

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

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

Absent with Regrets: Cyndy Bonello and Councillor Roy Huetl.

1. Call to Order:

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

2. Disclosures of Pecuniary Interest & General Nature Thereof:

None.

3. Delegations:

None.

4. Economic Development Task Force Notes:

Notes of the October 16, 2023 EDTF Meeting as approved via email and were received for information at the November 3, 2023 Regular Meeting of Council.

5. Business Arising:

a) Resolution #459-23: Appointment of Derrick Lancaster, Welcome.

The EDTF welcomed new member Derrick Lancaster to the EDTF and thanked him for volunteering to be part of the EDTF.

b) Research feasibility of a Municipal Campground (Vaillancourt, B.Hunter, Bonello, Kecso)

The Municipal Campground working group provided a report regarding their research into the feasibility of a Municipal Campground (EDTF Report attached).

The EDTF requested that the MCD and EDO work on drafting an Administrative Report to bring back to the December EDTF meeting for consideration before submitting for Council consideration.

c) North Frontenac Information booth/kiosk (Councillor Regent, Thiel & Kecso)

The North Frontenac Information booth/kiosk working group presented a project plan for Information Sign Boards for discussion (EDTF Report attached).

The MCD and EDO will work on an Administrative Report, in consultation with the Public Works Manager and will bring back to a future EDTF meeting for consideration before submitting for Council consideration.

d) Business Profiles (Councillor Huetl, Thiel)

Paul Thiel will complete the next Business Profile.

e) Summer Event – Update from November 3rd Council Meeting

The MCD reported that Council approved \$6,000 for the 2024 Summer Fest, coming from the Economic Development Reserve Fund.

The Summer Event sub-committee discussed ideas for the second annual North Frontenac Summer Event during 2024 and the scheduling that is necessary to do immediately in order for the Summer Fest to be a success. The sub-committee will continue to report back to the EDTF.

6. Communications:

None.

7. New Business:

None.

8. Adjournment:

Meeting adjourned at 10:26 a.m.

NOTE : The next meeting of the EDTF will take place on Monday, December 18, 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 November 20, 2023 Notes of the Economic Development Task Force (EDTF).

Received by Council on December 15, 2023.

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

A Proposition: North Frontenac Municipal Campground

Purpose:

The purpose of the North Frontenac Municipal campground is to generate revenue through high-quality outdoor recreation experiences while preserving and protecting the extraordinary biological diversity and valued natural and cultural resources.

North Frontenac's stunning breadth of mountains, lakes and forested lands offers easy access to outdoor recreation. However, there is a shortage of available campgrounds in this region. Studies through the Economic Development Task Force have shown that our region's private campgrounds operate at 98% capacity all season long (May to October). The number of camping sites currently available in this part of Ontario is simply inadequate to meet the demand. And the demand is growing. Stats Canada reported the annual camping revenue growth from 2022 to 2023 was 11.4%. The projected revenue growth for Canada is \$470 million (2023-2027).

Description:

The proposed size of the campground should be at least 15 acres to accommodate 100 sites. I recommend half the sites be seasonal, to guarantee a revenue for the season. The other sites will therefore be transient, to encourage tourism and visitors to the region.

The campground can accommodate tents and recreation vehicle, providing 50/30 amp outlets, water and sewer services, where needed. A store should be included on the premises for additional revenue and can offer a variety of products for camping needs (basic provisions, maintenance and repair, rentals, laundry facilities, etc.). The campground may also provide charging facilities for electric vehicles; a novelty in remote places where other charging options are very limited.

Bathroom and shower facilities are recommended to include toilets and showers. Outhouses distributed throughout the campground are convenient though not required. It is also recommended to include recreational facilities like playgrounds, horseshoe pits, and a small beach or splash pad.

Revenue:

A typical camping season in Ontario is 168 days from May 1st to October 15th with the greatest demands during the months of June, July, August, and September. Typical campground seasonal fees for the North Frontenac region average \$2000 - \$4000. Transient site fees average \$57 - \$75 nightly. Therefore, the estimated yearly revenue for 50 seasonal sites is \$100,000-200,000 and the estimated yearly revenue for 50 transient sites (depending on volume of bookings) is \$478,000-\$630,000.

