



Economic Development Task Force Agenda - Meeting
April 17, 2023 – 9:00 a.m.
Municipal Office – Council Chambers
6648 Road 506, Plevna
[Zoom Meeting Registration](#)

1. Call to Order

2. Disclosures of Pecuniary Interest & General Nature Thereof

3. Presentations

None

4. Economic Development Task Force Notes

- a. Notes of the March 20, 2023 EDTF Meeting as approved via email and were received for information at the April 6, 2023 Meeting of Council.

5. Business Arising

- a) **Update:** Research feasibility of a Municipal Campground (Vaillancourt, B.Hunter, Bonello, Kecso)
- b) **Update:** 2023 Mural Project (MCD)
- c) **Update:** North Frontenac Information booth/kiosk (Councillor Regent, Thiel)
- d) **Update:** Business Profiles (Councillor Huetl, Thiel)
- e) **Update:** Bus Tour (EDO)
- f) **Update:** Research feasibility of a small-scale commercial office space with a focus on attracting health care and other professionals (Councillor Huetl, Councillor Regent, EDO)
- g) **Update:** Summer Event (EDO, B.Hunter, Bonello, J.Hunter)

6. Communications

7. New Business

- a) Star Gazing Pad – DRAFT Update to Process
- b) Star Gazing Pad – Naming
- c) 2023 North Frontenac Economic Survey Report

8. Adjournment

Notes of the Economic Development Task Force (EDTF) Meeting Held on Monday, March 20, 2023 at 9:00 AM at the Municipal Council Chambers.

Present: Deputy Mayor John Inglis (Chair), Councillor Roy Huetl, Councillor Stephanie Regent, Betty Hunter, Cyndy Bonello, Paul Thiel, Dan Vaillancourt, Jennifer Hunter, Danielle Kecso, Brooke Hawley – Manager of Community Development (MCD), Matt Walker - Economic Development Officer (EDO) and Lori Newman (Secretary).

1. Call to Order:

The meeting was called to order by the Chair at 9:00 a.m.

The EDTF welcomed new members Danielle Kecso and Jennifer Hunter and thanked them for volunteering to be part of the Task Force.

2. Disclosures of Pecuniary Interest & General Nature Thereof:

None.

3. Delegations:

None.

4. Economic Development Task Force Notes:

Notes of the February 21, 2023 EDTF Meeting as approved via email and received for information at the March 17, 2023 Regular Meeting of Council.

5. Business Arising:

a) Research feasibility of a Municipal Campground

a. Establish general ideas

The EDTF discussed the feasibility of a Municipal Campground as well as potential locations. This will continue to be discussed at upcoming EDTF meetings as the research progresses.

b. Establish working group & timelines

The EDTF established a working group (Dan Vaillancourt, Betty Hunter, Cyndy Bonello and Danielle Kesco) to research the feasibility of this project. The group will bring their first report back to the EDTF in 2 months, for discussion.

b) 2023 Mural Project

a. Pick Five (5) locations

The EDTF discussed potential locations for the next Mural Project. These locations include Mississagagon Lake Boat Launch, Shabomeka Lake Boat Launch, Palmerston Lake Boat Launch, the Municipal Office and the 506 Waste Site.

b. Review advertisement

The EDTF reviewed the Art Mural Project advertisement for Round 8. It was also discussed that the artist's names and a brief statement about the Murals content be affixed to the back of each mural on waterproof paper. The EDO will complete this.

c) North Frontenac Information booth/kiosk

a. Establish general ideas

The EDTF discussed potential locations for information booths/kiosks in the Township.

b. Establish working group & timelines

The EDTF established a working group (Councillor Regent & Paul Thiel) to research locations, structures and costs to bring back for discussion at the next EDTF meeting.

d) Business Profiles

a. update & consideration to who is completing these

The EDTF would like to continue with the monthly Business Profiles that have been added to the Township's Website and Social Media Accounts. Paul Thiel and Councillor Huetl will alternate completing these. The EDO will assist in providing contact information for interested Businesses.

