt and look for new business products or services, 26 respondents made changes to their products or services in 2022. There were 29 respondents that did not make any changes to the goods and services they sell.

A couple of highlights to note from specific questions and from reviewing the comments include:

- 4 indicated they increased the overall physical business space occupied,
- 2 indicated they reduced their physical space,
- 2 indicated they added more locations,
- 28 indicated they updated their location to make it better,
- 34 indicated they purchased equipment for their business.

There were 11 respondents that noted they increased their full-time staff positions between 2021 and 2022 and 4 that decreased; 24 respondents noted their full-time staffing levels did not change.

Businesses in Frontenac County have customers from across the globe. The top three areas businesses draw from are Frontenac County, Kingston, Eastern Ontario, which is consistent with 2021. The Greater Toronto Area and Ottawa both ranked fourth for where businesses draw from in 2022. In 2021, Ottawa ranked in the top four, but the Greater Toronto Area was lower in the rankings.

A question was added in 2021 asking businesses if they sell products and services online. We asked the question again in 2022 and of the respondents, 28 businesses sell products and services online, and 29 businesses noted they don't sell online. It is interesting to note that in 2021, 32 businesses sold products or services online, and 41 businesses noted they don't sell online.

Impacts on businesses vary based on sector. Businesses were asked how they currently feel about business in Frontenac County. Many businesses had a positive outlook early in 2023. There were 62% of respondents that indicated that they currently feel business is good or very good, with 25% indicating they were neutral.

Businesses were asked how they felt about the future of doing business in Frontenac County. The chart below demonstrates that of the respondents 66% of businesses were positive or very positive with 25% of respondents indicating they were neutral.

Tourism related businesses

Businesses were asked how much of their business comes from tourism. The graph below demonstrates that 81% of businesses in Frontenac County are impacted by tourism. The largest portion of the graph demonstrates that 20 respondents indicated that 75-100% of their business comes from tourism. The importance of tourism in Frontenac County continues to be demonstrated through these numbers.

A tourist is defined as anyone visiting from further away than 40 km.

Training

Training is an area where support can be provided for businesses. They were asked if they would be interested in learning more about training opportunities and if they were, did they have any suggestions for training. There were 32 respondents that answered yes to being interested in training opportunities and 25 that answered no.

Businesses expressed interest in marketing, digital and social media marketing, finance, funding applications, including finding funding sources, employee recruitment and retention as well as business management.

As an outcome from the survey, the Economic Development team will continue working to include connections for, or awareness of webinars and sessions offered by partners for training opportunities for businesses.

Communication

Communication is another way Economic Development can continue to support businesses with information about funding and grants, training opportunities, webinars, and new programs being rolled out. Businesses were asked if they want to be included in the weekly newsletter from County staff. There was a strong response of 45 of the 57 being interested in receiving the regular email communication.

Economic Development staff will continue to provide a weekly newsletter to businesses, the change from a monthly newsletter has helped to keep the newsletter timely and relevant as well as easier for businesses to review weekly.

Benefits to business growth

Businesses were asked about the top three benefits to growing their business in Frontenac. The following themes received the highest response:

- Lifestyle – 29 respondents
- Supportive residents – 21 respondents
- Supportive business community – 17 respondents
- Supportive organizations and agencies – 15 respondents
- Access to major urban centres – 14
- Low cost of living and doing business – 13 respondents

The top 4 benefits for business growth have been in the top 6 consistently for 2020 and 2021. Access to major urban centres was previously not in the top benefits for businesses.

Challenges to business growth

Businesses were asked about the top three challenges to growing their business. The following were responses received.

- Securing and retaining staff – 18 respondents
- Regulations that are burdensome and/or unnecessary – 18 respondents
- Lack of utility services – 12 respondents
- Cost of utilities – 10 respondents
- Accessing capital – 10 respondents
- Lack of suitable property to purchase – 9 respondents.

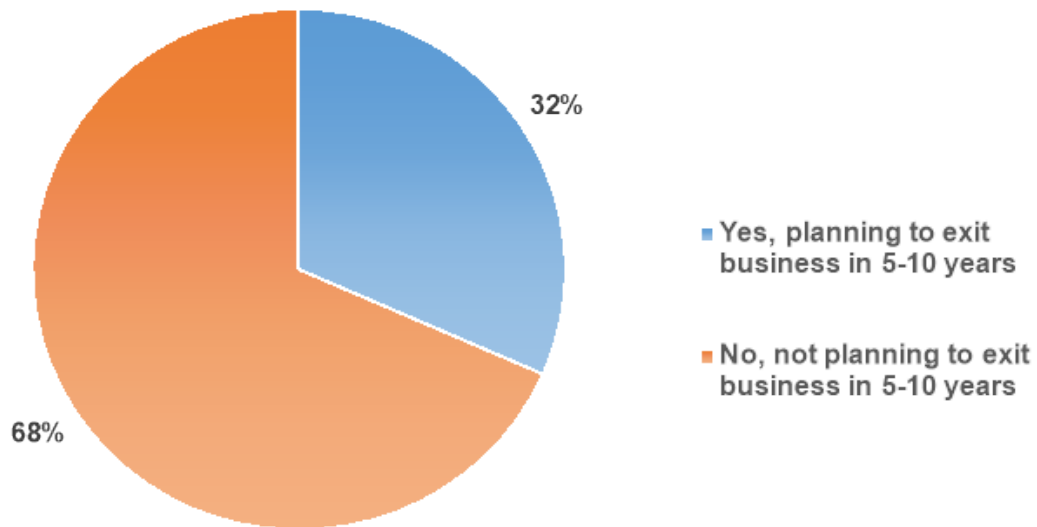
The top challenge identified by respondents was securing and retaining staff. This continues to be consistent with the responses from 2020 and 2021. The second challenge is regulations that are burdensome and/or unnecessary has changed from 2020 and 2021 where it was insufficient internet access.

Succession Planning

Over three-quarters (76%) of small business owners are planning to exit their business, according to a new report by the Canadian Federation of Independent Business (CFIB).

Businesses were asked if they are planning to exit their business in the next 5-10 years. Of the 57 respondents, 18 indicated yes, they were planning to, and 39 businesses indicated they were not planning to.

The County has been pursuing various training opportunities to connect these businesses. There was also a follow up question to ask if County staff could follow up and discuss the succession plan for their business. Of the 57 respondents 15 indicated yes, we could follow up and 3 indicated no, they didn't want a follow up, 39 respondents chose not to answer this question.



Economic Development Goals

In previous surveys, businesses have been asked to score the Charter for Economic Development goals that were developed collectively to ensure they are still accurate. The 2022 survey did not include a question around the Charter as the priorities were included in an engagement process around the work of the County-wide Community Improvement Plan (CIP). The Charter update will take place after the County Council Strategic Priorities are set to ensure the goals in the Economic Development Charter are aligned.

Future Business Surveys

The annual business survey provides information for the Economic Development team to help inform projects and priorities for the work in the department. The survey will continue to be an annual survey that is conducted and open for all businesses in Frontenac County. The survey will take place in the first quarter of 2024 with results being compiled and reported on by the second quarter of 2024.

The plan for future survey distribution will be the same as the 2022 survey. The survey will be posted on Engage Frontenac and shared through the County of Frontenac channels including, but not limited to the website, social media, email newsletter, and email as well as through our partners channels.

The survey will be reviewed annually to include questions that are current to the business climate in Frontenac County to help inform work that is taking place or is being considered or planned in the future.

Financial Implications

There are no financial implications associated with this report.

Strategic Priority Implications

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

Organizations, Departments and Individuals Consulted and/or Affected

Businesses in Frontenac County



Report 2023-045

Committee Information Report

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

From: Debbi Miller, Community Development Officer

Date of meeting: March 29, 2023

Re: **Planning and Economic Development Advisory Committee – Business Retreat and Awards**

Recommendation

This report is for information purposes only.

Background

The first annual Frontenac County Business Retreat and Awards were held in October 2022. Economic Development hosted the in-person business education and networking event, during small business week. Entrepreneurs in Frontenac have a strong history of collaboration and working together, and this was an opportunity to bring businesses back together to celebrate their successes.

The event was held at RKY Camp in Tichborne, offering a casual atmosphere in a central location. The event brought partners and businesses together for an afternoon and evening. The retreat portion included networking, updates from Frontenac County, engagement and speakers on tourism experiences, digital wayfinding, and small-business finance. There were opportunities to showcase businesses during the event through food and beverages, sharing information and knowledge as well as meeting new people.

There were 35 people that attended this first-time event. The feedback that was received in the follow up was very positive, with numerous businesses requesting this be an annual event.

The second part of the day was the Frontenac County Business Awards, being introduced for the first time in 2022. The nomination period opened in September, with

businesses and community members nominating businesses in five categories. There were thirty-nine Frontenac businesses in total nominated across the five categories.

An awards ceremony was held following the networking event, where the award winners were recognized and presented their awards. The awards were created by Wolfe Island artist Nancy Steele, who painted five en plein air paintings and framed them. Each award had a personalized plaque added to it with the award name and the business name.

The five award winners in 2022 were:

- Ambassador of the Year Award – Food Less Travelled
- New Business Award – Nordic Resorts (Red Barn Zone)
- Partnership and Collaboration – Maple Ridge Farm
- Sustainability Award – Limestone Creamery
- Women-Led Business Award – Hinchinbrooke Hills Farm

Following the awards ceremony photos were taken of each winner and the photos were shared on the Frontenac County channels.

Comments

The success of the event in 2022, demonstrated the importance of this style of networking and support for businesses in Frontenac County. The last three years have been very difficult for businesses and celebrating the work they do through awards, training and networking is very important to plan on an ongoing basis. The Economic Development Business Plan outlines Frontenac County's commitment to supporting and nurturing the business community overall, while specialized and individualized support is delivered by our partners.

The RKY Camp location in Tichborne is central for all of Frontenac County and offers indoor and outdoor space, parking, with numerous amenities all in one location. Based on the feedback from 2022, the location has been booked for the 2nd annual event on Tuesday, November 14, 2023.

Staff from Economic Development will work with the Townships, Frontenac Business Services, and other partners to coordinate the event. The time for the event will again be daytime into early evening to allow flexibility for businesses to attend.

Some highlights that are being planned are outlined below:

- Networking – There will be opportunities for businesses to meet and connect with business owners and employees. There will be open sessions at various times throughout the day that encourage discussions.
- Economic Development Update – Staff will provide updates on certain projects, marketing opportunities or areas for feedback.

- Campfire Chats – Hosting sessions where businesses can participate to discuss experiences their business have had or to ask questions will be part of the retreat. This provides a level of comfort to connect with others in a casual atmosphere. The campfire chats will include speakers or business owners that will share and offer information for others. These sessions are meant to encourage discussion, so facilitators will be encouraged to limit their use of slides or presentation materials.
- Business highlights – There will be opportunities for businesses to showcase their products. A partnership opportunity list will be shared with businesses to participate in. This could include offering a prize from your business a sample product or food or drinks for a break.
- Marketing materials – Businesses will be encouraged to bring marketing materials to share and distribute to other businesses for their location.
- Engagement – Throughout the event there will be passive ways of asking businesses for input around various topics.
- Business Awards – The Business Awards will again be done through a nomination process in advance of the event. The five award categories will be the same for 2023 - Ambassador of the Year, New Business, Partnership and Collaboration, Sustainability, Women-Led Business. The award nominations will open on Monday, September 11 and be open for six weeks with the close of nominations being Monday, October 23, 2023.

There will be a selection committee to review nominations. The awards ceremony will take place during the business event highlighting the award recipients.

The physical award will be made by an artist or artisan in Frontenac County. The intention of the award is that each year a different artist will create the five awards and each year the award will look and feel different. The five awards will represent the Frontenac brand and have a plaque added to them.

Financial Implications

Initiatives described in this report are funded as part of the annual budget allocation for providing business support.

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 3.2: Play a leadership role on communications to promote shared messaging for all regional initiatives such as economic development, tourism, and lifestyle opportunities.

Organizations, Departments and Individuals Consulted and/or Affected

Frontenac County Businesses
Frontenac Economic Development Working Table



Report 2023-046

Committee Information Report

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

From: Debbi Miller, Community Development Officer

Date of meeting: March 29, 2023

Re: **Planning and Economic Development Advisory Committee – Frontenac Discovery Guide**

Recommendation

This report is for information purposes only.

Background

In 2022, Economic Development launched a mobile app to help encourage trail users to discover businesses through the County. The app featured a place-based geolocated rewards collection and redemption incentive program to encourage users to visit businesses and attractions along the trail. Details of the development of the program are outlined in the Community Development Advisory Committee [Report 2022-096](#).

Comment

As the app was used, the Economic Development team continued to see opportunities for the app to expand the use and provide a better experience for the user. Local businesses commented on the potential of the app if it were possible to grow the number of users.

The app was adapted for a Shop Local in Frontenac campaign in late 2022. This campaign helped the team test the uses and increase awareness of the app with both the businesses and the community. The five-week campaign increased awareness for shopping local in Frontenac and had a slight increase in both businesses on the app and users of the app.

Taking a more regional in the approach to the app was important to support expanding the uses to include more than businesses around the trails in Frontenac. After evaluating the various functions of the app, the decision was made to expand further upon the original use – to create a visitor guide and incentives program with the recommendations of the Destination Development Plan driving the implementation by

promoting “tourism trails” as well as the County’s physical trail assets around the Destination Plan themes.

Many tourism organizations have moved to an itinerary based format of presenting information about their destinations. These itineraries are sometimes called tourism “trails,” connecting various experiences in a region together around a theme or specific attraction. These help tourism businesses develop packages and partnerships with others within the trail, and sometimes tourism guides will use the trails as part of a package offering.

The economic development team will launch the app, call the Frontenac Discovery Guide, in 2023 with a set of 4-6 itineraries will including the K&P Trail, Wolfe Island and the Four Seasons Route in North Frontenac. As resources allow, the Economic Development team will also share these itineraries on www.visitfrontenac.ca, providing additional details, photos and inspiration for prospective visitors to discover Frontenac through the various trails promoted. Each year, new itineraries will be added and existing itineraries will be updated on both the app and website.

The app will also include an “All-Things Frontenac” tab where a comprehensive list of participating businesses and attractions will be available. The information on the app will continue to be able to be viewed from the map pins or from a list, with additional information being available by location, or filtered based on type of business, such as restaurants, farm stands or accommodations.

The Discovery Guide will continue to offer points collection and redemption at participating businesses and other locations. The Economic Development team will use this feature to help drive user uptake of the app by offering incentives or prizes for points collection or redemption. Businesses may also take advantage of the points program by offering redemption incentives specific to their location.

During the year, there will be two marketing campaigns to encourage use of the Discovery Guide and to encourage point redemption and collection. Marketing materials will be developed for participating businesses to help promote the itineraries and the app itself.

The analytics for app use will continue to be monitored throughout the year, with the goals for the app being to increase app usage, increase awareness for Frontenac County and to move people around the region to support businesses.

Financial Implications

The updates to the Frontenac Discovery Guide were funded entirely through the Tourism Relief Fund, offered by Feddev Ontario via the Ontario Highlands Tourism Organization (OHTO).

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 3.2: Play a leadership role on communications to promote shared messaging for all regional initiatives such as economic development, tourism, and lifestyle opportunities.

The [Charter for Economic Development](#) outlines the Economic Development priority of tourism through the “Trips and Trails” pillar.

Organizations, Departments and Individuals Consulted and/or Affected

Frontenac County Businesses



Report 2023-047

Committee Information Report

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

From: Richard Allen, Manager of Economic Development

Date of meeting: March 29, 2023

Re: **Planning and Economic Development Advisory Committee – Frontenac Immigrant Entrepreneur Pilot Program**

Recommendation

This report is for information only. It is being shared with the committee for advice and input on the Frontenac Immigrant Entrepreneur Pilot Program.

Background

In 2017 the BDC published [“The Coming Wave of Business Transitions In Canada,”](#) indicating that “four out of ten entrepreneurs in Canada are likely to leave their businesses within the next five years” citing the primary reason being retirement and identifying that “close to 60% of Canada’s small and mid-sized business owners are aged 50 or older.” The report also identifies that most small business owners looking to make a sale have done little or nothing to “spruce up their financial reporting” and have not “taken action to maximize cash flow in anticipation of a sale.”

The BDC’s pre-pandemic findings were recently confirmed and updated by the Canadian Federation of Independent Business (CFIB), whose study determined that three-quarters of Canadian Small Business owners are seeking to exit the business in the next decade. The study found that “retirement is the top reason business owners cited for leaving their business (75%), while 22% are burned out and 21% want to step back from their responsibilities as owners.” The study also found that “only one in 10 business owners (9%) have a formal business succession plan in place.”

Both studies demonstrate the growing need for entrepreneurs armed with capital to fulfill a significant percentage of the succession and business transfer needs in Canada. They both also clearly identify that most entrepreneurs and business owners need to do more in order to plan for and prepare for transition.

Frontenac County is at an interesting intersection of succession opportunities, with a demographic consisting primarily of older adults and significant portion of working adults

being in self-employment and entrepreneurial efforts such as owning and operating small businesses.

The OINP Entrepreneur Stream is a pathway for experienced international entrepreneurs to move for more in Ontario by starting a new business or buying an existing one. This means they can come to Ontario as a temporary resident and if, after 20 months, they meet program requirements, they can be nominated for permanent residence in Canada. Through OINP-ESI, international entrepreneurs can apply to the OINP Entrepreneur Stream with a proposal to either create a new business or purchase and grow an existing business in a community outside of the GTA.