Revenue can also be generated through sales at the store, rentals, campfire wood, and visitor fees.

Additional revenue is possible if this municipal campground included winter campground. This is a novel and unique service, currently non-existent in North Frontenac. Current organizations seeking winter camping experiences include snowmobile associations, Boys and Girls Scout, Church Camps and Camps for Special Needs, just to name a few.

North Frontenac Economic Benefits:

In addition to the annual revenue, a campground of this size could employ 5-8 full time staff. Visitors to North Frontenac will likely spend additional revenue in the region which could include gas, groceries, alcohol, trailer repairs and maintenance, restaurants, local shops, rentals, etc.

Estimated Cost to Build:

According to "Own a KOA" website, the startup cost of a new campground can cost \$15,000 to \$50,000 per site, depending on several variables. These variables can include topography, zoning and code requirements and the cost to purchase the land. The cost increases as amenities are included. Playgrounds, a hall, recreational facilities, a store, bathrooms, laundry facilities, concrete pads for each site, paved roads, gravel roads, sewage, electric, gated access, and water hook ups are some things to consider.

Examples of Current Listings Available in North Frontenac:

1971 Gull Lake Estates Lane

-\$324,900

-14 acres

-Waterfront on Quebec Lake

-Hydro on property

1268A South Road

-\$399,900

-54 acres

-Frontage on 2 lakes

1160 Wilderness Lane

-\$224,900

-12 acres

-Hydro, well, septic on site

1070 Perry Lane

-\$499,000

-65 acres

-Waterfront on Marble Lake

-925 square foot building

-Hydro, well, septic on site

Lavant Road

-\$425,000

-183 acres

-Waterfront on Sunday Lake

-Township maintained road

Information Kiosk

Ideas

Paul Thiel

Stephanie Regent

Danielle Thornton-Kecso

Assisted by Darwyn Sproule

November 16, 2023

Introduction

***** This is a self funded Project *****

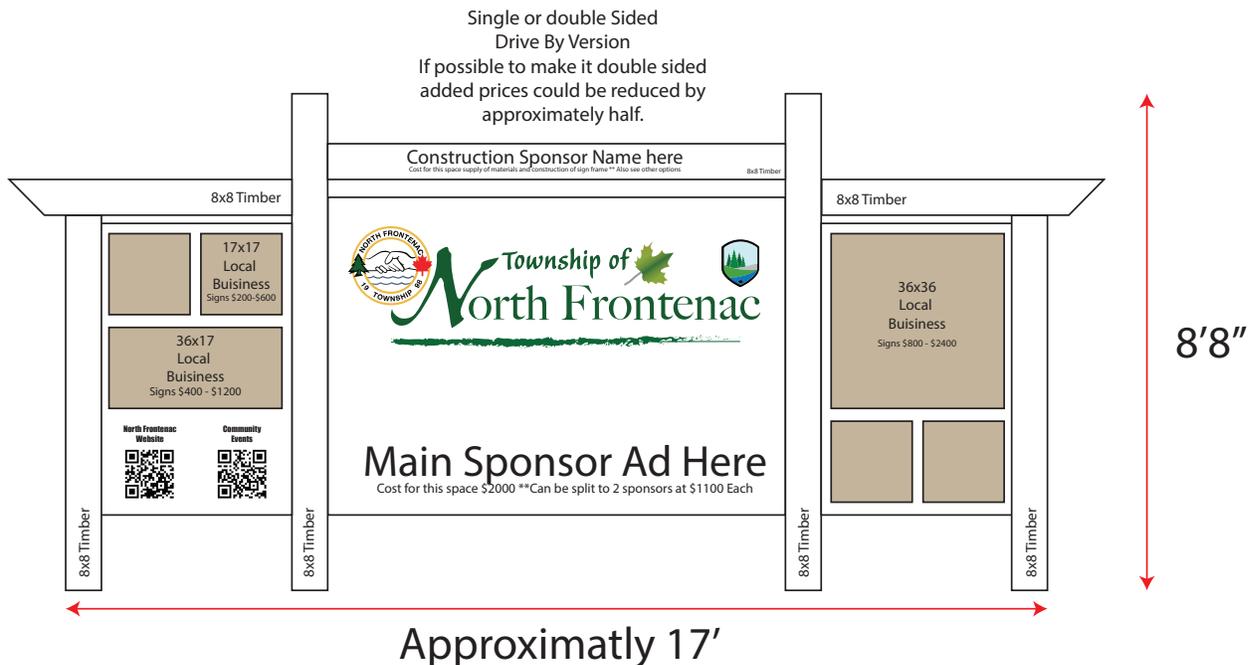
Through our talks together we believe there are a few areas with in our township that would benefit from information kiosks. Information within this community seems to be very scattered, unreliable, under utilized and in many cases “ugly”. Through this task force our goal is to organize, manage, utilize and beautify, along with offer inexpensive options for locals to advertise and post their businesses and events. Focussing on the fact that when many travellers enter our community they lose contact with the outside world (no cell signal). These information kiosks/sign bulletin boards should be place in key location throughout the community, they should be standardized to promote beauty and uniformity. The same way road direct signs direct travellers to service these information kiosks will help both locals and visitors find all that North Frontenac has to offer.