e) Bus Tour

a. Establish working group & timeline

The EDO will work on establishing a draft plan for the next Bus Tour and will bring back information to an upcoming EDTF meeting for further discussion.

f) Research feasibility of a small-scale commercial office space with a focus on attracting health care and other professionals

a. Establish general ideas

The EDTF discussed ideas regarding the feasibility of a small-scale commercial office space with a focus on attracting health care and other professionals.

b. Establish working group & timelines

Councillor Roy Huetl, Councillor Stephanie Regent and Matt Walker - Economic Development Officer (EDO) volunteered to be part of the working group and will gather information to bring back to the EDTF, for future discussion.

g) Summer Event

a. Establish general ideas

The EDTF discussed general ideas for a 2023 Summer Event.

b. Establish working group & timelines

The EDTF established a working group (Matt Walker, Betty Hunter, Cyndy Bonello & Jennifer) to facilitate and organize the event. The group will bring information back to the EDTF at the next EDTF meeting.

6. Communications:

7. New Business:

8. Adjournment:

Meeting adjourned at 10:20 a.m.

NOTE : The next meeting of the EDTF will take place on Monday, April 17, 2023 at 9:00 a.m. at the Municipal Council Chambers located at 6648 Road 506, Plevna.

Recommendations to Council

Be It Resolved That Council receives for information the March 20, 2023 Notes of the Economic Development Task Force (EDTF);

Received by Council on April 6, 2023.

**Deputy Mayor John Inglis, Chair
Township of North Frontenac
Economic Development Task Force**



Administrative Report

To: Mayor and Members of Council

From: Brooke Hawley, Dipl.M.A., Manager of Community Development

Recommended by: Corey Klatt, Dipl.M.A, Chief Administrative Officer _____

Date of Meeting: April 28, 2023

Re: Transitioning Ownership of Events at the Star Gazing Pad & Re-Naming

Background

In 2012 the Township received approval for Frontenac County Federal Gas Tax Funding for an initiative involving Eco Tourism. This funding is very specific to Eco Tourism and cannot be used for recreational projects but projects that will enhance sustainable tourism opportunities within the Township. North Frontenac Council approved the construction of a Star Gazing Pad at the Plevna Helipad property on Road 506. The North Frontenac Economic Development Task Force (EDTF) worked diligently to complete this project.

On February 21, 2023, the EDTF discussed the Star Gazing Pad and made the recommendation to Council that events at the Pad be taken over by the North Frontenac Astronomy Club (NFAC).

On March 17, 2023, Council received the notes of the EDTF's February 21, 2023 meeting and approved the draft 2023 EDTF Strategic Plan which excluded the Star Gazing Pad.

Researched By

Brooke Hawley, Dipl.M.A., Manager of Community Development
Matt Walker, Economic Development Officer

Comments

Event Ownership

Over the past 10 years, the Star Gazing Pad has featured significant growth in amenities and visitation. Through the dedicated efforts and vision of those involved in the Pad's creation and on-going operation, the location has gained positive notoriety amongst astronomy enthusiasts and casual visitors as one of the premier destinations for star-gazing and astrophotography in Southern

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Ontario. The location attracts visitors throughout the year including shoulder seasons with Municipal Staff receiving requests for additional programming and events during these times.

The NFAC was formed in fall of 2021 by local astronomy enthusiasts, many whom are current volunteers with the Star Gazing Pad.

On September 23-25, 2022, the NFAC partnered with the Township to hold the first annual Festival of the Stars, a multi-day astronomy-themed festival. This event was positively received by the community and visitors, attracting an estimated 300 visitors. The intention is to continue this event yearly and it is projected that attendance will continue to grow.

Currently, all events at the Star Gazing Pad are organized by the Township and operated primarily through volunteers and some municipal staff. It is recommended that the Township no longer directly acts as an event organizer or have an active operational role for most events at the Dark Sky Pad.