The Toronto Business Development Centre (TBDC) has been engaged by the province to facilitate the OINP-ESI program and has connected with Frontenac County as well as others in the region to begin the development of a business purchase opportunity pipeline. TBDC will support entrepreneurs participating in OINP-ESI by matching them with business opportunities that are aligned with their interests and experience and then helping them apply to the OINP Entrepreneur Stream.

The 2023-2027 Planning and Economic Development Business Plan included the development of the Frontenac Immigrant Entrepreneurship program as part of the budget allocation for annual operations. This program would be one of the first formal approaches to investment attraction, a practice new to Frontenac County but a key transition of service that was recommended in the 2020 Service Delivery Review provided by Blackline.

Comment

The Frontenac Immigrant Entrepreneur Pilot Program seeks to match succession and sale opportunities in Frontenac County with entrepreneur newcomers to Canada. The goals for the first year of this program are as follows:

- Identify opportunities for Business Sale and/or Succession in Frontenac County in the next 3-5 years, prioritizing the opportunities that may be attractive for purchase by newcomers and applicants to the OINP program.
- Develop a pipeline of investment and business development interest in Frontenac County from entrepreneurial newcomers to Canada.
- Prepare existing business owners for business sale or transfer through awareness, education and information events.

The program is focused on developing two main funnels for prospective opportunities.

The first funnel will be by working with the Toronto Business Development Centre and the Ontario Immigrant Nominee Program Entrepreneur Success Initiative. This will involve the development of appropriate materials to support attraction efforts, including but not limited to: Brochures, Sales Sheets, Community Profile information.

The second funnel will be developed in collaboration with different Newcomer Centers close to Toronto and Ottawa to seek out prospective newcomer entrepreneurs from these regions who have already arrived in Canada with interest in starting or purchasing businesses in Frontenac County. This will involve the development of investment attraction materials to support presentations and outreach to potential investors, coordination of familiarization tours, and information sessions to support and prepare businesses in Frontenac County for transition.

While succession or sale is the primary goal of this project, opportunities for business creation will also be nurtured. Business cases will be developed to inspire new food and beverage or accommodations investment along the County's regional rail trail network, which is seeing annual user growth and connects to over 350km of regional rail trails in eastern Ontario.

This project builds on the emerging trend of business transfer already taking place in Frontenac. In the past two years, a minimum of three businesses have transferred to newcomer entrepreneurs.

Program Activities

1. **Development of Materials:** This will involve the development of appropriate materials to support attraction efforts, including but not limited to: Brochures, Sales Sheets, Community Profile information, Investment Attraction Materials, Familiarization Tours and Information Sessions.
 - a. **Brochures** will include information about Frontenac County, the Ambassador Network, the Townships and the Communities across the region, lifestyle and data that will help inform potential buyers.
 - b. **Sales Sheets** will be developed for each of the locations that are for sale or identified by the owners as in line for succession planning. This will support having information readily available for interested parties when they visit.
 - c. **Community Profile** information is available on the County of Frontenac website and is updated regularly with new data from the Townships, Stats Can and other reputable sources.
 - d. **Investment Attraction Materials** will be developed to have available for presentations or when connecting with potential investors. These materials will include relevant data based on the sector and information to support interest in the region.
2. **Familiarization Tours** (FAM Tours) allow potential investors to visit the community, meet businesses, staff from various organizations and be connected to information and resources. It allows them to be connected or made aware of sites they may not have seen while doing their own research or tour. A FAM tour will be structured and organized to include locations of interest that are available, as well as resources for families that are relocating.

3. **Information Sessions** will allow business owners to receive support, tools and information related to preparing their business for transition. These sessions may be in various formats including one-on-one or group formats. The options will be based on the wants and needs of the business.

Proposed Program Performance Measures

To evaluate the success of this program, staff propose to track the following metrics and report back to the committee on progress annually.

- Number of newcomers purchasing or opening businesses
- Number of successions or business transitions facilitated
- Dollar value of investment for business purchase or launch
- Number of jobs created and/or preserved
- Number of FAM tour participants discovering Frontenac County
- Number of new Food & Beverage businesses
- Number of new Accommodations businesses

Financial Implications

An application has been made to the Rural Economic Development Program (RED) to provide funding to support the implementation of this program. Activities such as the familiarization tours and information sessions will be made possible with this grant.

Development of brochures and other materials will be funded through the departments existing budget.

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 3.2: Play a leadership role on communications to promote shared messaging for all regional initiatives such as economic development, tourism, and lifestyle opportunities.

Organizations, Departments and Individuals Consulted and/or Affected

Toronto Business Development Centre
Frontenac Business Services

Information Report

Planning and Economic Development Advisory Committee – Frontenac Immigrant Entrepreneur Pilot Program
March 29, 2023

Page 4 of 4



Report 2023-048

Committee Recommend Report

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

From: Richard Allen, Manager of Economic Development
Dmitry Kurylovich, Community Planner

Date of meeting: March 29, 2023

Re: **Planning and Economic Development Advisory Committee –
Trailside Small Scale Business Initiative**

Recommendation

This report is for information purposes only and is intended to solicit feedback from the Committee.

Background

The Frontenac K&P Trail has been a strategic economic development initiative for Frontenac County for almost 15 years. Over that time, the County has developed and managed the 70 kilometres of rail-trail infrastructure between the City of Kingston and Clarendon Station and continues to expand this infrastructure north towards Lanark County. The K&P Trail intersects with a number of regional trails within the County, primarily the Cataraqui Trail and the Tay-Havelock Trail, which are both also rail trails and all three comprise the Trans Canada Trail route through this region. The K&P follows the former rail corridor used by the Kingston & Pembroke railway, which extends south into Kingston and north through Lanark County where it connects with the Algonquin Trail, yet another regional recreational rail trail. Together, these trails form regional loops that will be attractive to tourists and trail users alike.

During the summer of 2022, the County Economic Development Team consulted with local businesses and community members about economic priorities as part of process to develop a County-wide Community Improvement Plan. During these feedback sessions, staff learned that trails continue to be seen as strategic assets – however, they lacked attractions, accommodations and amenities that make them attractive to a broader set of trail tourists. In response to this feedback, the Planning and Economic Development department has begun to investigate various strategies to enable small

scale accommodations and food service businesses to be developed along regional rail trails in Frontenac County.

Comment

Manager of Economic Development Richard Allen and Community Planner Dmitry Kurylovich are reviewing the existing land use policies, zoning, and site plan provisions in Central Frontenac Township with the goal of identifying policy opportunities to enable and encourage small scale businesses along the K&P Trail. Central Frontenac was chosen as the initial region for policy review because of the amount of existing trail already developed and because the County provides planning services to the township and staff have a greater familiarity with existing policies. Once a package of appropriate policies is developed and implemented in Central Frontenac, similar packages will be proposed in other Frontenac Townships.

There are many private properties with frontage along regional trails in Central Frontenac whereby residents may be able to offer paid services to the trail community such as spaces for camping, off-grid accommodations, prepared foods, or even to host food stands or food trucks where permitted through licensing or bylaw.

Factors under consideration for the development of this policy package are the following:

- Enabling rural properties of appropriate size and location to offer small scale, home-based businesses in service of the trail without requiring a site-specific rezoning.
- Using a scaled format of site plan control to ensure potential adverse impacts of the small-scale businesses are appropriately managed through setbacks, screening requirements or other tools.
- Proximity to urbanized areas (villages) where there is increased sensitivity to commercialized uses.

Staff will use feedback from the community, best practices in trail town development and guidance from the Frontenac Destination Development Plan as the foundation for identifying desired amenities and business opportunities along the trail.

Next steps:

- Staff will proceed to develop policy recommendations in consultation with Central Frontenac Township.
- Staff will solicit community input on draft through a project webpage and targeting engagement opportunities over the coming months.

Draft policies will be brought back to the Committee for input prior to presentation to township Councils.

Financial Implications

There are no financial implications associated with this report. The policy review was included in both the 2023-2027 Business Plans for Planning and Economic Development and the K&P Trail.

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 3.2: Play a leadership role on communications to promote shared messaging for all regional initiatives such as economic development, tourism, and lifestyle opportunities.

The [Charter for Economic Development](#) outlines the Economic Development priority of tourism through the “Trips and Trails” pillar.

Organizations, Departments and Individuals Consulted and/or Affected



Report 2023-049

Committee Information Report

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

From: Debbi Miller, Community Development Officer

Date of meeting: March 29, 2023

Re: **Planning and Economic Development Advisory Committee – Visit Frontenac Tourism Brand Expansion Project**

Recommendation

This report is for information purposes only.

Background

The Visit Frontenac Tourism Brand Expansion project follows County Council's approval of a 5-year Destination Development Plan in April 2022, which recommended Frontenac define its voice and tourism brand narrative as a foundational step to long-term, sustainable success in enhancing the local visitor economy.

In September 2022, tante consulting inc., a tourism development firm, and B4brand Consulting Group Inc., a branding, marketing, and storytelling agency were awarded the contract to review the existing brand framework and complete the expansion project. This project was funded through the Tourism Relief Fund, offered by Feddev Ontario via the Ontario's Highland's Tourism Organization.

In October 2022, update [Report 2022-115](#) was shared with Community Development Advisory Committee to provide an outline of the status of the project and the planned engagement.

Comment

The Visit Frontenac Brand Expansion was a foundational component to the Destination Development Plan. This will support the work that is outlined for the next 5 years to strengthen tourism in Frontenac County.

The project page on Engage Frontenac outlines the engagement and outcomes for the project. The engagement included an interactive "paint-night" themed open house, a

community “walk & talk,” a survey, and an online virtual meeting. Unfortunately, the walk & talk engagement event was cancelled due to weather and low registration.

In addition to the above, the consultants attended a one-day familiarization tour in hosted by the Township of North Frontenac and engaged in a range of one-on-one conversation with tourism partners in both government and the private sector. in-er

The Tourism Brand Standards is designed to be an appendix to the existing Frontenac County Brand Guidelines. The original Frontenac County Brand Guidelines have not changed since they were developed in 2016 and will continue to be the main resource document. The Tourism Brand Standards outline the brand narrative, tone, visuals and approach to connecting with prospective visitors to Frontenac County.

The Tourism Brand Standards outline the following:

- **Our Brand** – Our story, Our positioning (who we are), Our brand persona, Our values, Our brand attributes, Our tone and voice, Our brand promise.
- **Our Guests** – Our visitor personas, What we want our guests to know, What we want our guests to do.
- **Our Guidelines** - Our photography guidelines, Accessibility guidelines, Contact information.

As the guidelines outline what we want the visuals to represent, staff will be continuing to develop photo and video assets in support of these recommendations for Frontenac County throughout the duration of 2023.

Training and Awareness

As the Frontenac brand has also been adopted by the community of businesses and residents, staff felt it was very important to consider the cohesive application and use of the Tourism Brand Standards. Training and resources will be developed to support tourism partners and businesses who seek to promote the County with a similar voice and tone. The training will include tools to support the successful adoption of the Frontenac brand In many diverse cases.

This training will be offered in a virtual format with a recording being created for future use.

Financial Implications

The development of the Frontenac Tourism Brand Standards project was entirely funded through the Tourism Relief Fund, offered by Feddev Ontario via Ontario Highlands Tourism Association (OHTO).

The training for and toolkit development for partners is funded in partnership with Regional Tourism Organization 9.

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 3.2: Play a leadership role on communications to promote shared messaging for all regional initiatives such as economic development, tourism, and lifestyle opportunities.

The [Charter for Economic Development](#) outlines the Economic Development priority of tourism through the “Trips and Trails” pillar.

Appendix

Frontenac County, Brand Guidelines
Frontenac County, Tourism Brand Standards

Organizations, Departments and Individuals Consulted and/or Affected

Ontario’s Highlands Tourism Organization
Regional Tourism Organization 9
Laurie Swinton, Communications, South Frontenac
Chris Nelson, Community Services Central Frontenac
Darlene Plumley, CAO, Frontenac Islands
Matt Walker - Economic Development Officer, North Frontenac
Matt Mills, Communications, County of Frontenac
Greg Oates, Destination Next

Tourism Partners, Businesses, Community Members
Tourism Kingston



FRONTENAC

Official Brand Guidelines

1st Edition: July 2016



FRONTENAC

County of Frontenac

The standard identity for the County of Frontenac.

This document provides the brand outline and logo usage guidelines for the purpose of brand consistency.

redtra!n

The Frontenac brand was developed by RedTrain.
RedTrain is the preferred agency for all branding and design.

For more information please visit redtraincreative.com or
email hello@redtraincreative.com.

These guidelines are periodically updated.
For an up-to-date version, please contact the County's Communication Officer.

© 2016, County of Frontenac. 1st Edition.

PREFACE

Project Objective

The primary objective of the County of Frontenac branding initiative is the development of a region-wide brand and positioning strategy that unifies the four municipalities under one umbrella and provides clarity around the entity that is Frontenac, including the geography and characteristics.

The brand comprises of the four member municipalities including: Township of Frontenac Islands, Township of South Frontenac, Township of Central Frontenac, and Township of North Frontenac.

The brand has been created to support the Economic Development Charter for Frontenac including the support of three key themes: Trips & Trails, Local Food & Beverage and Recreational Lifestyle.

Target Audience:

The primary audience for the brand is those who live and work in the region (business owners, residents, cottagers). Anyone who has a vested interest in the area and will become the early adopters of the brand.

As the brand develops, additional audiences include:

- **The Adventure Seekers. The Explorers.**
Those looking for either a little piece of heaven or those that just need to get out of their urban surroundings. The city dweller who wants to jump on their motorbike and get away. The festival goers, the road trip wanderers and those looking to slow it down for a bit and take in all the wonders the region has to offer.
- **Potential Investors and business owners**
- **Potential Residents – permanent and cottagers**

USING THE GUIDELINES

These guidelines are an essential resource to understand the Frontenac brand positioning and identity.

They outline how to effectively use the logo, visual assets and core messaging. They ensure proper use of the Frontenac brand. They have not been developed to limit creativity, but to provide a solid foundation for the Frontenac brand.

The Brand

The Frontenac brand is an extension of our reputation. The brand's value will be enhanced by the positive experiences of residents, visitors, businesses and investors. These guidelines will help you understand our positioning and provide the foundation for a clear and compelling story.

The Brand Identity

The Frontenac brand identity is central to our communications and allows us to convey an accurate sense of what makes Frontenac unique. These guidelines will help you understand how to apply our brand identity effectively and consistently.

These guidelines are constantly being updated as new products and elements are created and developed. Once new information is approved, it will be added to these guidelines.



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BRAND POSITIONING

The objective of the Frontenac branding initiative was to develop a region-wide brand and positioning strategy that unifies the four municipalities under one umbrella and provides clarity around the entity that is Frontenac.

This section defines and outlines the entity that is Frontenac. It is the foundation for all brand experiences. A guiding principle in the development of all touch points with current and prospective audiences.

- › Overview
- › Positioning
- › Our Story
- › Our Promise
- › Brand Attributes
- › Brand Communication



OVERVIEW

Frontenac, an area of almost 4,000 square kilometres from the northern most tip to the Islands, is a region rich in diversity in areas such as tourism, agriculture, forestry, services and government. This vast landscape offers music, art, fishing, hiking, canoeing, ATVing, camping, sailing, beaches, snowmobiling, artisan food, festivals and more, the experiences are endless.

Made up of the municipalities of North Frontenac, Central Frontenac, South Frontenac, and Frontenac Islands, Frontenac is recognized for its unique pristine natural environment and lifestyle choices, commitment to and promotion of strong, resilient, diverse, rural communities.

Perhaps most of all, Frontenac takes your breath away. The moment you arrive, you feel it and all your senses are awakened.

The Landscape

Frontenac is home to well-known areas of interest and boasts some of the most beautiful natural features, including more than 1,000 lakes. Part of the Canadian Shield, the region has many islands; the largest being Wolfe Island and draws seasonal residents, outdoor recreational enthusiasts, artists, artisans and crafts-people. The region's tourism is strongly linked to this pristine environment.

The People

There is a sense of pride in Frontenac and those who live here know it is special. They nurture, protect and preserve it. Frontenac boasts residents from all walks of life, who live, learn, love and laugh. They work the soil, grace the waters, admire the skies, and feel thankful. And they love to share this thankfulness with their neighbours, friends and visitors.

What Frontenac Is

- It is a large region, rich with experiences.
- It's diverse both demographically and geographically.
- It is a place for adventure and tranquility.
- It's rugged, yet accessible.
- It's simple and beautiful.
- It's friendly and welcoming.
- It is rural Canada.

What Frontenac Is Not

- It's not a corporation.
- It's not a township.
- It's not just a place to live while commuting elsewhere to work.
- It's not exclusive.



POSITIONING

In Frontenac, the experiences are endless. From the northern most tip down to the Islands, this vast landscape offers music, art, fishing, hiking, canoeing, ATVing, camping, sailing, beaches, snowmobiling, artisan food, festivals...and so much more.

Imagine blue skies and calm clear waters. It takes your breath away and also lets you breathe. The moment you arrive, you feel it and all your senses are awakened.

Those who live here know it is special and they nurture, protect and preserve it. Side-by-side, people from all walks of life, learn, love and laugh. They work the soil, grace the waters, admire the skies, and feel thankful. And they love to share this thankfulness with their neighbours, friends and visitors.