Information Sign Boards

Remove, Redesign and UPGRADE

We propose that we remove the current information kiosks, redesign and replace with sign board that can be created and installed in many different road side location, including the current locations.

All though some may argue that these areas are two different projects, we believe that brining a note of similarity and uniformity to the community will help to remove some of the current “ugliness” and create a community that shows it can work together to offer visually appealing yet easily access information for both locals and visitors alike.



These information sign boards would offer, site specific information including township name, maps, tourist information, historical points of interest, on the upper or central locations. As well as an area for weatherproof signage that can be offered at a low cost to local businesses. Removing the need for square signs nailed to trees all over the township. These Information Sign boards would cost somewhere between \$5,000 and \$10,000 each depending on final size and foundation requirements per location. *(To be offset 100% by community sponsors, See sponsorship options below.)* Maintenance would be limited to checking to make sure each of the signs are holding up to the weather each year and re-staining or replacing as needed. *(Maintenance and replacement plan to be covered by yearly fees, see Maintenance Plan below.)*

We also propose that as a less expensive options the township offer directional signage like provided in Lanark County (See Supporting Documentation) These

would be designed to match the information sign boards and priced similar to Lanark Counties pricing.

Maintenance Plan

A refinishing schedule should also be put in place to make sure the information sign board stays looking their best. Most exterior stains need to be refinished a year after install then every 3 to 5 years depending on location, sun and weather. We would recommend this is planed for every second year and deferred to the next year and so on, if they still look good. A small yearly fee will be charged to each sponsor (see price below) We recommend this money be held in a special account to cover the costs of refinishing and replacing signs as needed. We also recommend that space holder signs be created so that in the even a business goes out of business the sign board is not empty in one spot or inaccurate until the space is filled by a community sponsor. We propose this be handled by Public Works.

Sponsorship Packages

Main Sponsor

Main Sponsor - This package would be for 1 sign board. Suggested Price \$2000 for a single side. **** This price will be adjusted based on final price sign board. A small yearly fee of \$125 will be collect from each sponsor and held in a maintenance account to cover repairs, maintenance and replacement. Yearly fee to cover two important tasks, one - cover the costs associate with the sign board and two - confirm the business still exists and if not opening up the space to business that are still in operation.*

Construction Sponsor

Construction Sponsor - This package would be for 1 sign board. The construction sponsor would be responsible for constructing the wood portions of the sign board at the sponsors expense. A detailed set of plans will be provided to the sponsor, including but not limited to exact timber sizes, wood types and stain colour. The construction sponsor would be designated a spot a semi-permanent* spot on the wood portion of the sign for there company name. (**The sponsor will only loss this spot if/when the entire sign needs to be replaced. There will be no yearly fee for this sponsor*)