It is also recommended that for the Star Gazing Pad, Council authorizes the NFAC to act in a similar role as the Community Hall Committees.

The Dark Sky Pad continues to remain open to the public at all times. In the event any party wishes to have exclusive use of the Dark Sky Pad for an event, the party is directed to submit a request to Council for consideration.

Re-Naming

Since the Star Gazing Pad's establishment, numerous official and unofficial names have been used interchangeably for the property such as Star Gazing Pad, Dark Sky Pad, Dark Sky Viewing Area, Dark Sky Preserve, Observatory etc.

Miriam-Webster's dictionary defines an observatory as '*a building or place given over to or quipped for observation of natural phenomena (as in astronomy)*'.

It is recommended that the property at 5816 Road 506 (the Star Gazing Pad) be re-named the 'North Frontenac Observatory' and that the term 'Dark Sky Preserve' be used in reference to the entire Township.

This re-naming strategy will:

- Strengthen the location as a tourist destination by increasing perceived prestige/desirability;
- Significantly differentiate the location from L+A's viewing area
- Remove any perceived naming uncertainty; and
- Re-focus each of the two 'brands' to capitalize on their unique values to guests.

It is recommended that Council authorizes the MCD to spend up to \$300 to have three proposed new logo designs created reflecting the name change and that the designs are presented for Council's consideration at a future meeting.

It is also recommended that upon Council's acceptance of a new logo reflecting the name change, one on-site sign and two directional signs be purchased at a cost of up to \$1,700, to reflect the name change. There is a current 'Dark Sky Preserve' sign on-site that could be re-positioned in the Township.

Financial Implications

Logo Design – up to \$300

Signage – up to \$1,700

The Economic Development Reserve Fund estimated balance is: \$19,296.80.

Recommendation

Be It Resolved That Council receives for information the Manager of Community Development's (MCD) Administrative Report entitled "Transitioning Ownership of Events at the Star Gazing Pad & Re-Naming";

And That Council approves the Economic Development Task Force (EDTF) removing the Star Gazing Pad as part of their mandate and that the North Frontenac Astronomy Club will organize and operate most future astronomy-related events at the Star Gazing Pad;

And That Council authorizes the North Frontenac Astronomy Club to act in a similar role as the Township Community Hall Committees, for the Star Gazing Pad as arranged by the MCD;

And That Council approves the re-naming of the Star Gazing Pad to the "North Frontenac Observatory" and the entire Township as the "Dark Sky Preserve";

And That Council approves up to \$300 to come from the Economic Development Reserve Fund, to design three proposed logos for the 'North Frontenac Observatory' which will then be presented to Council's consideration at a future meeting date;

And That Council, upon selection of a new logo reflecting the name change at a future date, approves new signage to be purchased to reflect this change at a cost of up to \$1,700 to come from the Economic Development Reserve Fund.

From: Guy Nason [mailto:guyfnason@gmail.com]
To: GAry Colwell <supergiant2003@hotmail.com>
Cc: Brooke Hawley <Recreation@northfrontenac.ca>; John Inglis <john@lwl.ca>
Subject: Re: EDTF Draft Agenda - April 17, 2023

Hello Brooke et al. Thank you for your kind invitation. However, like Gary, I am unable to attend. I'm in BC and won't return to NFT until May.

I support renaming — or nailing down — the observing pad as The North Frontenac Observatory for all the reasons listed in your post.

As an aside, I would remind everyone that DSP refers to Dark Sky Preserve, not Dark Sky Pad, and obtains to the entire township as designated by the RASC, not just to the site on Road 506.

I look forward to seeing you all in a month or so.