It's adventure. It's community.
It's more than just a place, it's Frontenac.

OUR STORY

Frontenac is loved for many reasons but what makes it special is an element at its very core; diversity. Frontenac has a diverse landscape, a diverse community and diverse experiences. People from all walks of life are made to feel welcome in Frontenac, while being offered an adventurous, recreational and simple lifestyle. This amazingly adaptable lifestyle attracts a multitude of demographics from families, retirees, entrepreneurs and adventure seekers to explorers, cottagers and so many more.

In Frontenac, adventure is about the experience. Adventure is an exciting, engaging and unusual experience with an uncertain outcome, which simply means adventure is different for everyone. Adventure may be backcountry camping for some, but can also be visiting grandpa and grandma at their cottage, a new business endeavour, checking out the local farmers market or taking your daughter to the Wolfe Island corn maze. Frontenac is the perfect place for adventure seekers, whatever your adventure may be.

We celebrate our proud Canadian heritage and enjoy being in one of Canada's most pristine regions. It's adventure. It's community. It's more than just a place, it's Frontenac.

OUR PROMISE

In Frontenac, the experiences are endless. You have the opportunity to explore our beautiful Canadian landscape and pursue your own adventure.

Opposite Page:
Photograph by Steve Koopman





- Adventure
- Recreation
- Natural
- Pristine
- Simple / Rural
- Heritage
- Diversity
- Friendly / Welcoming
- Community

BRAND ATTRIBUTES

Adventure

Adventure is an exciting experience with an uncertain outcome. Frontenac offers an adventure for everyone, from backcountry camping to local farmers markets. The rugged, yet accessible landscape provides a uniquely Canadian experience.

Recreation

Frontenac embodies and promotes a recreational lifestyle, a Frontenac lifestyle. Frontenac provides the amenities and opportunity, unbound by urban limits, to access nature on your doorstep through trails, lakes and parks.

Natural / Pristine

Frontenac is proud of it's natural beauty. Those who live here know it is special and they nurture, protect and preserve it.

Simple / Rural

Life in Frontenac isn't fancy, it's simple, relaxed and very rural. Much of Frontenac is remote and does not provide the same amenities as an urban community. Although some may see this as a negative attribute, residents of Frontenac prefer a simpler life that can be enjoyed without the hustle and bustle of an urban setting.

Heritage

The landscape and people of Frontenac are very Canadian and proud of their heritage. This can be experienced with every interaction.

Diversity

Frontenac is diverse in both geography and demographics. The landscape is made up of rugged wilderness to agriculture. It includes the Canadian Shield, forests, inland lakes, farmland and two islands in the St. Lawrence River. The diverse demographics include artists, farmers, tradespeople, entrepreneurs, professionals, cottagers and retirees who all contribute to the vibrant community.

Friendly / Welcoming

The residents of Frontenac are friendly and hospitable. They are thankful for what they have and share this thankfulness with their neighbours, friends and visitors.

Community

Frontenac has a vibrant community of diverse, friendly people from all walks of life. The beauty of Frontenac is in the landscape, but the strength is in the community.

BRAND COMMUNICATION

How to Refer to Frontenac

The official corporation name of the region is the "County of Frontenac." This name is reserved for official use of the municipality as a corporate entity. It should not be used for promotion of the Frontenac brand.

The brand should be referred to as Frontenac for simplicity while also communicating that it's more than a corporation or municipality but that it's a region, a lifestyle, a community. It's Frontenac.

The Region: Frontenac

Frontenac is a diverse, rugged region. Made up with lakes, forest and trails scattered across the Canadian shield, the northern half of Frontenac offers a peaceful, rugged wilderness. The southern half of Frontenac borders Lake Ontario along the gateway to the Thousand Islands. It also provides exceptional wilderness that is more populated, rich in its agricultural heritage and staged to grow.

Frontenac is home to farmers, artists, tradespeople, entrepreneurs, professionals, cottagers and retirees who all contribute to the vibrant community.

The Corporation: The County of Frontenac

Centrally located in the heart of Eastern Ontario, Frontenac is steeped in history. Originally proclaimed on July 16, 1792 as part of the newly-created Midland District, Frontenac was joined by neighbouring Lennox & Addington counties, as one of the original nineteen counties in Upper Canada. The union was formally dissolved on January 1, 1865.

On January 1, 1998, the eighteen former townships were restructured to form four: Townships of North, Central and South Frontenac and the Frontenac Islands, represented by their respective mayors on a four-member County Council.

Today, the County of Frontenac offers an exceptional quality of life while providing businesses with strategic access to major markets in both Canada and the USA. Residents enjoy the advantages of a rural lifestyle, living, working and travelling in one of the most naturally beautiful parts of our province, yet benefit from the region's proximity to a number of major urban centres.



BRAND IDENTITY

This section includes the visual standards for the brand identity. These standards provide instruction for understanding, using and supporting the logo correctly and effectively.

- › Understanding the Logo
- › Frontenac Logo
- › Logo Variations
- › Logo Specifications
- › Colour
- › Typography
- › Tagline System

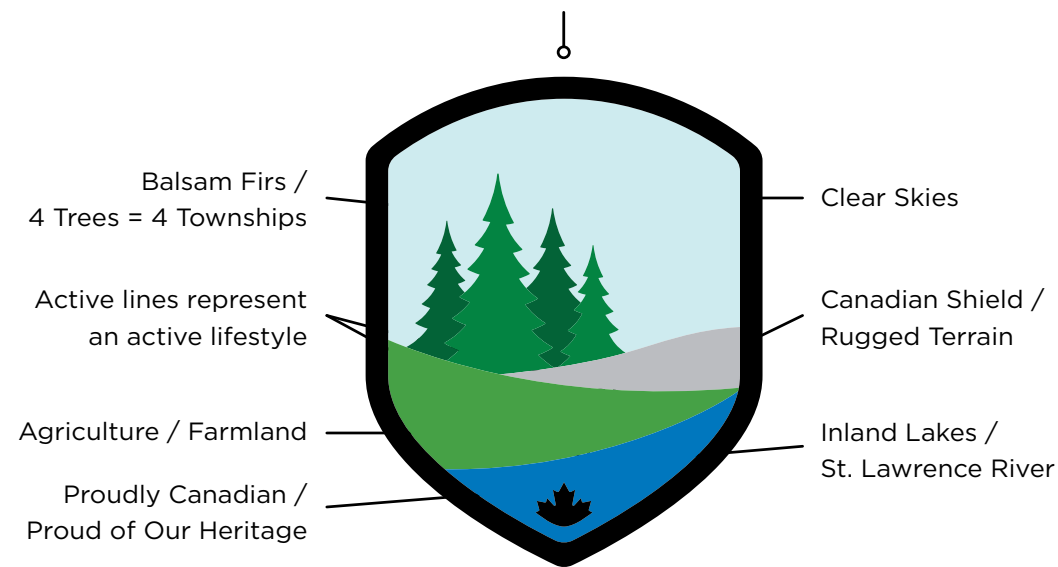


UNDERSTANDING THE LOGO

The Frontenac logo is a crest that symbolizes rural pride, community and adventure. A crest is a distinctive device, historically one component of a coat-of-arms, which was used as a simplified symbol when the full coat-of-arms is too detailed. Over time, crests have been used on their own as an identifying symbol for a family.

The new crest for Frontenac is the identifying symbol for our county and our community.

The crest shape symbolizes rural pride, community and adventure.



The logo represents the lifestyle & landscape of Frontenac County.
It's adventure. It's community. It's Frontenac.

The diagram on the left outlines the meaning of each element in the crest.

The shape of a crest was chosen to represent rural pride, community and adventure. Historically, crests symbolize families. As a community, it is therefore, fitting for a crest to represent the Frontenac community. The specific shape of this crest inspires adventure, this is a crest that can be sewn on backpacks the same way many Canadian travellers sew the Canadian flag on their backpacks. These two aspects together form a sense of rural pride for both permanent and part-time residents.

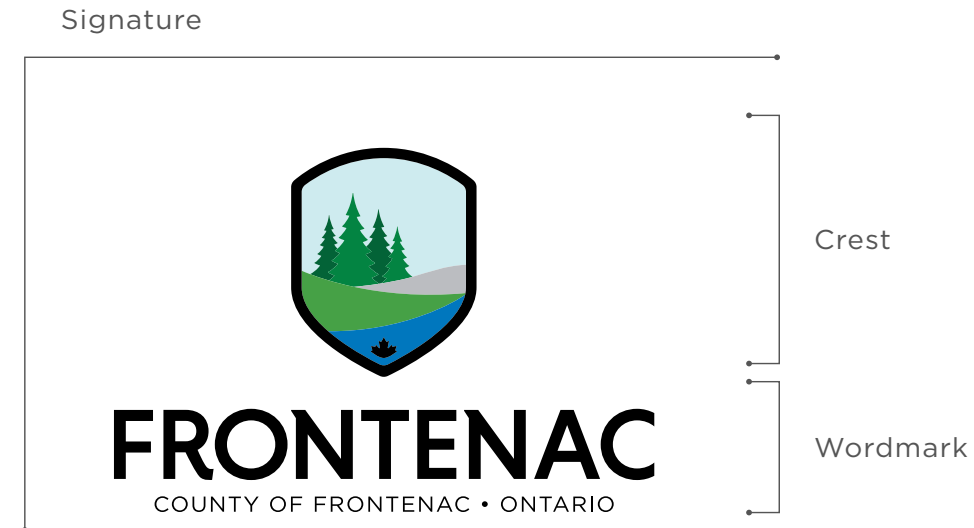
The crest as a whole showcases the Frontenac landscape. The diversity of forests, the Canadian shield, farmland and lakes including Lake Ontario and the St. Lawrence River. The one thing that unifies the community and diverse lifestyles along with our heritage and our future is the land. The land means something to people, they're proud of where they come from.

The trees are symbolic of the four townships represented in Frontenac County. The clear sky represents the fresh air along with the Dark Sky Preserve in North Frontenac which is absent of the light pollution from urban areas. The maple leaf speaks to our Canadian Heritage; we are proudly Canadian.

The typography is bold, simple, yet unique. The "N's" and "R" have equitable points in their form that make the wordmark recognizable.



FRONTENAC LOGO



Logo Breakdown

This section outlines the breakdown of the logo and explains the purpose and use of each element.

Signature

The signature is the structured relationship between the crest and the logotype. The above signature is the official identity of the Frontenac brand. The signature is available in two versions, stacked and horizontal.

Wordmark

The logotype, as shown above, is the distinctive typographic representation of Frontenac.

Crest

The crest is an iconic mark that visually represents Frontenac. Although it has been infused with meaning, its main purpose is recognition and will naturally be associated with whatever perception a person has of Frontenac.

Crest



Stacked Logo



FRONTENAC

Horizontal Logo



FRONTENAC

Wordmark

FRONTENAC
COUNTY OF FRONTENAC • ONTARIO

LOGO VARIATIONS

Using the Logo

The guidelines in this section outline the different variations of the Frontenac logo. These variations exist for the purpose of consistency and flexibility within different applications. It is important that any application of the logo works within the layout as defined by the context. These variations may not be modified. For further details, please see the Brand Application section on page 49.

There are six versions of the Frontenac logo: the crest, stacked logo, horizontal logo, stacked signature, horizontal signautre and wordmark. For each version, there are four variations: full-colour, reversed, greyscale and black. The variations are the same for each version and are outlined below.

Full-Colour Logo

The standard logo is a full-colour logo (available in Pantone, CMYK & RGB) and should be used whenever possible. It may only appear in the colours outlined on page 39. No other colour is permitted for use with the logo.

Greyscale Logo

When printing specifications or budget restrictions will not permit the use of colour, the greyscale variation of the logo may be used. It may only be used on light backgrounds.

Reversed Logo

The reversed logo is for applications where the background is dark, providing better contrast and legibility. Alternate reversed variations include a full-colour crest (CMYK or RGB).

Black Logo

The black logo is a one-colour variation of the greyscale logo. 100% black (K) is preferred and may only be used on light backgrounds.

Crest

The crest may be used whenever desired in circumstances where the full logo is not required. Use of the crest should be limited when first introducing the new identity.

This version should not be used as the primary brand presence for Frontenac on any formal documents.

File Names:

- Frontenac_Crest_PMS
- Frontenac_Crest_CMYK
- Frontenac_Crest_RGB

- Frontenac_Crest_Rev

- Frontenac_Crest_Greyscale
- Frontenac_Crest_Black



Stacked Logo

The stacked logo includes the name of the county, which is important when first introducing the new identity to build equity in the new mark.

This version is preferred for all use unless the height of space available prevents an appropriate size for the logo, in which case the horizontal version should be used.

File Names:

- Frontenac_Logo-Stacked_PMS
- Frontenac_Logo-Stacked_CMYK
- Frontenac_Logo-Stacked_RGB

- Frontenac_Logo-Stacked_Rev
- Frontenac_Logo-Stacked_CMYK-Rev
- Frontenac_Logo-Stacked_RGB-Rev

- Frontenac_Logo-Stacked_Greyscale
- Frontenac_Logo-Stacked_Black



Horizontal Logo

The horizontal logo should be used as a substitute in applications where the available space doesn't allow the use of stacked logo.

This version is preferred for applications where height restrictions would cause the stacked logo to be considerably scaled down.

File Names:

- Frontenac_Logo-Horz_PMS
- Frontenac_Logo-Horz_CMYK
- Frontenac_Logo-Horz_RGB

- Frontenac_Logo-Horz_Rev
- Frontenac_Logo-Horz_CMYK-Rev
- Frontenac_Logo-Horz_RGB-Rev

- Frontenac_Logo-Horz_Greyscale
- Frontenac_Logo-Horz_Black



Stacked Signature

The signature is the formal version of the logo. It's based on the primary logo with the addition full name of the county under the wordmark. The signature may be used for all formal application as deemed appropriate. This version should not be used for promotional purposes.

The stacked version should be primarily used unless the height of space available prevents an appropriate size for the logo, in which case, the horizontal version should be used.

File Names:

- Frontenac_Signature-Stacked-En_PMS
- Frontenac_Signature-Stacked-En_CMYK
- Frontenac_Signature-Stacked-En_RGB

- Frontenac_Signature-Stacked-En_Rev
- Frontenac_Signature-Stacked-En_CMYK-Rev
- Frontenac_Signature-Stacked-En_RGB-Rev

- Frontenac_Signature-Stacked-En_Greyscale
- Frontenac_Signature-Stacked-En_Black

- Frontenac_Signature-Stacked-Fr_PMS
- Frontenac_Signature-Stacked-Fr_CMYK
- Frontenac_Signature-Stacked-Fr_RGB

- Frontenac_Signature-Stacked-Fr_Rev
- Frontenac_Signature-Stacked-Fr_CMYK-Rev
- Frontenac_Signature-Stacked-Fr_RGB-Rev

- Frontenac_Signature-Stack-Fr_Greyscale
- Frontenac_Signature-Stack-Fr_Black



Horizontal Signature

The horizontal signature should be used as a substitute in applications where the available space doesn't allow the use of stacked signature.

This version is preferred for applications where height restrictions would cause the stacked signature to be considerably scaled down.

File Names:

- Frontenac_Signature-Horz-En_PMS
- Frontenac_Signature-Horz-En_CMYK
- Frontenac_Signature-Horz-En_RGB

- Frontenac_Signature-Horz-En_Rev
- Frontenac_Signature-Horz-En_CMYK-Rev
- Frontenac_Signature-Horz-En_RGB-Rev

- Frontenac_Signature-Horz-En_Greyscale
- Frontenac_Signature-Horz-En_Black

- Frontenac_Signature-Horz-Fr_PMS
- Frontenac_Signature-Horz-Fr_CMYK
- Frontenac_Signature-Horz-Fr_RGB

- Frontenac_Signature-Horz-Fr_Rev
- Frontenac_Signature-Horz-Fr_CMYK-Rev
- Frontenac_Signature-Horz-Fr_RGB-Rev

- Frontenac_Signature-Horz-Fr_Greyscale
- Frontenac_Signature-Horz-Fr_Black



Wordmark

The wordmark may be used as a predominate mark in order to showcase the geographical area. However, it may only be used in the context of the primary logo.

File Names:

- Frontenac_Wordmark-En_Black
- Frontenac_Wordmark-En_Rev

- Frontenac_Wordmark-Fr_Black
- Frontenac_Wordmark-Fr_Rev

FRONTENAC
 COUNTY OF FRONTENAC • ONTARIO



FRONTENAC
 COMTÉ DE FRONTENAC • ONTARIO



Alternate Variations

Embroidered Crest

The embroidered crest is based on the original crest and has been optimized for embroidery. This variation may need to be modified based on the advice of an embroiderer.



Embossed Crest

The embossed crest is partially inverted in order for the emboss to achieve the proper effect.



Reduced Crest

The reduced crest is based on the one-colour variation and excludes the maple leaf. This is for use at small sizes such as a lapel pin or favicon.



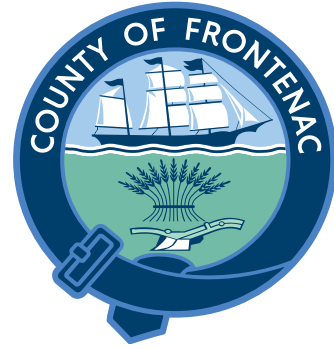
County Seal

The County Seal represents the County of Frontenac Corporation. It should only be used to represent the Corporation or the County Council. Use of the County Seal must be authorized by the County of Frontenac.