Local Sponsors

Local Sponsor (Single Spot) - Approximate size 17"x17" - Price range \$200 to \$600. *** *This price will be adjusted based on final price sign board. A small yearly fee of \$25 will be collect from each sponsor and held in a maintenance account to cover repairs, maintenance and replacement. Yearly fee to provide two important tasks, one - cover the costs associate with the sign board and two - confirm the business still exists and if not opening up the space to businesses that are still in operation.*

Local Sponsor (Double Spot) - Approximate size 36"x17" or 17"x36" - Price range \$400 to \$1200. *** *This price will be adjusted based on final price of sign board. A small yearly fee of \$50 will be collect from each sponsor and held in a maintenance account to cover repairs, maintenance and replacement. Yearly fee to provide two important tasks, one - cover the costs associate with the sign board and two - confirm the business still exists and if not opening up the space to businesses that are still in operation.*

Local Sponsor (Quadruple Spot) - Approximate size 36"x36" - Price range \$800 to \$2400. *** *This price will be adjusted based on final price of sign board. A small yearly fee of \$100 will be collect from each sponsor and held in a maintenance account to cover repairs, maintenance and replacement. Yearly fee to provide two important tasks, one - cover the costs associate with the sign board and two - confirm the business still exists and if not opening up the space to businesses that are still in operation.*

Potential Locations

We propose that we start with Hwy 41 and 506 locations. Once all sponsorship spots are sold we choose the next priority location and start sales of those ones. (See possible future locations list below.)

- Hwy 41 and 506 - Start up Sign. Darwyn Sproule has informed us that:
"I reviewed our records for Rd 506 and the right of way width at Hwy 41. The total width is 150 feet with 75 feet both sides of centreline. This is identified on road plans provided by MTO and we have the survey for the property on the north side of 506 at the intersection, and it reflects this same limit. Likely need to measure this width on site to get a sense if this will accommodate the new entrance / gateway signage. I think it will and it could also include a good widened shoulder or lane to accommodate some short term parking if there were maps or something to look at."
He recommends the sign be on the right hand side of the road as you enter the township.

Possible Future Locations:

- Clair-Mill Hall, Star Gazing Pad , Ompah Rest Stop information kiosk - Current Information kiosks to be replaced as soon as possible.
- Cloyne Pioneer Museum
- Hwy 41 and Harlow Rd
- Hwy 41 and Skootamatta Lake Road
- Hwy 41 and Head Rd,
- South Lavant & Wilbur Rd
- Elphin-Maberly Rd, North/East End
- 509 Entrance
- Ardoch Rd, South Entrance
- Henderson Rd, South End
- Buckshot Lake Rd North End

Directional signage location to be added as needed.

Supporting Documents

Similar Signage in Lanark County

Tac and Commercial Signs in the Township Right Of Way

With the proposed new sign by-law, the Public Works Department looked into how other municipalities manage the amount of signs posted in right of way.

We found that Lanark County seemed to have the most straight forward policy on limiting the amount of business signs and to reduce clutter along the road way. Their Public Works Department supplies, puts up and maintains the signs on the County road allowance. The applicant/business owner will apply for this sign with an application fee, there is a fee for the sign dependence on what size and if the sign is single or double sided. There is also an annual maintenance fee.

Signs are restricted to how much information is on them and they are used for directional information to the business as opposed to advertisement for the business.

Lanark County offers four types of signs with according fees for each type of sign. They also have an application fee and annual maintenance fee for each sign. They are as follows:

Application	\$25
Annual Maintenance	\$30/sign
Type A – One or Two lines of text, single sided sign (48 x 16")	\$372
Type B – One or Two lines of text, double sided sign (48 x 16")	\$384
Type C – Three lines of text, single sided sign (48 x 24")	\$382
Type D – Three lines of text, double sided sign (48 x 24")	\$422

Examples of Lanark County Signs:

