

Economic Development Task Force Agenda

6:00 PM - Monday, October 21, 2024
Council Chambers

1. Call to Order

2. Traditional Land Acknowledgement

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

3. Disclosure of Pecuniary Interest and General Nature Thereof

4. Economic Development Task Force Notes

- a) Notes of the September 23, 2024 EDTF Meeting as approved via email and were received for information at the October 4, 2024 Regular Meeting of Council. 3 - 8

[Economic Development Task Force - 23 Sep 2024 - Minutes - Pdf](#)
[Economic Development Task Force - 23 Sep 2024 - Minutes - Html](#)

5. Business Arising

- a) Draft 2025 Work Plan 9
[2025 EDTF Work Plan](#)
- b) Draft 2025 Budget 10
[2025 Draft Budget - EDTF Items](#)
- c) Updated Terms of Reference 11 - 14
[2023-2026 - Terms of Reference](#)
- d) Fall Business Bus Tour – Vaillancourt, Hunter
- e) Welcome Package – Bonello
- f) Business Breakfast (October 2024) – Hunter, Huetl, Bonello
- g) Business Profiles –Thiel
- h) Economic Development Week BBQ (May)
- i) SummerFest – Bonello, Hunter, Inglis
- j) WinterFest – Bonello, Hunter, Inglis
- k) Spring/Fall Foodilicious Event - Thiel, Regent, Kecso
- l) Mural Project

- m) Information Booth Kiosk – Regent, Kecso, Thiel 15 - 22
[Information Kiosk Ideas - Final](#)
- n) Tradeshow – members 23 - 24
[2025 map](#)
[2025 contract](#)
- o) Identify barriers to housing development and potential solutions – Inglis, Regent, Kecso

6. New Business

- a) Banner & Display 25
[Banner](#)
- b) EDTF Member Recruitment - deadline October 24

7. Adjournment

- a) Meeting adjourned at _____ a.m.



Economic Development Task Force Minutes

9:30 AM - Monday, September 23, 2024
Council Chambers

Notes of the Economic Development Task Force held on Monday, September 23, 2024 at 9:30 AM at the Council Chambers.

- Present:** Deputy Mayor John Inglis (Chair in Councillor Regent's absence); Councillor Roy Huetl; Danielle Kesco; and Paul Thiel
- Absent with Regret:** Councillor Stephanie Regent, Betty Hunter, Cyndy Bonello and Dan Vaillancourt.
- Also Present:** Brooke Ross, Dipl.M.A., Manager of Community Development (MCD); Richard Allen, Manager of Economic Development, Frontenac County and Lori Newman (Secretary)

1. Call to Order

The meeting was called to order by the Chair at 9:30 a.m.

2. Traditional Land Acknowledgement

3. Disclosure of Pecuniary Interest and General Nature Thereof

None.

4. Economic Development Task Force Notes

- a) *Notes of the August 19, 2024 EDTF Meeting as approved via email and were received for information at the September 12, 2024 Regular Meeting of Council.*

5. Business Arising

- a) *Identify barriers to housing development and potential solutions – Inglis, Regent, Kesco*

The County Planners will be meeting with the Task Force on October 2, 2024 regarding the Official Plan Amendment and Zoning By-law Amendments to update Township Policy on Accessory Residential Units. This will allow the working group to create a more focused plan to identify barriers to housing development and potential solutions.

- b) *Fall Business Bus Tour – Vaillancourt, Hunter*

The working group reported that the Bus Tour for Businesses to attend other businesses throughout the Township in 2024 has been cancelled due to a significant number of

businesses that are not participating in this event and the cost of the bussing. The EDTF will discuss at the next meeting regarding a 2025 potential Bus Tour

c) *Welcome Package – Bonello*

The MCD reported that Cyndy Bonello has completed an inventory of the brochures, business cards and advertising products for the welcome packages and will be reaching out to additional businesses to get more promo materials, business cards and brochures. The EDTF recommended to include the Visitor Guide and Community Profile in the Welcome Packages.

d) *Business Breakfast (October 3, 2024) – Hunter, Huetl, Bonello*

The MCD reported that the working group has received 19 RSVP's for the October 3, 2024 Business Breakfast at the Clar-Mill Hall. A reminder email will be sent to the businesses this week.

e) *Business Profiles -Thiel*

The MCD advised that Derrick Lancaster has resigned from the EDTF. Paul Thiel will continue to complete future Business Profiles.

f) *SummerFest (July 19, 2025)- Inglis, Hunter, Bonello*

The Summer Event sub-committee reported that they have not yet started to plan the third annual North Frontenac Summer Event planned for July 19, 2025.

g) *WinterFest (February 22, 2025) - Inglis, Hunter, Bonello*

The WinterFest date has been set for February 22, 2025 and the sub-committee will meet soon to begin planning this event.

h) *Spring/Fall Foodilicious Event - Thiel, Regent, Kecso*

The sub-committee working on the Spring/Fall Foodilicious initiative will be meeting to discuss a potential event in the Spring of 2025 and will report back to the EDTF.

i) *Mural Project (Unveiling October 4, 2024)*

The unveiling of the Round 9 Art Murals will take place at the North Frontenac Regular Meeting of Council on October 4, 2024.

j) *Information Booth Kiosk – Regent, Kecso, Thiel*

No update - project pending.