The County Seal should never be used as the identity for the Frontenac brand or in the promotion of Frontenac.

File Names:

- Frontenac_CountySeal_CMYK
- Frontenac_CountySeal_RGB
- Frontenac_CountySeal_Greyscale



LOGO SPECIFICATIONS



Photograph by Steve Koopman

File Formats

The Frontenac logos are available in four formats. These formats have been chosen for the highest-quality usability for professional design (EPS), daily use (PDF) and web (PNG, JPEG).

For additional formats that have not been provided, please contact the County's Communication Officer.

EPS - Vector

EPS files are vector-based and can be scaled to any size without compromising image quality. EPS files are preferred for all high quality reproduction. EPS files cannot be opened on most computers without professional design software.

PDF

The provided PDFs are also vector-based and are ideal for print and general daily use. PDF is the most versatile file type and is ideal for all types of users.

PNG - Web Only

The provided PNGs are for web use only and should never be scaled larger. They have a transparent background and have been provided at 400px wide at 72dpi in RGB colour format.

JPEG - Web Only

The provided JPEGs are for web use only and should never be scaled larger. They do not have a transparent background and should only be used where a white background is appropriate. The provided files are 400px wide at 72dpi in RGB colour format.

Spacing Requirements

Protective Space

The protective space must be maintained around all sides of the Frontenac logo to maintain visual clarity and to provide maximum impact. This space keeps the logo separate from other design elements such as typography, other logos, borders, or the edge of the document.

Ratio Spacing

It is important that the Frontenac logo always abides by the correct ratio and alignment guidelines shown in the included diagrams.

This is for the purpose of clarity and readability.

Stacked Logo



Horizontal Logo



COLOUR

Colour Specifications

Colour is a strong and communicative element for any visual identity and plays an important role in the visual identity of the Frontenac brand.

The Frontenac Colour Palette takes its inspiration from the diversity of our beautiful, rugged landscape. The colours reflect the nature and adventure that is native to Frontenac.

The primary palette consists of the main colours used in the logo. The secondary palette outlines the supporting colours. The logo palette outlines each colour used in the logo.

We have utilized the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithographic printing inks. The colour palettes include the specific spot colours and the breakdowns for the equivalent process colours (CMYK) for printing applications where Pantone colours aren't possible or are outside of the budget. Also included are RGB equivalents for use in word processing and presentation software as well as hexadecimal equivalents for web applications.

Using Colour

When designing for the Frontenac brand, colours should be carefully chosen. When selecting colour combinations, similar tones are best used together. Colours may be tinted to create further flexibility. Be careful not to use too many colours together at one time. Colour should be used to create order, not chaos.

Primary Palette

The primary palette consists of the main colours used in the logo. When designing for the Frontenac brand, these colours are to be used and may be supported by the secondary palette. Other colours beyond these palettes may be used sparingly where preferred and deemed appropriate, but must never overpower the primary palette. Should the exact colours not be available, the closest available colours may be used.

Black	Pantone	Black
	CMYK	0.0.0.100 / 100% K
	RGB	0.0.0
	HEX	#000000
Forest Dark	Pantone	349
	CMYK	90.35.95.30
	RGB	0.102.51
	HEX	#006633
Forest Light	Pantone	7731
	CMYK	88.24.100.10
	RGB	3.132.66
	HEX	#038442
Rock	Pantone	Cool Grey 4
	CMYK	27.20.19.0 / 30% K
	RGB	183.183.183
	HEX	#b7b7b7
Lake	Pantone	285
	CMYK	90.48.0.0
	RGB	0.114.206
	HEX	#0072ce

Secondary Palette

The secondary palette is designed to support and complement the primary palette. This palette provides additional tones based on the primary palette. These colours allow for flexibility and variety in design. They are ideal for use in backgrounds, titles, graphs and other supporting design elements.

Pantone 350 CMYK 80.21.79.64 RGB 44.82.52 HEX #2c5234	Pantone 356 CMYK 91.4.100.25 RGB 0.122.51 HEX #007a33
Pantone 7743 CMYK 71.8.100.50 RGB 68.105.61 HEX #44693d	Pantone 7738 CMYK 75.12.100.2 RGB 72.162.63 HEX #48a23f
Pantone Cool Gray 11 CMYK 64.56.55.31 / 82% K RGB 85.85.85 HEX #555555	Pantone Cool Gray 1 CMYK 0.0.0.20 / 20% K RGB 217.217.214 HEX #d9d9d6
Pantone 541 CMYK 100.58.9.46 RGB 0.60.113 HEX #003c71	Pantone 284 CMYK 59.17.0.0 RGB 108.172.228 HEX #6cace4

Logo Palette

The logo palette consists of all the colours used in the logo. The only colour not included in either the primary or secondary palettes is Sky Blue. It should not be used in brand elements such as typography, but may be needed for graphic elements such as the sky on a sign or brochure.

Black Pantone Black CMYK 0.0.0.100 / 100% K RGB 0.0.0 HEX #000000	Rock Pantone Cool Gray 4 CMYK 27.20.19.0 / 30% K RGB 183.183.183 HEX #b7b7b7
Forest Dark Pantone 349 CMYK 90.35.95.30 RGB 0.102.51 HEX #006633	Lake Pantone 285 CMYK 90.48.0.0 RGB 0.114.206 HEX #0072ce
Forest Light Pantone 7731 CMYK 88.24.100.10 RGB 3.132.66 HEX #038442	Sky Pantone 7457 CMYK 18.0.5.0 RGB 187.221.230 HEX #bbdde6
Farmland Pantone 7738 CMYK 75.12.100.2 RGB 72.162.63 HEX #48a23f	

TYPOGRAPHY

Typography is a strong extension of our brand's personality and plays a major role in creating a consistent look for Frontenac across all communications and promotional material.

Logo / Headline Typeface

Niveau Grotesk

Niveau Grotesk is a strong, sturdy, highly-legible, sans serif typeface well suited for display use. It's attributes complement the Frontenac brand.

The Frontenac wordmark is a customized version of Niveau Grotesk. The customized "R" should only be used in the wordmark. For all headlines and other applications where Niveau Grotesk is applied, the alternative "R" (with the straight leg) should be used. This is available in the font's glyphs panel.

Niveau Grotesk may be licensed here:
<https://www.myfonts.com/fonts/hvdfonts/niveau-grotesk/>

Niveau Grotesk Medium:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Typeface

Gotham

Gotham is an assertive, friendly and confident typeface. It's easy to read and includes a web-safe font for digital application.

Gotham may be licensed here:
<http://www.typography.com/fonts/gotham/styles/>

Gotham Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Light:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Substitute Typeface

Arial

Arial is an extremely common typeface that can be found on all mainstream computer operating systems. It's easy to read at small sizes in a variety of applications. It's also a web-safe typeface allowing it to also be used digitally. It should be used as the substitute typeface for body text when Gotham is unavailable.

Arial Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Specifications

Main Headline:

Niveau Grotesk Medium
Uppercase
Leading 100% of point size
Preferred Colour: Black

Subheading A:

Gotham Book
Sentence case
Leading 120% of point size
Preferred Colour: Black

Subheading B:

Gotham Medium
Sentence case
Leading 120% of point size
Preferred Colour: Black

Pull Quote:

Gotham Medium
Sentence Case
Leading 120% of point size
Preferred Colour: Forest Light

Large Body:

Gotham Medium
Sentence case
Leading 130% of point size
Preferred Colour: Black

Standard Body:

Gotham Book
Sentence case
Leading 150% of point size
Preferred Colour: Black

MAIN HEADLINE

Large body text / ulluptium non eost, in renestrum quam fugiaecte nimaximped explaborum et derchitat quost, voluptis fugiaecte recabore.

Subheading A

Standard body text / aut utatur, velia delendit, et dolorero quas re eni temporum et essunt es nim quasper ferupiet et pera et alitati im que volut fugitium restia cus ea dolo blaccuptis dolupta musdant quidiciis acepers pitinus ulliat erenis con essim hic to quae.

Pull Quote / a poria sameni dolor ad quiae evelic tentur parunto.

Standard body text / nimaximped explaborum et derchitat quost, voluptiis recabore digenihitat accepti aximped viboru.

Subheading B

Standard body text / bereruntenis nimaximped explaborum et derchitat quost, voluptiis recabore voluptatia peliqu. Blaccuptis dolupta musdant quidici. Dolor molo bereruntenis nimaximped. Essunt es nim quasper ferupiet et pera et alitati.

Application Guidelines

Main Headline

The main headline is the primary heading and should be the top-level heading in the application. It should typically appear in black, or alternately, reversed (white) when applied to applications with a colour background.

Subheadings

Subheadings are intended to support the headline, but remain as a separate element. They may vary in size and colour depending on the number or subheading levels needed. Each subheading must effectively contrast the adjacent level of text above and below.

Pull Quote

Pull quotes are used to highlight quotes or insightful phrases from the main body of text. Pull quotes should appear in a complementary colour that provides contrast, such as Forest Light. The point size should be larger than the standard body copy for visual emphasis and contrast.

Large Body

Large body copy is used to highlight text, such as introductory paragraphs, captions, etc. It must also be larger in point size than the standard body copy to maintain hierarchy within the body of text. It should never replace standard body copy.

Standard Body

Standard body copy is spaced specifically for legibility and functionality. It should be used for the primary content and all large bodies of text. Arial may be used as the alternative typeface for internally used documents or external documents where Gotham is not available.

TAGLINE SYSTEM

Understanding the System

"In Frontenac" is the base for the tagline system. It will aid in building recognition around the entity that is Frontenac. The system is designed to help define Frontenac while showcasing the diversity within the region. The system allows for customization and the opportunity for people with a vested interest in Frontenac to make it their own. Meanwhile, the simplicity of "In Frontenac" allows for easy and effective application via social media by using #InFrontenac.

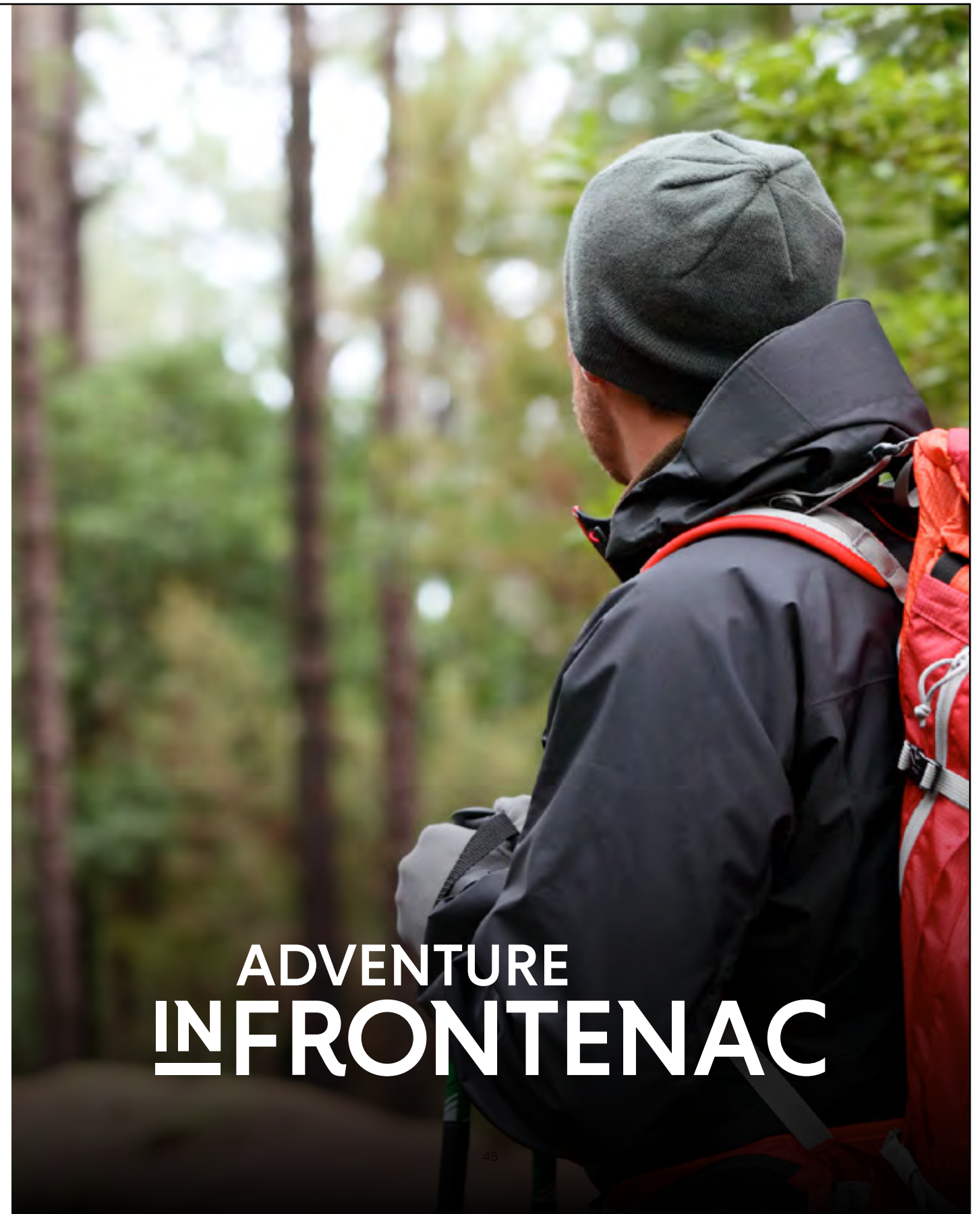
The tagline should never directly accompany the logo as is common with many other brands. Instead it should be used independent of the logo. However, the logo is often used in conjunction with the tagline to provide appropriate brand context. The tagline should be understood more as a versatile, systematic headline.

Using the System

The words "In Frontenac" should never be modified or adjusted. The only customizable component is the top line. The word(s) should always be set in Niveau Grotesk Medium, all caps and 55% of the cap-height of "Frontenac." The tagline should always appear in black unless a reversed version provides greater contrast.

The customizable word(s) should always be left aligned with "Frontenac" and never exceed with its length.

When customizing the tagline, ensure that the word(s) chosen for the top line reflect the Frontenac brand. They can refer to what Frontenac is or an opportunity Frontenac provides and should always portray Frontenac in a positive light.



BUSINESS LOGO

PROUDLY LOCATED
INFRONTENAC

GO HIKING
INFRONTENAC

GO CAMPING
INFRONTENAC

FARM TO FORK
INFRONTENAC

HAND CRAFTED
INFRONTENAC

PROUDLY LOCATED
INFRONTENAC

INVEST
INFRONTENAC

LIVE & PLAY
INFRONTENAC



BRAND APPLICATION

This section provides instruction on proper and improper usage of the logo. It also provides templates and guidelines for the identity system and how it should be used in various forms of media.

- › Proper Logo Usage
- › Improper Logo Usage
- › Minimum Logo Size
- › Business Cards
- › Envelopes
- › Letterhead
- › PowerPoint Templates
- › Advertising
- › Social Media
- › Email Signatures
- › Promotional Items
- › Vehicle Graphics
- › Photography

Photograph by Steve Koopman



PROPER LOGO USAGE

Uniform Background

The full-colour logo should be used on white or light coloured backgrounds.
The reversed logo should be used on most colourful and dark backgrounds.
The diagram below shows which logo variations are acceptable on the corresponding background colours. All colours outside the Frontenac colour scheme should be avoided when possible.