Best regards and
Carpe noctem,
Guy Nason

From: GAry Colwell [mailto:supergiant2003@hotmail.com]
To: Brooke Hawley <Recreation@northfrontenac.ca>; guyfnason@gmail.com
Cc: John Inglis <john@lwl.ca>
Subject: RE: EDTF Draft Agenda - April 17, 2023

Hi Brooke
Unfortunately I will still be in Geraldton on the 17th. One recommendation is to perhaps call it the "North Frontenac Dark Sky Observatory"....just a thought

From: Matt Walker (Economic Development Officer)
To: Brooke Hawley <Recreation@northfrontenac.ca>
Subject: DSP Branding

Hi Brooke,

As discussed, I recommend the re-naming of the DSP to the 'North Frontenac Observatory'. This brand re-positioning will:

- Strengthen the location as a tourist destination by increasing perceived prestige/desirability;
- Significantly differentiate the location from L+A's viewing area
- Consolidate the existing brand extensions (ie. Dark Sky Preserve, Dark Sky Pad, Dark Sky Viewing Area, Dark Sky Viewing Pad) and;
- Re-focus the brand extensions as benefits or amenities that provide value to the end user.

Matt Walker

Economic Development and Emergency Information Officer

Township of North Frontenac

6648 Road 506, Plevna, ON, K0H 2M0

(613) 479-2231 Ext. 236 or (613) 318-9803

edo@northfrontenac.ca



Administrative Report

To: Mayor and Members of Council

From: Matt Walker, Economic Development Officer

Recommended by: Corey Klatt, Dipl.M.A, Chief Administrative Officer _____

Date of Meeting: April 6, 2023

Re: 2023 North Frontenac Economic Survey Report

Background

On August 12, 2022 Council passed Resolution #320-22:

“Be It Resolved That Council receives for information the Manager of Community Development’s (MCD) Administrative Report entitled ‘Short-Term Economic Development Focus’;

And That Council identifies Direct Business Support; Promotion and Marketing; and Experience Development as short-term economic priorities until the next Strategic Plan is completed”

And That Council approves \$1,500 to cover expenses related to the coordinating of the North Frontenac Winter Festival in 2023 and directs the Treasurer to transfer the \$1,500 from the Economic Development Reserve Fund;

And That Council approves \$500 for the purpose of printing of the North Frontenac Visitor Guide, from the Economic Development Advertising/Business Promotions approved Budget.” **Carried**

Researched By

Matt Walker, Economic Development Officer

Comments

A Business Survey and a Community Survey were released to the community for the period of January 6 to January 31, 2023. The survey method for each was online and each survey offered respondents the chance to win a prize pack of North Frontenac promotional items. Both surveys were designed to gather local economic data and identify opportunities to address gaps in product and service availability.

Business Survey

The Business Survey had 17 respondents from 8 different industries. 38% were incorporated, 6 were seasonal and 10 had been in business over 10 years. The Business Survey was broken down into four categories;

- Doing Business – Marketing, customer interactions, revenue and more;
- Workforce – Characteristics about current workforce demographics along with future projections;
- Local Economy – Views on the overall local economic outlook, characteristics and initiative investment.
- Government and Community – Interactions with local government and access to services.

Doing Business

5.9% of respondents indicated annual revenue before expenses of under \$19,999, 17.6% revenue between \$20k and \$49,999, 5.9% between \$50k and \$99,999, 17.6% between \$100k and \$199,999, 17.6% between \$200k and \$499,999, 5.9% above \$500,000 and 29.4% preferred not to say.

Within the last three years, 4 respondents indicated they accessed Covid-related funding and 2 indicated they have accessed non-Covid-related funding.

24% of respondents indicated that in the next 3-5 years they will likely invest more than \$300k into one business initiative in North Frontenac.

Online presence shows 16 respondents indicating they use Facebook, 1 Twitter, 5 Instagram, 1 Youtube, 1 Pinterest and 2 TikTok. 71% use Social Media, 35% use online advertising and 71% have a website.

Marketing and Government Regulations were each identified as the top current business challenge (29% each) followed by Financial (18%), Supply Chain (12%) and both Cell Service and Upgrades at 6% respectively.