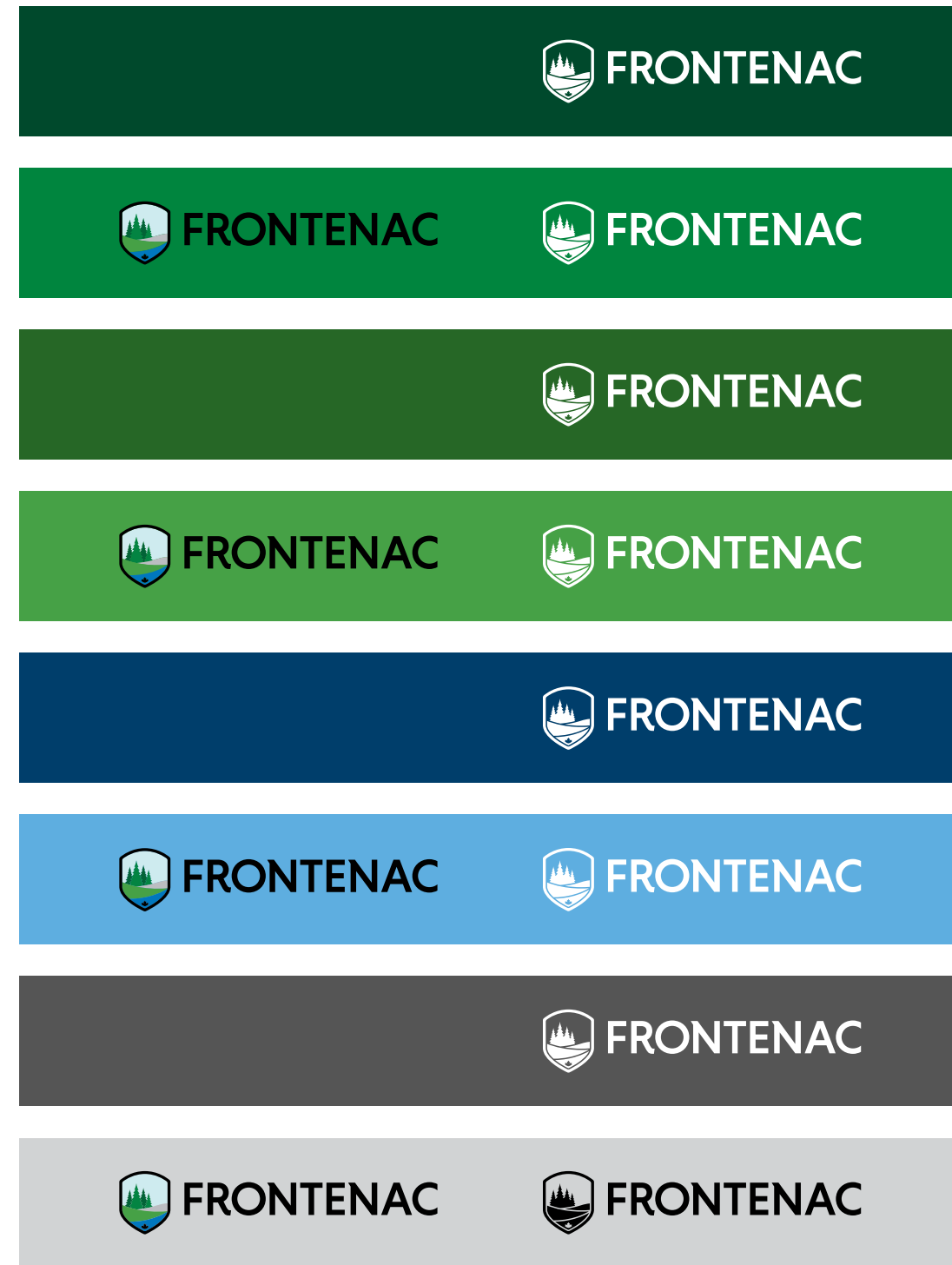
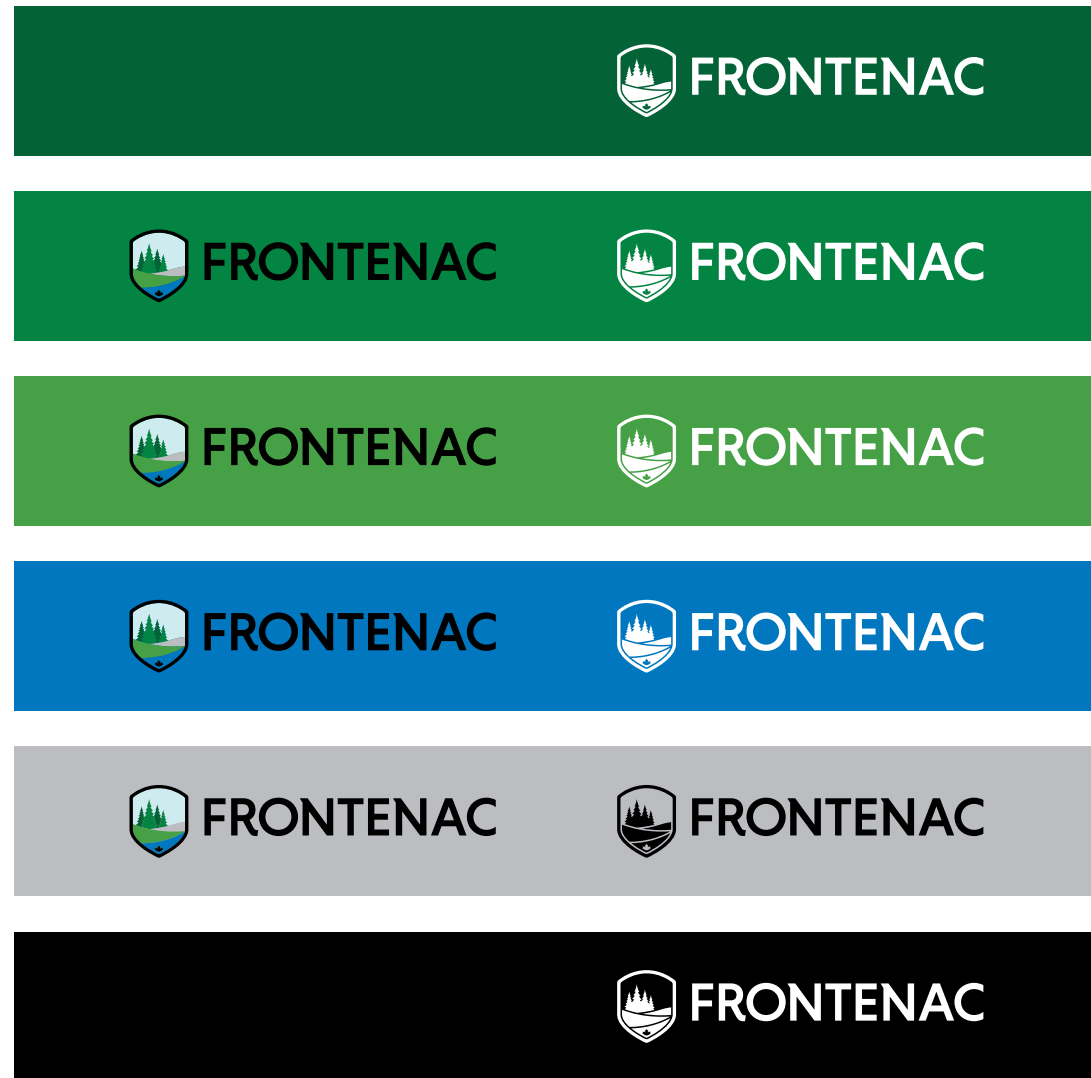
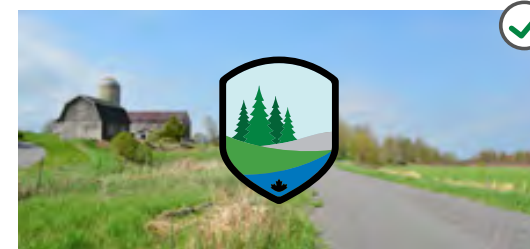




Image Background

Below are several examples of how the logo may be placed on an image background. When placing over an image, ensure contrast by placing over a light or dark area and seeking negative space. Otherwise, the logo must be used with a Forest Dark background as shown below.



Crest Background

The diagram below shows which crest variations are acceptable on the corresponding background colours.



IMPROPER LOGO USAGE

The following uses of the logo are prohibited.



DO NOT change the colour of any element in the logo.



DO NOT rotate or skew the logo.



DO NOT modify the proportions of elements in the logo.



DO NOT recreate the wordmark using any other typeface.



DO NOT stretch the logo outside of its original proportions.



DO NOT apply a drop shadow to the logo.



DO NOT add a transparency effect to the logo.



DO NOT add elements to the logo.



DO NOT place the logo on a background that will reduce legibility.



DO NOT place the logo on a background with low contrast.



DO NOT apply a stroke to the logo.



DO NOT use a jpeg version of the logo for print due to the white box and poor image quality.

MINIMUM LOGO SIZE

To maintain legibility, the logo should never be reproduced at a size smaller than what is outlined below. There is no maximum size limit, but use discretion when sizing the logo.

Print Application

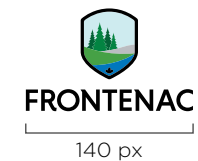


Stacked Logo
Minimum width: 1"



Horizontal Logo
Minimum width: 1.5"

Digital Application



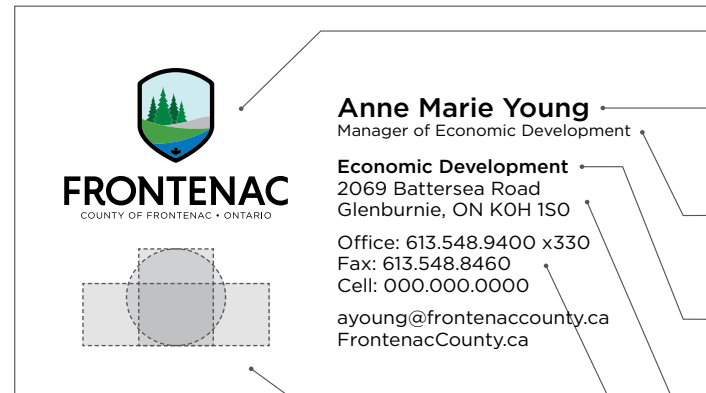
Stacked Logo
Minimum width: 140 px at 72dpi



Horizontal Logo
Minimum width: 210 px at 72dpi

BUSINESS CARDS

Specifications for all official Frontenac business cards are provided in the example below. The front must remain the same for all business cards. The back may be modified to suit the individual. All business cards are to be printed in full colour.



Frontenac Signature
1.125" wide

Name
Gotham Medium
10/12 pt, left aligned

Position / Title
Gotham Book
6/7 pt, left aligned

Department
Gotham Medium
7/8 pt, left aligned

Office Address
Gotham Book
7/8 pt, left aligned
+4 pts space after

Contact Information
Gotham Book
7/8 pt, left aligned
+4 pts space after

Additional Visuals
The grey-toned areas indicate the size and positioning for a maximum of one program or initiative identifier.

Frontenac Signature
1.125" wide

Name
Anne Marie Young
Manager of Economic Development

Economic Development
2069 Battersea Road
Glenburnie, ON KOH 1S0

Office: 613.548.9400 x330
Fax: 613.548.8460
Cell: 000.000.0000

ayoung@frontenacounty.ca
FrontenacCounty.ca



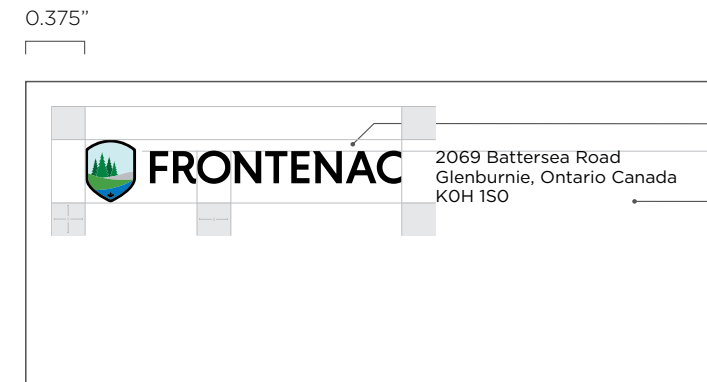
Customized Tagline
The tagline used on the back of business cards may be customized but must represent the region and abide by the tagline guidelines outlines earlier in this document.

Background Image
The background image should relate to the tagline and represent Frontenac.

ADVENTURE
INFRONTENAC

ENVELOPES

Specifications for all official Frontenac envelopes are provided in the example below. Business-sized envelopes are available in both full colour and black only versions.



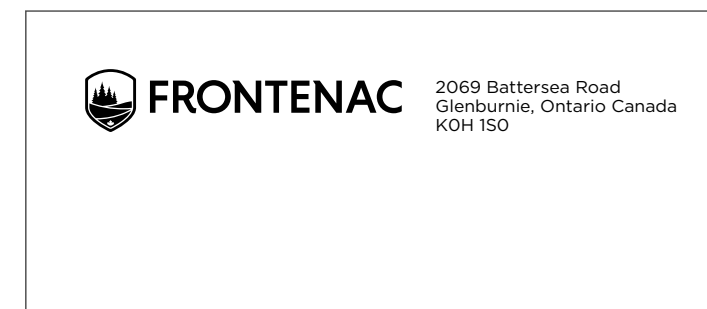
0.375"

Horizontal Logo
2" wide

Address
Gotham Book
8/10 pt, left aligned

2069 Battersea Road
Glenburnie, Ontario Canada
KOH 1S0

#10 Business Envelope: Standard (CMYK)



Horizontal Logo
2" wide

Address
Gotham Book
8/10 pt, left aligned

2069 Battersea Road
Glenburnie, Ontario Canada
KOH 1S0

#10 Business Envelope: Standard (Black)

LETTERHEAD

Standard Letterhead

Specifications for the standard Frontenac letterhead are provided in the example below. The department letterhead may be used for various Frontenac departments with their own logos.

0.75"

Logo
3" wide

County of Frontenac
Gotham Medium
12/14 pt, left aligned
+4 pts space after

Address
Gotham Book
10/12 pt, left aligned
+4 pts space after

County of Frontenac
2069 Battersea Rd.
Glenburnie, ON K0H 1S0
T: 613.548.9400
F: 613.548.8460
frontenacounty.ca

July 1, 2016

To whom it may concern,

Occulpa esciatur aliquidit qui ipicaecatur, sitas et perovit atemporrum atempe natis doluptati culpa debistr uptuscia sit ut voloreerrorum hilicia dollam, sedicab oresto testia de voluptatis molorest faceaquam doloreptas recte liquas ullabor re perum laboritae esseditatiam earum quatio. Et ma doloraepro odissitio maximpennam, sam, et ant ped quatio odipsapieni repererum que est, eum quis et harchil luptisi bla nssitatum resed et volupta volorae net quaes iepietus dolorrovid maio ea inciam quam quiae premqua sssuciendio. Lum et etur sitestiame lab is molore omnime comnimo enti venis vercill uptis inus culparc idusapi enduci de nonsequi optae magnam as millest iaepatur, te quodi dis molo ernam apedis mi, sam aut voluptios et apideni dessum vit quia con nonsequi iderspe ribus, sendit ad quo od quis maiones ad qui rem es magnient et aut eumquanti utem nia ipid maxim ut volorepudis quae ne eumquod mi, sequid quid esseque aepntiniet volut optaspel imuscid ucipit aut res aspernatus num faceaquam, volore venem harum quam quid qui apiciumquis etus magnihilit, voluptae doluptur, solupti umquia cus quam is eni alicae. Ut omnist est, odis vendit.

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July 1, 2016

To whom it may concern,

Occulpa esciatur aliquidit qui ipicaecatur, sitas et perovit atemporrum atempe natis doluptati culpa debistr uptuscia sit ut voloreerrorum hilicia dollam, sedicab oresto testia de voluptatis molorest faceaquam doloreptas recte liquas ullabor re perum laboritae esseditatiam earum quatio. Et ma doloraepro odissitio maximpennam, sam, et ant ped quatio odipsapieni repererum que est, eum quis et harchil luptisi bla nssitatum resed et volupta volorae net quaes iepietus dolorrovid maio ea inciam quam quiae premqua sssuciendio. Lum et etur sitestiame lab is molore omnime comnimo enti venis vercill uptis inus culparc idusapi enduci de nonsequi optae magnam as millest iaepatur, te quodi dis molo ernam apedis mi, sam aut voluptios et apideni dessum vit quia con nonsequi iderspe ribus, sendit ad quo od quis maiones ad qui rem es magnient et aut eumquanti utem nia ipid maxim ut volorepudis quae ne eumquod mi, sequid quid esseque aepntiniet volut optaspel imuscid ucipit aut res aspernatus num faceaquam, volore venem harum quam quid qui apiciumquis etus magnihilit, voluptae doluptur, solupti umquia cus quam is eni alicae. Ut omnist est, odis vendit.

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July 1, 2016

To whom it may concern,

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Department Letterhead

Specifications for the Frontenac, department specific letterhead are provided in the example below. This letterhead also applies to the townships within Frontenac.

0.75"

Logo
3" wide

Department
Gotham Medium
12/14 pt, left aligned
+4 pts space after

Address
Gotham Book
10/12 pt, left aligned
+4 pts space after

Department Logo
The grey-toned areas indicate the size and positioning for a maximum of one department or initiative identifier.

Department Name
County of Frontenac
2069 Battersea Rd.
Glenburnie, ON K0H 1S0
Tel: 613.548.9400
Fax: 613.548.8460
frontenacounty.ca

July 1, 2016

To whom it may concern,

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July 1, 2016

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July 1, 2016

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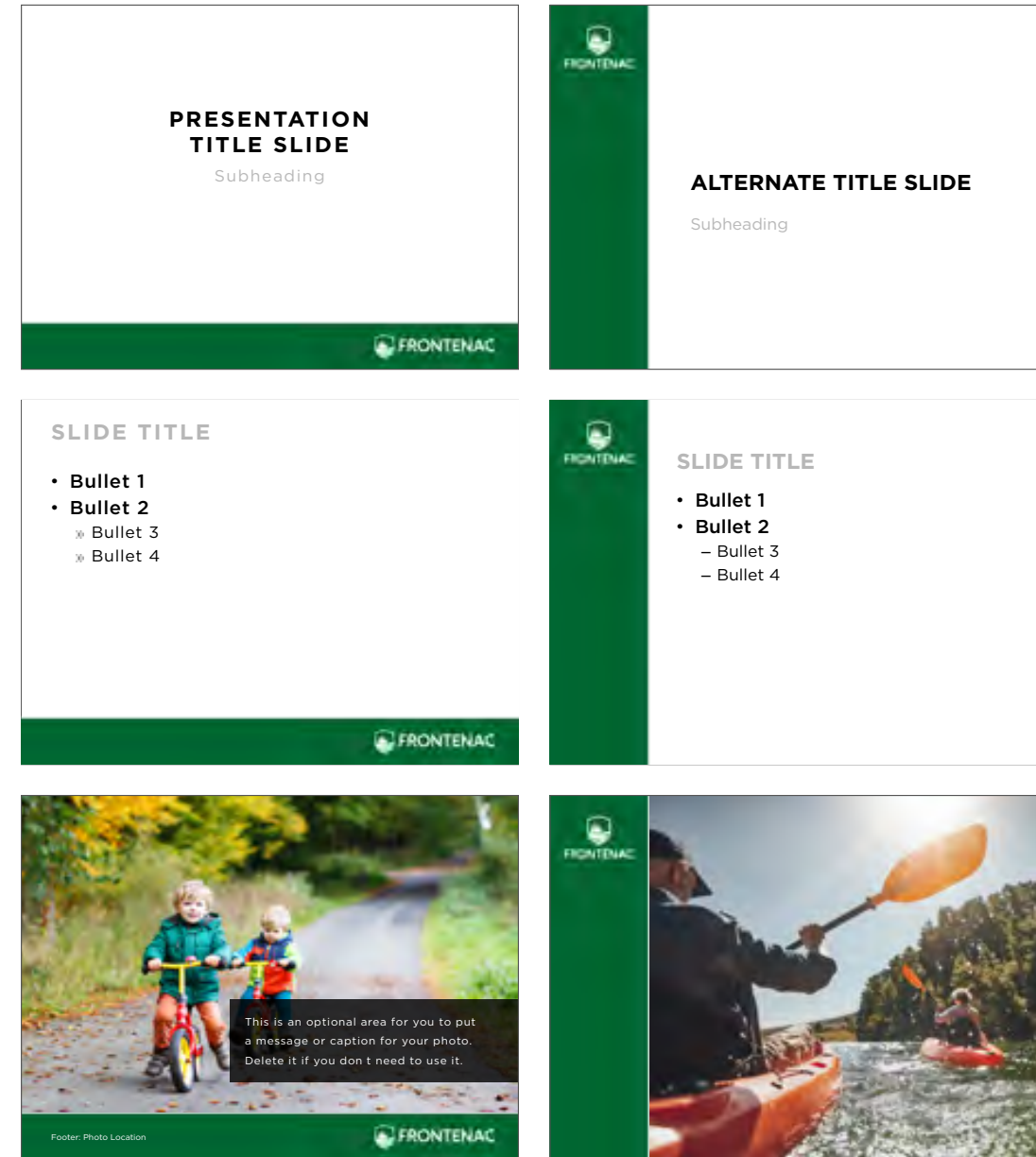
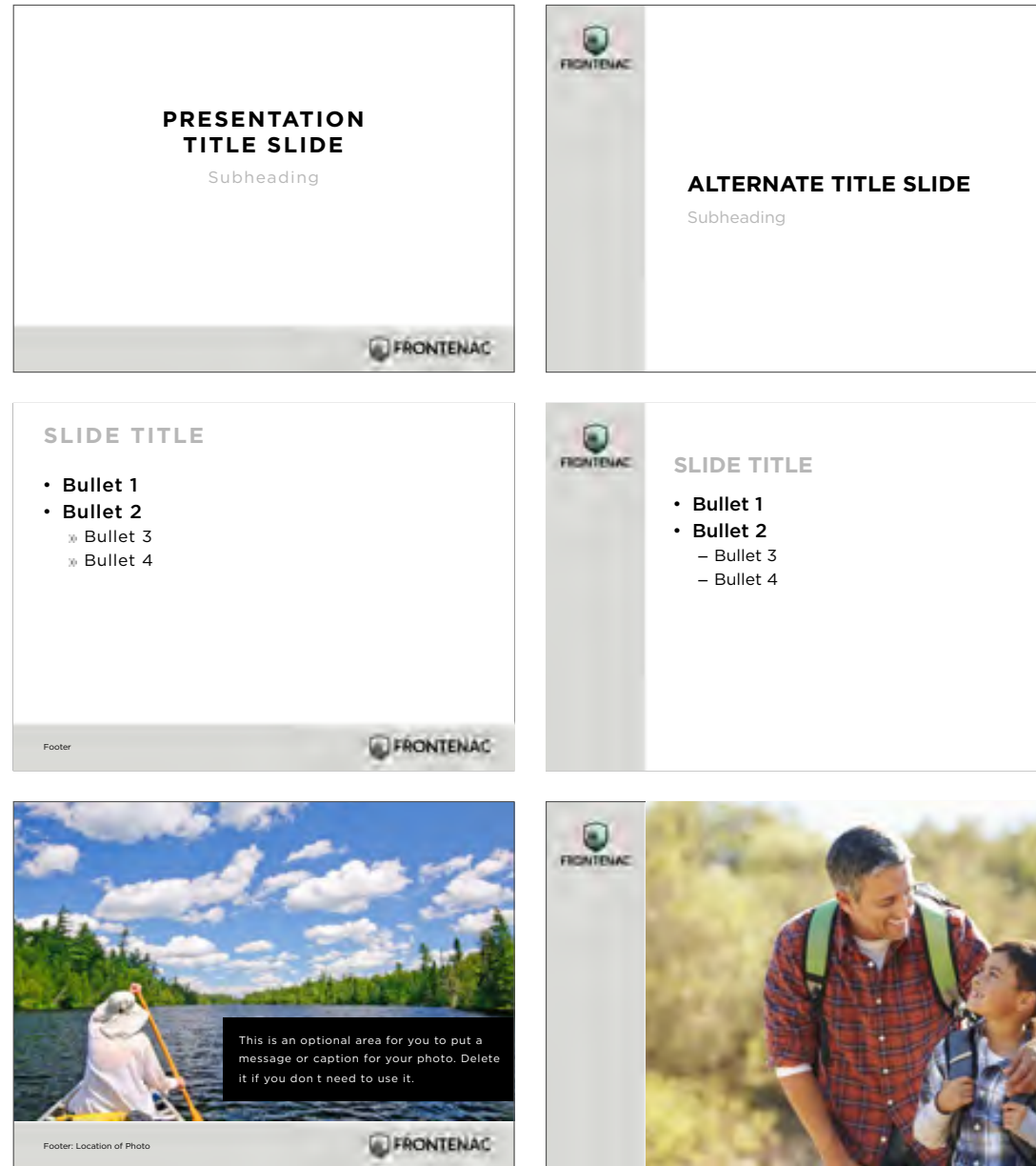
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POWERPOINT TEMPLATES

The main slides for the Frontenac PowerPoint presentation templates are displayed below. These slides may be customized as long as all customizations follow the brand guidelines outlined in this manual.



ADVERTISING

Print Advertising

Print advertising provides a great way to build and shape the Frontenac brand with targeted audiences. A standardized and unified look establishes familiarity and builds recognition. This allows the message to be easily received and the ads more effective.

All print advertising must include the following elements:

- The Frontenac logo
- Call-to-Action headline or on-brand customized tagline
- The Frontenac website
- On-brand imagery / photography
- Frontenac colours and typography



Display Advertising

Display advertising provides a great way to build and shape the Frontenac brand with targeted audiences. A standardized and unified look establishes familiarity and builds recognition. This provides context and recognition for the Frontenac brand at events.

All display advertising must include the following elements:

- The Frontenac logo
- The Frontenac website
- On-brand imagery / photography
- Frontenac colours and typography

Pull-up Banners



Trade Show Display



Press Conference Banner



Digital Advertising

Digital advertising provides an additional opportunity to reach a very specific target audience, such as outdoor enthusiasts who live in Ontario. A standardized and unified look allows for brand recognition even with different messaging and photography.

All digital advertising must include the following elements:

- The Frontenac logo or crest (depending on the space available)
- A relevant customized Frontenac tagline
- Relevant, on-brand imagery / photography
- Frontenac colour and typography
- The Frontenac website, if space is available
- All ads must link to the Frontenac website or campaign specific landing page



SOCIAL MEDIA

Social media provides a great opportunity to reach targeted audiences and allows them to interact with the brand. A standardized and unified look allows for brand recognition even with different messaging and photography.

Images

The profile image for any social platform should always be the crest as shown on the opposite page. The full logo should not be used here as the profile image will always be accompanied by the name "Frontenac County." It builds recognition with the crest and is more effective at small sizes such as when it's seen in a news feed. The only exception to this rule is with LinkedIn where the stacked logo may be used.

Header images should use appropriate photography to provide context. This may be accompanied with an approved and appropriate tagline. Avoid trying to communicate too much in the header image, that is what content is for.

Shared and in-stream images may include images from events. However, the majority of these images should follow the photography guidelines as outlined on page 76. These images do not require additional design. However, when applicable, an appropriate tagline can be effective and provide additional emphasis to the post.

Image Dimensions

Each platform requires different image dimensions, these have been outlined below. All images should be created in RGB for best results. All images that include text or a logo should be exported as a PNG. Images without text or logos may be exported as a JPEG.

Twitter

- Header Image: 1500 x 500px
- Profile Image: 400 x 400px
- In-Stream Photo: 440 x 220px

Facebook

- Cover Photo: 851 x 315px
- Profile Image: 180 x 180px
- Shared Image: 1200 x 630px

LinkedIn

- Background Image: 1400 x 425px - 4000 x 4000px
- Standard Logo: 400 x 400px
- Banner Image: 646 x 220px

Instagram

- Profile Image: 110 x 110px
- Photo Thumbnails: 161 x 161px
- Full Size Photo: 1080 x 1080px

Header Image



Profile Image

Shared & In-Stream Images



Hashtag


The new hashtag that is designed to work with the brand is #InFrontenac. It is designed to be adaptable and easily accommodate different people and experiences within Frontenac.

EMAIL SIGNATURES

An email signature plays an important role in our correspondence. It identifies the sender as a County of Frontenac employee and provides contact information that the recipient may need. It should not be embellished with decorative typefaces, non-approved colours, personal slogans or phrases. Along those same lines, background colours or images should be avoided at all times.

An email signature has been created to include the Frontenac logo which contains active hypelinks that link to the individual's email and our website.

Template

<p>Name Position Department County of Frontenac</p> <p>T: 613-548-9400 ext.123 F: 613-548-8460 name@frontenacounty.ca</p> <hr/> <p> FRONTENAC</p> <p>2069 Battersea Road, Glenburnie ON K0H 1S0 FrontenacCounty.ca</p>	<p>Name Arial Bold 12 pt, left aligned</p> <p>Position / Contact Arial Regular 12 pt, left aligned</p> <p>Horizontal Logo 200px wide, 72 dpi, RGB</p> <p>Office Address Arial Regular 12 pt, left aligned</p> <p>Confidentiality Disclaimer Arial Regular 8 pt, left aligned</p>
---	---

Confidential: This email and any attachments transmitted with it are confidential and intended solely for the use of the individual or entity to which they are addressed. If you received this email in error, please notify the sender by return email and delete the email immediately. If you are not the intended recipient, be aware that disclosing, copying, distributing or using the content of this transmission is strictly prohibited.



PROMOTIONAL ITEMS

Promotional items are a great way to promote the Frontenac brand. To increase the effectiveness of these items, they should correspond with the key themes and attributes of the Frontenac brand. For example, a water bottle is very practical for hiking, camping and other adventures in Frontenac. When ordering promotional items, it's best to be aware of quality. Items such as water bottles and t-shirts are less likely to be used if they are lower quality.



VEHICLE GRAPHICS

Vehicles graphics for Frontenac are outlined below. The full graphics are preferred for use on prominent vehicles, especially vehicles that are used for travelling throughout Frontenac and parked on-site at events.

For vehicles where the full graphics are not appropriate or approved, the basic graphics are available. When placing the Frontenac logo, both the stacked or horizontal versions may be used depending on which one is more appropriate for the space available.

When using the basic graphics layout, the acceptable areas to place the logo include either side doors or the tailgate. When placing the logo, take into account the colour of the vehicle when selecting the appropriate variation of the logo. It is important that there is a strong contrast in order for the logo to stand out.

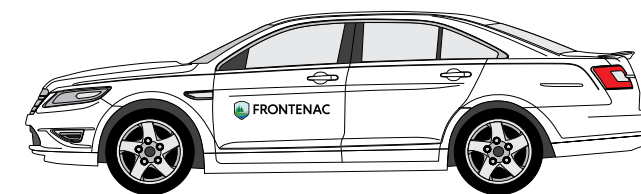
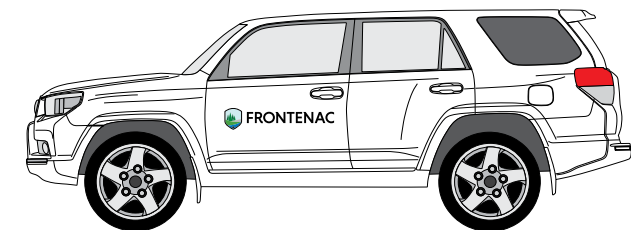
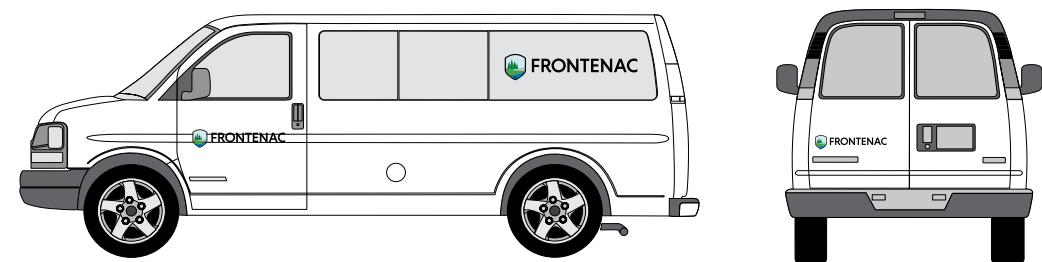
White vehicles are necessary for the full graphics and preferred for the basic graphics. In the case that a vehicle is a dark colour, the reversed logo should be used.



Full Graphics



Basic Graphics



PHOTOGRAPHY

Photography plays an essential role in distinguishing the Frontenac brand. Good photography tells a story and communicates important brand attributes, such as adventure and community.

When choosing photography for use with the Frontenac brand, it should be as authentic as possible, reflecting real people, real places and real experiences. Avoid over-staging or over-styling. Avoid direct eye contact with the camera unless the image is an intentional portrait.

Photography applications within a certain area of Frontenac should reflect the appropriate context. For example, Wolfe Island applications should reflect the locations and experience appropriate to Wolfe Island.

The Communications Department maintains a library of approved images for use with the Frontenac brand. All other images must be approved before use.





Subject Matter

Photography subject matter should be based on authentic experiences. There should be a clear focus on the subject to avoid visual clutter. All subject matter should portray Frontenac as friendly and welcoming.

Scenery

Scenic photography should display the natural beauty, pristine landscapes and local landmarks in Frontenac.

People

Photography containing people should be of real people experiencing real moments. It should be natural and friendly. Photography should appropriately represent the diverse demographics of people living and vacationing in Frontenac.

Adventure

Adventure is a key attribute of the Frontenac brand. It should be utilized as a strong subject matter for photography. Keep in mind that adventure is different for different people. The diversity of adventure and experiences in Frontenac should be represented, along with the diversity of people involved.

Business

When portraying local business, it should be friendly and welcoming. It's important to show how these businesses play a significant role in the community and are part of the Frontenac experience.

Style

The photographic style should be bright, clear and the subject matter in clear focus. All photographs should have natural lighting where possible and should not be overly enhanced digitally. Depending on the application, photographs should have significant clear-space for typography.

Cropping

When cropping a photograph, be sure to select an area that is the appropriate size for the application while maintaining image quality. Depending on the application, be sure to leave significant clear-space for typography. Avoid awkward cropping of people, particularly their limbs.





TOURISM BRAND STANDARDS



FRONTENAC



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OUR BRAND STORY



“Inside each of us is a natural-born storyteller, waiting to be released.”

— Robin Moore, author



OUR BRAND STORY

We at the County of Frontenac are here to tell our story—a story that is embraced across communities and shared enthusiastically amongst locals, just as it is with past, present and prospective visitors. The story starts with us owning who we are and defining our voice, to capture and communicate the essence of:

What makes Frontenac, Frontenac?

To do that, flip through and check out Frontenac County's Tourism Brand Guidelines.

If you're reading this,

you're likely a **Frontenac storyteller**—a representative of the County organization, a local entrepreneur, or an invested citizen.

This document is made for all of us, to capture who we are as hosts and our voice, values and brand story. Its content guides us in our efforts to connect with guests through effective and united storytelling—whether written words, imagery, videos, or other media.

We'd like to extend a big shout out to the residents, businesses, volunteers, and municipal staff who took time to connect, share and dream together in the making of this document. This Guide was developed with input, direction, perspectives and ideas through conversations, discussions, bus trips, paint nights and more, with many across Frontenac County.

It takes an amazing community to create such awesome guidelines!

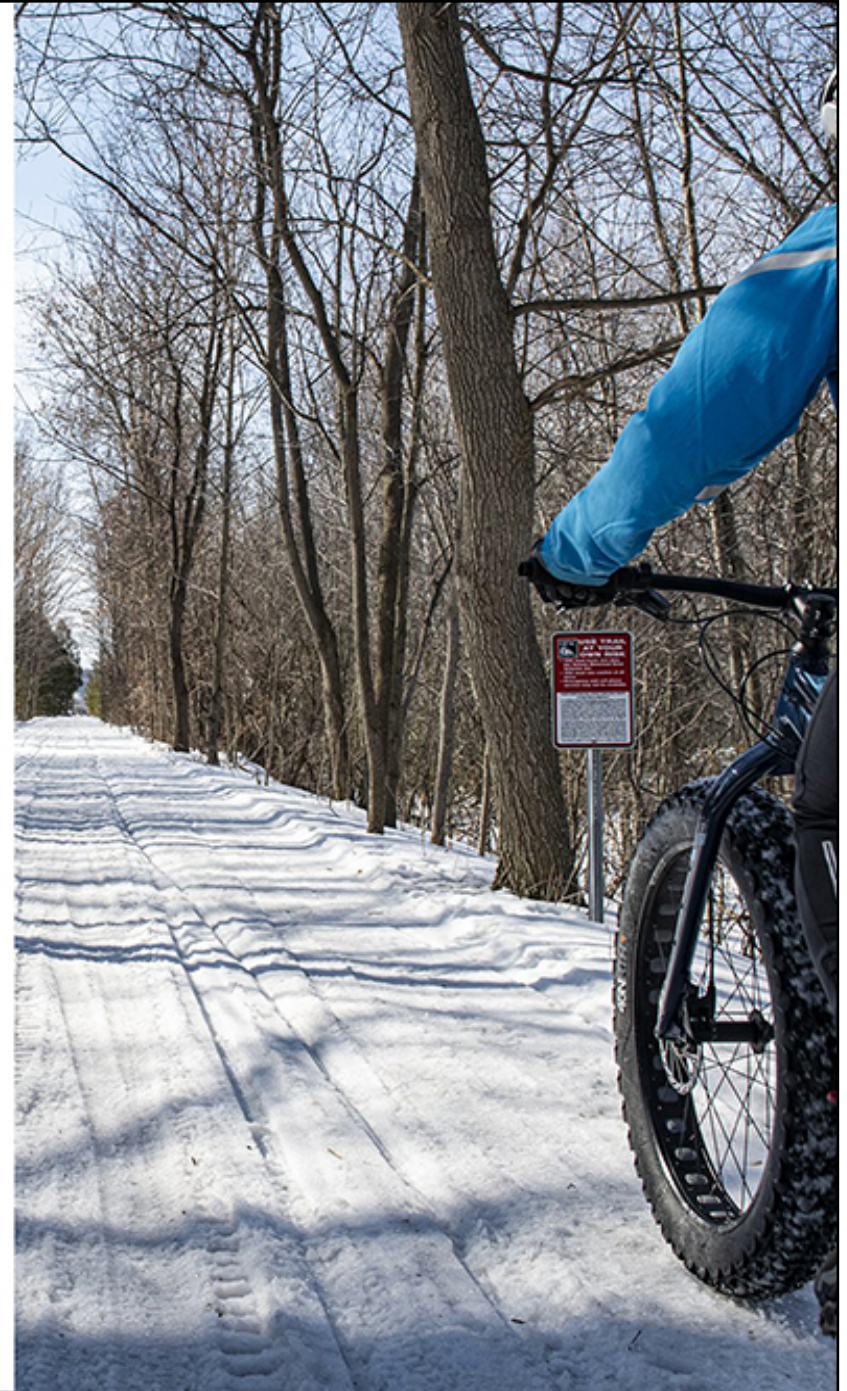


OUR BRAND STORY

Welcome to Frontenac, where we invite you to find your way.

Here, you'll find caretakers of people and places, united by a purpose to protect the same land that provides us with nourishment, experiences and inspiration. You'll find beautiful, unspoiled natural spaces—our trails, our lakes, our dark sky preserves, and a dominant presence of the Canadian Shield. Whether hiking, cycling, angling, or cross-country skiing; whether riding an ATV or snowmobile; whether sitting on a dock with a book, doing yoga on the beach, or soaking in the sounds of crickets and birds—you'll find a place to explore, a place to rest, and a place to have fun.

brand *tante*



OUR BRAND STORY

7



You'll find cottages and campsites tucked behind our endless shorelines, where families & friends come together around bonfires and dinner tables to share meals, and play games, and make memories. You'll find opportunities to escape your everyday life for the sake of reconnecting with yourself and the people you love most.

You'll find warm and welcoming communities made up of farmers, brewers, artists, musicians, creatives and makers, whose skills and talents lend to great experiences throughout Frontenac. You'll find strangers saying hi when they pass you on the street or the trail, people to offer directions when you're lost, and locals eager to share their recommendations for things to see, do and eat. You'll find places to enjoy live music, sip on craft beer and devour dishes made from local produce.

No matter where your visit to Frontenac takes you, you will always find your way.



WHO WE ARE

WHO WE ARE

9

Frontenac County is one of the wildest and quirkiest corners of Eastern Ontario.

Lakes, forests and vast swaths of the Canadian Shield call loudly to those looking for connection to the earth; those wanting to remove themselves from the pressures of everyday life and simply slow down. Protecting our diverse natural beauty and our communities is a driving force for the people who call this place home.



You'll find cultivators, creatives, makers, producers and dreamers, whose influence and perspectives lend to an endearing essence. You'll find a place that is unfiltered, unrefined and happily undiscovered. You'll find us ready to welcome you with open waters, open trails, and open arms.



OUR BRAND PERSONA

We are humble hosts.



OUR BRAND PERSONA

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Welcome! We are so delighted that you are here. We love our home, and find a lot of joy in sharing it with others. When you come to Frontenac, we do everything we can to make you feel warm and at ease. Show yourself around, and let us know if you have any questions. We admit, we're modest in many ways, though as you get to know us, you'll find we're more complex and endearing than meets the eye.



There are stories all around us here, and we're happy to share if you're curious enough to ask. We're not about the pomp and circumstance—we prefer to *just be*. Come on in and stay a while!



OUR BRAND VALUES

OUR BRAND VALUES

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We have genuine care for community and collaboration.

We are a rural community that values genuine human connection. Farmers, makers, artists, small business entrepreneurs, professionals, retirees, and all-around nature lovers call Frontenac home. We come from all walks of life and no matter our differences or lived experiences, our strength lies in the shared connections we establish with each other, knowing that we don't need to go far to find good folks ready to lend a helping hand. We are committed to working together and supporting one another collectively amongst businesses, communities and Frontenac at large, so our guests leave with remarkable memories to share. We affirm our desire to tell our story with a unified voice and a cohesive tone.



OUR BRAND VALUES

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We are warm and welcoming.

We are committed to making our guests feel welcome and embraced within the fabric of our communities. We see every interaction as an opportunity to provide them with a memorable experience that turns into a story shared with friends and loved ones. Whether stopping by our farmers' markets, visiting our retailers, exploring our parks and pristine forests, or kicking feet up at a cottage, each experience in Frontenac is uniquely supported by our combined effort as hosts.

We value our deep connections with nature.

At its core, our land stewardship comes from caring for the biodiverse and agricultural lands that we inhabit. From the northernmost tip to the Islands, the raw, natural beauty lends to a wide range of outdoor activities that inspire deep connections with nature, and ourselves. We endeavour to continue learning from local Indigenous communities, to ensure protection of our natural resources for generations to come.



OUR BRAND VALUES

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We are authentically ourselves and respectful to others.

Our people are genuine and down-to-earth, our communities are friendly and welcoming, and our way of life is simple and unpretentious. Some might call us rough around the edges, but everything we do and say is rooted in respect, honesty and authenticity, which you can feel in our experiences.



**OUR BRAND
ATTRIBUTES**

OUR BRAND ATTRIBUTES

The core traits of what makes Frontenac, Frontenac, are as follows:

Simple and rural

Escape the hustle and bustle of everyday life for a relaxed environment.

Fun

Come be playful, amused and entertained.

Recreation

Access and explore our trails, lakes and parks, in whatever way brings you joy.

Connections

Connect to our communities, the land, and our past, present and future.

Nature

It's all around us—breathe it in, touch it, feel it, smell it.

Friendly and welcoming

Kindness and hospitality are simply in our nature.

Raw and unfiltered

There's beauty and excitement in our ruggedness.

Community and caring

We care for those around us, and are always here to lend a helping hand.

Creative

There's just something about us that inspires.

Diversity

Find a dynamic tapestry of talent, landscapes, and things to do and see.

Pristine

Our forests and our waters are pure and awe-inspiring.



OUR BRAND TONE & VOICE

When we speak to our audience, we are the voice of Frontenac. Our voice is:

Respectful

Use kind and tactful language.

Neighbourly and laid back

Be casual and conversational.

Honest and authentic

We're not pretending to be someone else; we lean into our true identity and brand promise.

Humble while prideful

Not boastful, but taking ownership of our uniqueness and offerings.



OUR BRAND PROMISE

Find your way.

We are equal parts beautiful and unrefined, with many layers to peel back in between. We want you to embrace us for exactly who we are, just as we'll embrace you.



OUR VISITOR PERSONAS

OUR VISITOR PERSONAS

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The ideal visitor is someone who connects with the land and our communities.



We'd like to introduce you to a few of the people to keep in mind when sharing Frontenac's tourism brand story. (Note! Frontenac's "ideal visitor personas" might be any combination of the following traits, interests, psychographics and demographics.)

OUR VISITOR PERSONAS

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The daytime explorers

Name: Miguel Martinez

Age: 42

Occupation: Postal service

Miguel lives in Kingston with his wife and two teenage children recently relocated to Kingston from the large urban centre of Chicago. They always look to nearby Frontenac County for activities to entertain themselves on weekends, eager to step away from the city for more rural experiences. They've made a habit out of visiting farm stands and farmer's markets on the weekends, and look forward to the Open Farms event each year. The kids always love being invited to wander the barnyards, and can't help but laugh at pigs in the mud. On occasion, the family will take advantage of workshops they find promoted on Instagram—whether painting with local artists or trying their hand at pottery. In the fall, they enjoy driving the County's backroads and admiring the fall colours, often picking the brightest leaves to take home and use for crafting.

OUR VISITOR PERSONAS

26



The active explorer

Name: Jake Murray

Age: 26

Occupation: Junior environmental scientist

Jake is the definition of an outdoorsy type. He loves any activity that takes him into nature, particularly paddling, hiking and mountain biking. He lives in Montreal but is often searching for destinations where he can escape into the wild and immerse himself in beautiful scenery, either for a week or weekend. He doesn't like overcrowded, touristy areas and doesn't stick to any particular schedule. Freedom to explore at his leisure is one of his favourite things. He is always prepared with his own gear, so he looks for places where he can set up camp for a night, nearby wherever outdoor activities can be found. Jake appreciates stopping for a craft beer and locally-made snacks while on the way to his next adventure.

OUR VISITOR PERSONAS

27



The connected family

Name: Sarah and Tolu Bailey

Age: 50

Occupations: Accountant, Consultant

Sarah and her wife, Tolu, live in Toronto and have two young kids with lots of energy. They're always looking for weekend destinations away from the city where they can have some low-stakes outdoor fun. They want to make new traditions with their family, and especially love cottaging and spending days at the beach. Their favourite memories are the simple ones - reading books together, splashing in the water, roasting marshmallows over bonfires and having coffee on the deck in the morning sun. Anytime they take week-long getaways, Tolu's parents will join the family for a few nights, and happily entertain the kids while the couple takes time for themselves, venturing off to see what local shops and restaurants have to offer. Wherever they go, the Bailey family appreciates building community. They enjoy having casual conversations with people they don't know, and are quick to invite the neighbours over for game nights on the deck.

OUR VISITOR PERSONAS

28



The disconnectors

Name: Jerusha

Age: 35

Occupation: Entrepreneur

Jerusha, 35, is a successful entrepreneur who lives in Toronto with a high-paying, high-stress job. She loves her team but is mindful of taking time to recentre and recharge, far away from the hustle and the bustle. Every year, she and her friends book a luxury cottage that takes them off the grid (though, still with wifi), in search of some peace and quiet. She takes the opportunity to connect with her senses, soaking in the sounds, smells and sights of her pristine natural surroundings. Except to grab groceries or drinks, she and her companions rarely leave their lakeside oasis, keen to make the most of their time to unplug and unwind.

OUR VISITOR PERSONAS

29



The slow-pace explorers

Name: Margaret & Wayne Barbery

Age: 61

Occupation: Retired

Margaret is a retired doctor, who now spends her days travelling across Ontario with her husband, Wayne, and their dog Max. Both 61-years-old, Margaret and Wayne make their way to Wolfe Island every June to spend time with friends they met in the area years ago. They park their RV in their friends' yard, and feel right at home. Wayne is a painter, and often sets up his easel outside the RV in the early mornings, inspired by the people and the scenery. The neighbours often greet him by offering freshly laid eggs, which he, Margaret and their friends cook up together for breakfast. They love how they feel as though they're part of the community anytime they venture into town for food, drinks or live music. Both Margaret and Wayne enjoy shopping, and are especially thrilled when they find eclectic pieces at local shops that no one else in their social circles will possibly have.



**WHAT WE WANT
OUR GUESTS TO KNOW**

WHAT WE WANT OUR GUESTS TO KNOW



Photo Credit: Cataraqui Conservation.

Frontenac is situated on the territories of many nations, including the Algonquin, the Anishinaabe, the Haudenosaunee, Huron-Wendat, Highland Water Métis, Shabot Obaadjiwan First Nation, Snimikobi Algonquin First Nation and Ardoch First Nation.

Sure, we're the County of Frontenac—but you can call us

Frontenac.



WHAT WE WANT OUR GUESTS TO KNOW

32

WE'RE MADE UP OF FOUR DISTINCT PARTS:



North Frontenac, a vast and untamed wilderness, where adventures and surprises await.

Central Frontenac, where lakes, agriculture and trail experiences come together.

South Frontenac, where waters, rivers and lakes meet our most urban amenities.

Frontenac Islands, where the eccentric and familial nature draws you in.

FRONTENAC WHAT WE WANT OUR GUESTS TO KNOW

33



With shared values across the County, each municipality has its own distinct personality.

Our communities are made up of people who bring different life and professional experience—farmers, producers, makers, artists, musicians, small business owners and retirees, to name a few.

We are an easy drive from Montreal, Ottawa and Toronto, and a hop, skip and a jump (or in Frontenac terms, a cycle, paddle or ferry ride) from Kingston.

Our landscapes are seriously beautiful

We're a cyclist's dream, offering safe cycling for all ages and abilities. There are 200 kilometres of rail trails and gravel roads, and extensive crown land, for various types of excursions. Set out on an adventure during the day to collect "made in Frontenac" products from chefs, producers, farmers markets or the farm directly to round out your journey.



WHAT WE WANT OUR GUESTS TO KNOW

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We're home to more than 1,000 lakes. Yes, you read that right—which means a lot of incredible beaches, too.

In fact, we have our own “island destination”—hop on a ferry (not a flight!), visit the beach, tour the backroads, grab a bite, and explore downtown’s creative shops & stops.

A variety of unique accommodations and campsites are available here, so you can come for a day or stay awhile.

We really like that we’re relatively undiscovered compared to other well-known cottage destinations in Ontario.

We welcome our guests with arms wide open—but ask that you treat the land and our people with the same respect we extend to you.



WHAT WE WANT OUR GUESTS TO KNOW

35

When we say we're off-grid, we mean it. It's easy to put down your laptop or phone, and connect with the community, artists and activities.

We love learning from one another, and hope that you can learn from us, too.

Frontenac is a place to find serenity, beauty, quiet, and peace—there is a sense of escape, warmth and reverence.



Come hear the birds, the crickets, the coyotes or the absolute silence; smell the maple syrup sap boiling, the earthy & woody scents, and the crisp, fresh air; and taste home-grown produce, locally-made goods and fresh-baked treats.

We are looking forward to welcoming you to our home, and sharing Frontenac with you. Where will your next visit take you?



WHAT WE WANT OUR GUESTS TO DO

Find your way in Frontenac; explore our trails, waters and small towns; discover the unique personalities of our different communities; and feel a sense of ease and belonging wherever you go.

Get to know the heart of who we are through experiences or by connecting with locals throughout your stay.



There is so much talent and knowledge throughout Frontenac; come learn something while you're here that you can take with you when you go.



WHAT WE WANT OUR GUESTS TO DO



Make memories—the kind that you share with friends, family and colleagues, that embody the spirit, essence and beauty that is Frontenac.

Come have fun, whether playing lawn games at the cottage, exploring our trails, partaking in local events, or anything in between.

Be kind, and treat our neighbours and our nature with respect.

Disconnect in whatever way works for you; unplug, unwind and find an inner peace.



WHAT WE WANT OUR GUESTS TO DO

Come back to see Frontenac in all its seasons, year after year.



Be inspired and have your creativity ignited.

Experience our rural way of life, through farmers' markets, farm stands and Open Farms.

Find beauty in the stillness and calm, at our dark sky preserve, on our lakes and in our backwoods.

Come back to see Frontenac in all its seasons, year after year.





OUR PHOTOGRAPHY GUIDELINES

Consider: How can the Frontenac brand values, attributes and voice be captured with imagery?

HERE ARE A FEW RULES OF THUMB:



Photography plays an essential role in distinguishing the Frontenac brand. Good photography tells a story and serves the story by communicating important brand attributes, such as natural beauty and a diverse community. When choosing photography for use with the Frontenac brand, it should be as authentic as possible, reflecting real people, real places and real experiences. Remember to use photos where permission of use is granted.

OUR PHOTOGRAPHY GUIDELINES

42

Keep it simple and authentic.

Frontenac is raw and unfiltered, so our photos should be, too. Base photography subject matter on authentic experiences that are available to guests—i.e., visiting a farmer's market, having a beer, stopping at a local store, etc. Keep a clear focus on the subject to avoid visual clutter.



DO



Keep to one or two subjects for candid photos. Leave space for nature and text in group photos. Keep the picture natural and optimistic.