Financial and Government Regulations were each identified as the top future business challenge (23% each) followed by Marketing (18%), Staffing/HR (12%) and Cell Service, Upgrades, Gas Prices, Tourism Products at 6% respectively.

For Payment Method Accepted, 13 Respondents indicated they accept E-Transfers, 7 Cash, 6 Cheques, 6 Credit Cards, 4 Debit and 1 did not indicate.

35.3% of respondents indicated they made 0-19% of their purchases with other North Frontenac Businesses, 11.8% indicated they made 20-39% of their purchases locally, 23.5% indicated they made 40-59%, 5.9% indicated 60-79% and 23.5% of respondents indicated they made 80+% of their purchases locally.

8 Respondents indicated that 0-19% of their customers are North Frontenac Residents, 4 indicated 40-59%, 3 indicated 80+%, 1 indicated 60-79% and 1 indicated 20-39%.

Respondents were asked to score community interaction-related questions on a 5-point scale with the following points, Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree.

- 'My Business Has A Good Reputation In North Frontenac' scored about ¼ past the Agree,
- 'Residents Are Aware Of What My Business Does' scored ¼ below 'Agree',
- Residents Support My Business scored ¼ below 'Agree', 'Residents Refer Others To My Business' scored on 'Agree'.
- 'I am Aware of What Businesses Exist in North Frontenac and Their Products' scored halfway between 'Neutral' and 'Agree' and
- 'I Refer Customers To Other Local Businesses When I am Unable To Help' scored halfway between 'Agree' and 'Strongly Agree'.

Workforce

The most common average age of workforce indicated by the respondents was 45-54 at 35.3% followed by 55-64 (23.5%), 35-44 (17.6%), 25-34 (11.8%), 16-24 (7.0%) and 65+ at 5.9%.

94% of respondents indicated that they have less than 10 employees with 80% of respondents indicating that they offer 1 or more employee benefits.

Respondents were asked to score training-related questions on a 5-point scale with the following points, Very Unsatisfied, Unsatisfied, Neutral, Satisfied and Very Satisfied.

- 'Satisfaction with the quantity of training offered to employees' scored about 1/5th past Satisfied,
- 'Satisfaction with the quality of training offered to employees' scored 1/3rd past 'Agree'.

For Projected Workforce Increase in 3 to 5 Years, 1 Respondent indicated a 31 to 50% increase, 1 a 16 to 30% increase, 10 a 1 to 15% increase, 2 indicated no projected increase and 3 did not indicate.

20% of respondents are always fully staffed to meet customer demands with 44% sometimes or more often turn away business due to lack of staff.

92% of respondents recruit through word of mouth at least sometimes yet 85% have never recruited staff through an online platform.

Workforce Barriers were indicated as follows (note that multiple selections were permitted).

- 29% indicated Affordable Housing,

- 29% Skilled Workers,
- 29% Low Work Ethic,
- 29% No Year Round Work,
- 18% Wage Demands and
- 18% Government Restrictions.

Local Economy

Respondents indicated the following needed products: Safe Cycling Lanes, Cell Service, Business Association, Grocery Chains, Training and Licensing, Entertainment, Home Sale Office, Restaurants, Bar/Indoor Area, Mechanic/Garage, Lawyer, Tow Truck Services, Plumber, Gas Pumps.

37.5% of respondents indicated that Quality of Life should be the category of economic development most prioritized followed by 31.3% for Investment Attraction, 12.5% for Workforce Development, 12.5% for Marketing and Promotions and 6.3% Didn't Know.

Respondents were asked to score the importance of economic concepts on a 5-point scale with the following points, Not At All Important, Slightly Important, Somewhat Important, Fairly Important and Very Important.

- 'Balanced Growth' scored about 1/3 past Fairly Important,
- 'Vibrant Local Economy' scored 1/5th below 'Very Important' and
- 'Sustainable Infrastructure and Services' scored 2/3rds past 'Fairly Important'.