Prioritize diversity.

Frontenac is diverse in its people, communities and landscapes, so our photos reflect that. Include “models” with a diverse range of body types, skin tones, sexual orientations, ages, physical abilities, etc., so prospective guests of various identities are represented and feel seen.

DO



Include diverse demographics that reflect not only the citizens of Frontenac but also the tourists you want to attract.

OUR PHOTOGRAPHY GUIDELINES

44

Keep it natural and real.

Our natural beauty, pristine landscapes and local landmarks are such a big piece of our identity, and sometimes, need to be seen to be believed. Showcase these elements whenever possible. Keep images feeling natural, raw, and unfiltered.

DO



Take interesting shots of the surrounding nature.

OUR PHOTOGRAPHY GUIDELINES

45

Showcase real people living in the moment.

Frontenac abounds with opportunities for creativity and recreation. Capture real people experiencing these real moments. Whether yoga on a beach, kayaking on a lake, cycling a trail, or making a piece of art, reflect the diversity of things to do in Frontenac. Snap images that are natural and friendly. Ensure clothing and accessories reflect what people would actually use in real life. Images can be imperfect, in an effort to convey authenticity and transport viewers into a real moment in time.



DO



Take natural photos of people in the moment enjoying themselves.

OUR PHOTOGRAPHY GUIDELINES

46

Showcase friendly locals.

Invite local business owners and teams to portray Frontenac's friendly and welcoming spirit. Take a people-centred approach. Include smiling faces, interactions between staff and guests, and, when possible, active displays of the business's services/offerings.

DO

Photograph locals in a variety of real settings, looking happy and interacting with guests.

OUR PHOTOGRAPHY GUIDELINES

47

Keep it bright and spacious.

Let our light shine! Capture photos that are bright and with the subject matter in clear focus. Use natural lighting where possible and create significant clear-space for typography.

DO



Take bright, natural and spacious photos with lots of room for text and typography.

OUR PHOTOGRAPHY GUIDELINES

48

Showcase the weather.

Embrace Frontenac in all the ways it shows up! Showcase positive experiences in various weather conditions. This can include wind, rain, fog, mist, and snow.

DO



Take photos in weather conditions of all kinds.

OUR PHOTOGRAPHY GUIDELINES

49

Ensure organic perspectives and framing.

We always want to put our best foot (or tire!) forward. When cropping a photograph, select an area that is the appropriate size for the application (i.e., social media post, website, advertisement, newsletter, etc), while maintaining image quality. Depending on the application, leave significant clear-space for typography.



DO



Take unique, fun photos from a variety of angles and points of view.



OUR SOCIAL MEDIA GUIDELINES

DON'T

We invite you to experience a beekeeping event at Maple Ridge Farm.

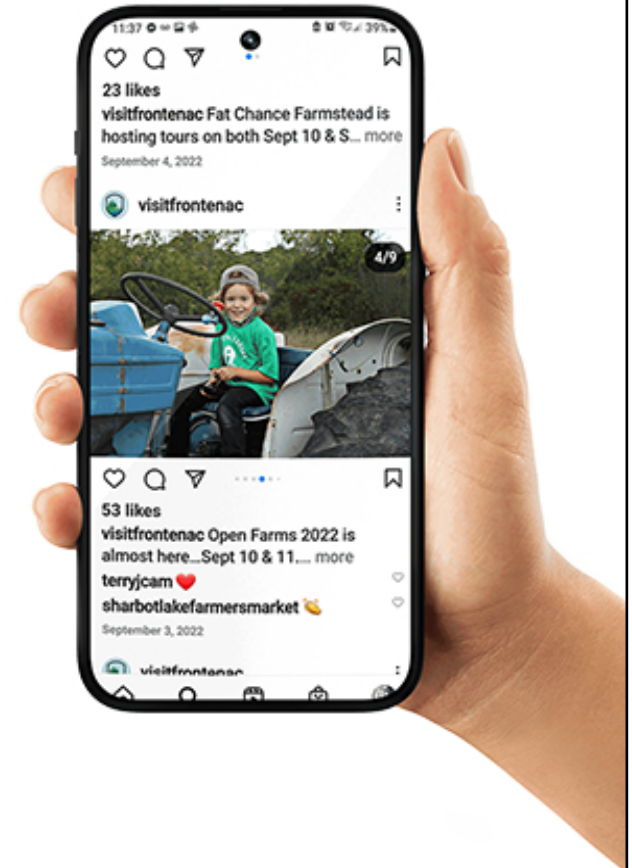
In Frontenac, we have an emerging community of young farmers operating organic, sustainable ventures alongside traditional farms that have operated for generations.

DO

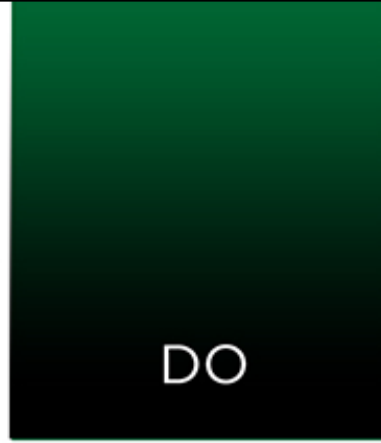
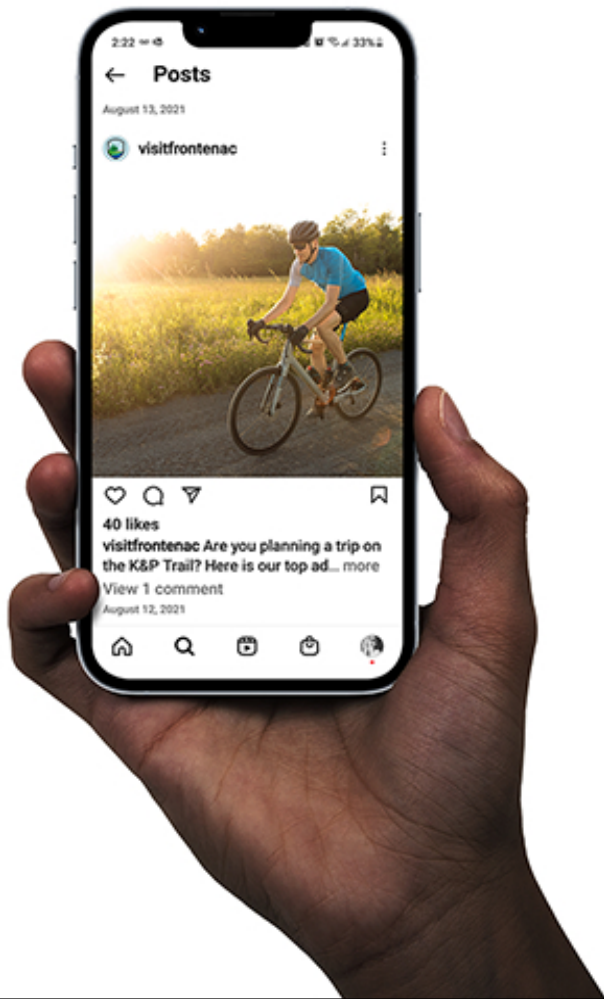
Have you heard the buzz? Maple Ridge Farm is hosting a beekeeping experience on <insert date>. We hope you'll "bee" available to join us!

Tradition and innovation intersect in Frontenac's farming community, where organic, sustainable ventures are emerging, complementing those operators that have fed our communities for generations.

SOCIAL MEDIA POST SAMPLES



SOCIAL MEDIA POST SAMPLES



The County would like to inform you that the K&P Trail is officially open to snowmobilers.



'Tis the season! The K&P is packed with snow and calling your name.

Frontenac County has more than 150 overnight accommodation options.



Looking for a place to sing some campfire songs? Frontenac is flush with cottages, campsites and unique accommodations—find your summer escape by visiting the link in our bio.

DON'T

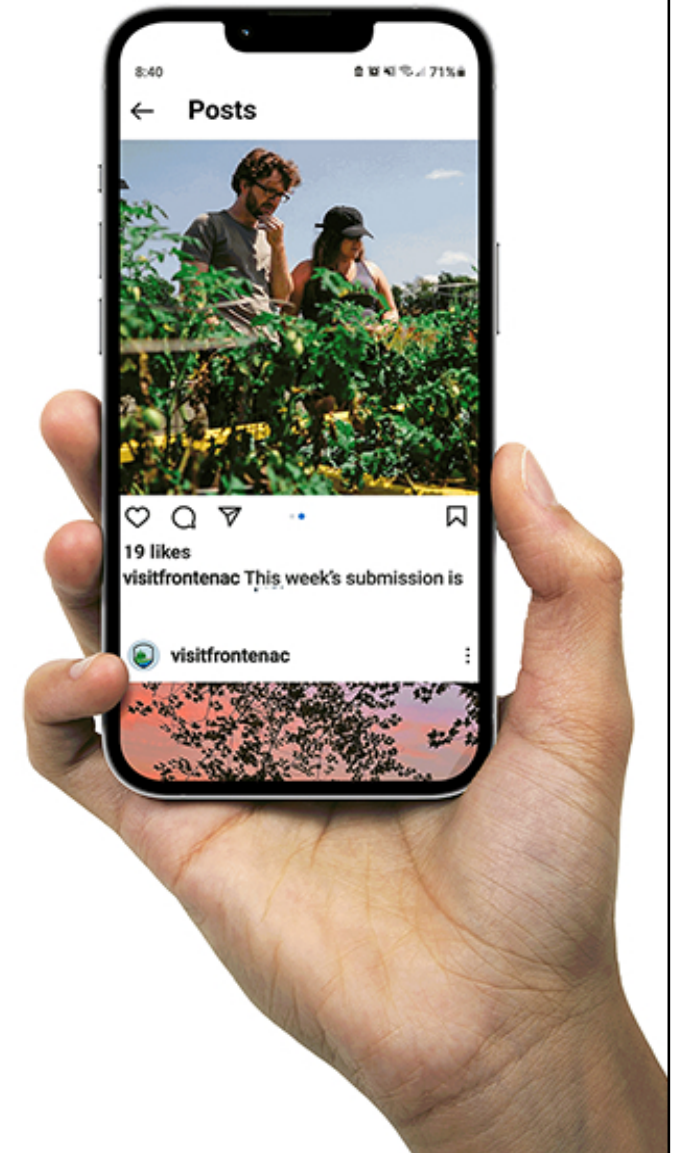
Click the link in our bio for our list of great fall road trips in Frontenac.

There are so many different hands-on experiences you can have in Frontenac County.

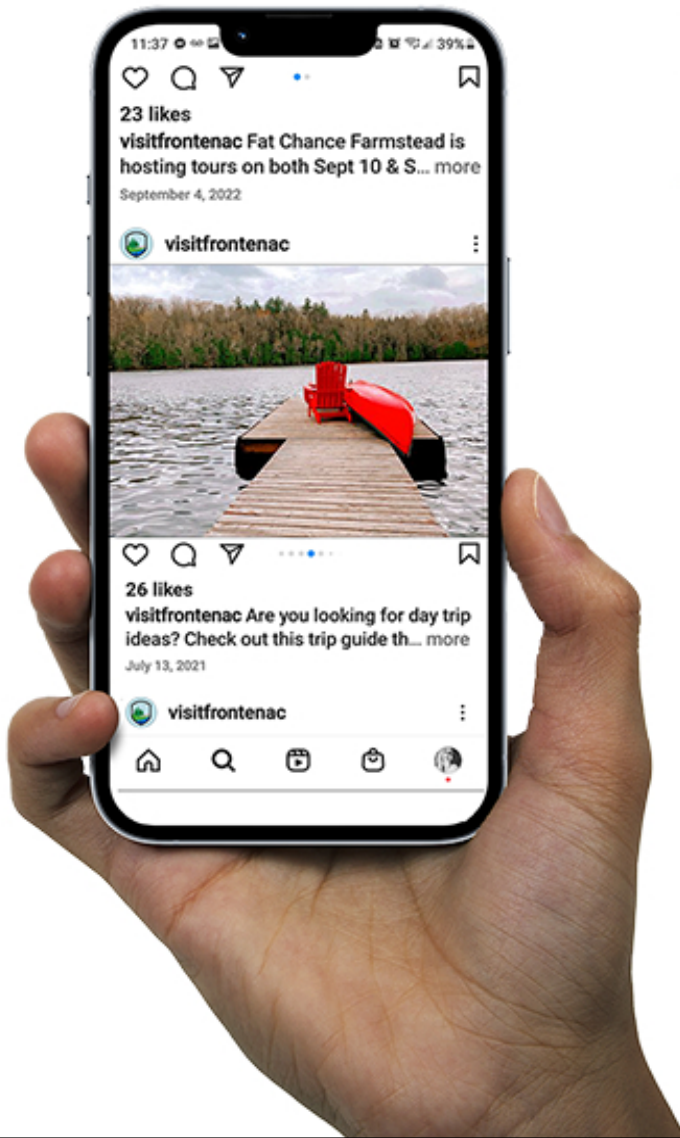
DO

You won't "be-leaf" the colourful landscapes around here this time of year. Click the link in our bio for our favourite fall road trips #inFrontenac.

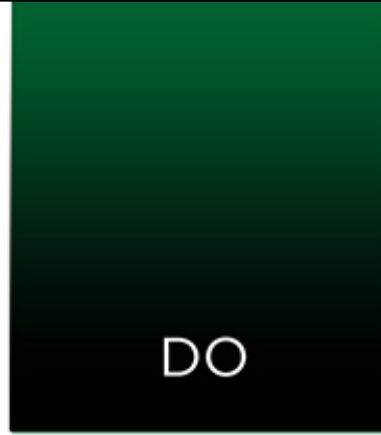
Get your feet wet, hands dirty or mind clear—there are plenty of things to do (or, not!) in Frontenac County.



SOCIAL MEDIA POST SAMPLES



There are a lot of neat places to stay in Frontenac. See a list of options here.



Frontenac is where families & friends come together around bonfires and dinner tables to share meals, play games, and make memories. Check out this list of places to stay throughout the County, whether you're looking for a campsite or cottage.



ACCESSIBILITY GUIDELINES

56

The Tourism Brand Guidelines

are a valuable tool for you and everyone in the community. We hope you will use these guides when creating content, for example, that new website you're about to launch for your local business or the post you're starting for the event at the farmer's market this weekend. We want Frontenac's unique voice to be inclusive and for our community to be on the same page about our brand.

The guidelines are easy to read; we kept the content simple and used a sans-serif font above 12 points for legibility. Many well-known brands use sans-serif fonts, like Apple, Nike, Google, etc.



SERIF

a b c d e f g h i
j k l m n o p q
r s t u v w x y z

SANS SERIF

a b c d e f g h i
 j k l m n o p q r
 s t u v w x y z

TEXT SIZE minimum 12 pt


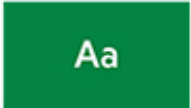








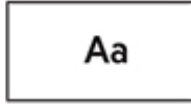
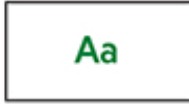
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ACCESSIBILITY GUIDELINES

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Accessible colour combinations

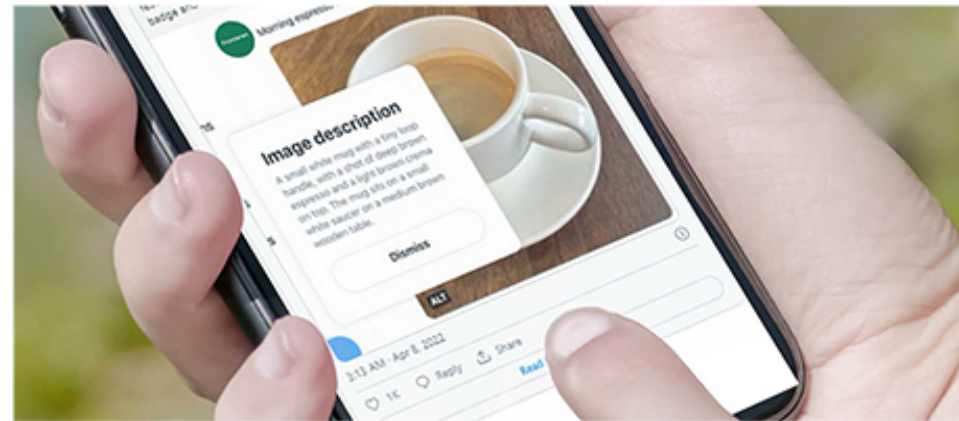
We made sure to use colours and backgrounds that are AODA-approved (Accessibility for Ontarians with Disabilities Act), which means they were tested for good contrast. For example, red text on an orange background is a no-no because the colours are too similar and would be difficult to read.

BACKGROUND	WHITE TEXT	BLACK TEXT	GREEN TEXT
 #038442	 Aa	 X	 X
 #000000	 Aa	 X	 X
 #FFFFFF	 X	 Aa	 Aa



ACCESSIBILITY GUIDELINES

58



The guidelines are simple and easy to follow. By avoiding technical jargon, everyone, not just designers, can understand the guidelines.

All the beautiful images in this guide come with alternative text (ALT text)—a short photo description so that people with visual impairments can understand them too.

Lastly, this guide is screen-reader friendly, with bold, easy-to-see pictures, titles and text which make it easy to read.

We hope you enjoy and use this guide to its fullest!

Questions?

Contact:

Frontenac County
Economic Development

ecdev@frontenacounty.ca
www.VisitFrontenac.ca





FRONTENAC

2023