Respondents indicated the following ideas to improve the local economy; Incentives for local business such as restaurants, Community Improvement Committees, Utilize what we have to offer people coming out of town – trails, Infrastructure, Better connections between businesses, More incentives to start-ups and SMEs, Good quality groceries, Encourage a service club exclusive to North Frontenac, Children's Parks and Concerts, Make it easier to develop subdivisions, Ecotourism, Encourage more home-based businesses, Improved Signage, Less red tape, Municipal Campground, Promote tourism, Market to LGBTQ+ and BIPOC communities, Allow tiny structures.

Government and Community

8 Respondents indicated that the Township should spend more than \$50,000 on Economic Development Annually, 3 indicated less than \$50,000, 2 indicated nothing and 4 didn't know or preferred not to say.

4 Respondents indicated the Township should invest more than \$150,000 on the Community Improvement Plan annually, 2 indicated less than \$150,000, 2 indicated less than \$100,000, 1 indicated less than \$50,000, 2 indicated nothing and 6 didn't know or preferred not to say.

Respondents were asked to score the importance of various economic concepts on a 5-point scale with the following points, Very Unimportant, Not Important, Somewhat Important, Fairly Important and Very Important.

- 'Low Taxes scored slightly below Fairly Important,
- Inclusivity scored 'Fairly Important',
- 'Engaged Community scored halfway between Fairly Important and Very Important and
- 'Responsive Municipal Government' scored $\frac{3}{4}$ of the distance between 'Fairly Important and Very Important'.

65% of respondents believe the Township should spend at least \$50,000 on Economic Development Annually.

47% of Respondents believe the Township should spend at least \$50,000 on the community improvement plan.

Respondents were asked to score their satisfaction with various local services on a 5-point scale with the following points; Very Unsatisfied, Unsatisfied, Neutral, Satisfied, Very Satisfied.

- 'Planning Process' scored just slightly below 'Neutral',
- Building Permit Process scored at Neutral,
- Fire and Safety Inspections scored just under halfway between Neutral and Satisfied,
- Economic Development scored slightly over halfway between Neutral and Satisfied and
- Access to Council scored slightly before Satisfied.

Business Survey comments received are as follows:

- "I have many customers I service in the North Frontenac area. The biggest challenge is cell service and many of my customers don't have adequate cell service at their residences. It makes it difficult to look up parts, give quotes, plan service calls efficiently, etc. It would also be nice to have more restaurants/food service to access on weekdays."
- "We should be supporting each other, but many of us do not know each other or where we are located or what we offer. For example, a bus tour taking owners around to other small businesses was proposed, just like the one in Cloyne area and denied by council, even though the funding was already approved. How will we ever grow if council continues to put challenges forth and not support new ideas? How will we grow if the hub of the area is not willing to grow or make any changes? It will be a continuous challenge for the rest of us. I am considering relocating my business elsewhere at this point."

Note: Planning for a business bus tour is underway as outlined in the 2023 EDTF Strategic Plan.

Community Survey

The Community Survey received 97 community responses with 55% of participants having lived here less than 20 years. 30% have a member of the household under 18 and 60% of respondents who indicated a family income have a household income of \$75,000 or more.

36% of respondents identify as male, 60% as female and 4% did not indicate. 29.9% live in Ward 1, 34% Ward 2, 8.2% in Ward 3 and 27.8% Preferred Not to Say.

9.2% of respondents were between the ages of 25 and 34, 14.3% were 35 to 44, 21.4% were 45 to 54, 33.7% were 55 to 64, 17.3% were 65+ and 4.1% preferred not to say.

19.6% of respondents indicated that when they do not shop in North Frontenac, they do the majority of shopping in Kingston, 12.4% in Greater Napanee, 18.6% in Belleville, 18.6% in Perth, 2.1% in Sharbot Lake, 12.4% in Northbrook, 2.1% Online and 24.7% indicated shopping in places other than what was listed as options.

Respondents were asked to score their satisfaction with the variety of products and services in North Frontenac. Satisfaction was about 10% positive above neutral on a 3-point scale with the following points, Very Unsatisfied, Neutral and Very Satisfied. The needle is pointing about 10% between Neutral and Very Satisfied.

79% of respondents indicated they would pay at least 5% more compared to major urban hubs if products were available locally and 88% do less than 50% of their shopping locally.

Respondents were asked to indicate the biggest barrier to purchasing a particular good or service in North Frontenac, the results are as follows:

- Clothing and Footwear – Availability
- Restaurants – Availability
- Groceries – Price
- Building Materials and Hardware – Purchased Mostly Locally (no barrier)
- Electronics – Not Offered Here
- Crafts and Hobbies – Not Offered Here
- Specialty Foods – Availability
- Furniture/Appliances – Availability
- Pet Supplies – Availability
- Tourism and Recreation – Purchased Mostly Locally (no barrier)
- Automotive – Availability
- Trades – Purchased Mostly Locally (no barrier)
- Accounting and Bookkeeping – Availability
- Landscaping/Yard – Purchased Mostly Locally (no barrier)

- Legal, Real Estate and Insurance – Not Offered Here
- Transportation – Not Offered Here
- Health and Social Services – Not Offered Here
- Pet Services – Not Offered Here

Respondents indicated that the most needed products are Food Delivery, Groceries, Physiotherapy, Dentist, More Contractors, More Gas Stations, Canadian Tire, Rec/Tourism Attractions, Car Wash, Walk-In Clinic, Convenience Stores, Restaurants, Takeout Food, Boutiques, Salons, Family Doctor, Hot Tub/Pool Supplies, Banking, Attractions, Clothing Store, Sports Lounge/Bar, and Hospital.

Respondents were asked to score the importance of various community concepts on a 5-point scale with the following points, Not At All Important, Slightly Important, Somewhat Important, Fairly Important and Very Important.

- ‘Balanced Growth’ scored ¼ behind Fairly Important,
- ‘Sustainable Infrastructure and Services’ scored halfway between Fairly Important and Very Important,
- ‘Low Property Taxes’ scored ¼ past Fairly Important,
- Responsive Municipal Government scored halfway between Fairly Important and Very Important,
- ‘Vibrant Local Economy’ scored 1/3rd past Fairly Important and
- ‘Engaged Community scored slightly past ‘Fairly Important’.

Community Survey comments received are as follows:

- “Reality is this is the “Land of Lakes”. Tourism /cottages key economic basis. The majority of tax dollars come from cottagers. The location, geography and population density effectively makes uncompetitive with urban areas for most goods and services. Let’s have a “vibrant” construction services industry (which we do) to support the local cottagers. Please let’s not use tax dollars/artificial incentives to try to become something we are not...and that adds little benefit to the major tax payers in the region. North Frontenac is in Close proximity to large centers that can provide goods and services at competitive prices.”
- “We need more businesses in the area”
- “Unfortunately without the population centrally located, it’s difficult for business selling goods to grow.”
- “We need more attractions and restaurants.”
- “Need more services and stuff to do in township, not a place for young people or seniors.”
- “I would love to see more senior services. Transportation. Outside work help. Assistance and visits for wellness in times of local disasters. Opening of township halls for heat and food during power outages and spoilage of food.”
- “Proximity, attractiveness, variety, limited hours of operation and quality so important. Hazardous waste is Wednesday but bakery in Plevna is closed on Wednesdays.”

- “Very important that any development is performed in an environmentally responsible manner. NF is very well taken care of region and I wouldn't want to see it degrade.”

Financial Implications

None

Recommendation

Be It Resolved That Council receives for information the Economic Development Officer's (EDO) Administrative Report entitled “2023 North Frontenac Economic Survey Report”.