6. New Business

a) *2025 Work Plan*

The EDTF reviewed and discussed the Draft 2025 Work Plan so that anything financial will be included in the proposed budget for 2025. This will be discussed again at the October EDTF meeting when more members are present.

b) 2025 Budget

The EDTF reviewed and discussed the Draft 2025 Economic Development Budget. This will be discussed again at the October EDTF meeting when more members are present.

c) Resignation of Derrick Lancaster

The EDTF would like to thank Derrick for his contributions and input and wish him well in his future endeavours.

The EDTF discussed the possibility of a replacement member. The EDTF will make recommendations to Council regarding advertising for a potential new member at the October 4, 2024 Council Meeting.

7. Adjournment

a) Meeting adjourned at 11:14 a.m.

NOTE : The next meeting of the EDTF will take place on Wednesday, October 2, 2024 at 1:00pm at the Municipal Council Chambers located at 6648 Road 506, Plevna.

Recommendations to Council

Be It Resolved That Council receives for information the September 23, 2024 Notes of the Economic Development Task Force (EDTF);

And That due to a member Resignation, Council approves the MCD advertising for a new member of the EDTF, for future consideration by Council.

Received by Council on October 4, 2024.

Councillor Stephanie Regent, Chair
Township of North Frontenac EDTF



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Councillor Stephanie Regent, Chair
Township of North Frontenac EDTF



Economic Development Task Force

2025 Work Plan

DRAFT

Objectives

1. Increased number of business startups and expansions
2. Increased Tourism
3. Promotion of a range of housing options to provide affordable housing including Public-Private Partnerships (PPEs)

Initiatives

1. Increased number of business startups and expansions

- a. Fall Business Bus Tour – Vaillancourt, Hunter
- b. Welcome Package – Bonello
- c. Business Breakfast (Month?) – Hunter, Huetl, Bonello
- d. Business Profiles –Thiel
- e. Economic Development Week BBQ (May)

2. Increased Tourism

- a. SummerFest – Bonello, Hunter, Inglis
- b. WinterFest – Bonello, Hunter, Inglis
- c. Spring/Fall Foodilicious Event - Thiel, Regent, Kecso
- d. Mural Project
- e. Information Booth Kiosk – Regent, Kecso, Thiel
- f. Tradeshow – people?

3. Promotion of a range of housing options to provide affordable housing including Public-Private Partnerships (PPEs)

- a. Identify barriers to housing development and potential solutions – Inglis, Regent, Kecso



Economic Development Task Force

2025 Budget Requests

	2024	2025
Annual Summer Fest	\$6,000	\$10,000
Annual Winter Fest	\$3,000	\$3,000
Advertising including EDTF activities, Star Gazing Pad and promoting the Township in general	\$2,500	\$2,500
Art Mural Project	\$2,000	\$2,000
CIP (\$1,621 not allocated from 2023 + \$13,380 top-up)	\$15,000	\$20,000
Bus Tour	\$1,000	??
Trade Show	\$1,000	\$1,000
TODs signage for scenic route signs on hwy	\$1,630	\$1,630
Econ. Dev. Task Force Initiatives - lunches; events; guest speakers; etc. @ \$2,000 (Note: Per Res #65-16 a Task Force is allowed to spend up to a total of \$500 annually on initiatives not specifically identified/listed in the annual budget; other initiatives shall be approved by Council through the budget or require a Resolution).	\$2,000	\$2,000
Municipal Campground Business Plan		\$0 – not proceeding
Speaker System for CM Hall?		\$0 – use summerfest \$



Economic Development Task Force

(Mandated by the Council of the Municipality of North Frontenac)

Terms of Reference January 2023 – October 2026

Mission: To support economic and community vibrancy in North Frontenac.

Vision: A local community that encourages year-round sustainable economic activity and community building.

Mandate: To provide recommendations to, and carryout initiatives as directed by North Frontenac Council regarding economic and community development opportunities.

Membership:

As appointed by Council on November 21, 2022, the composition of the Task Force shall include:

- Councillor John Inglis
- Councillor Roy Huetl
- Councillor Stephanie Regent

[As appointed by Council on March 15, 2024:](#)

Councillor [Stephanie Regent](#) shall be the Chairperson. Alternate Chairperson (in the absence of the Chairperson) shall be Councillor [John Inglis](#).

Also, as appointed by Council on December 16, 2022, the composition of the Task Force shall include members of the public as follows:

- Betty Hunter
- Paul Thiel
- Daniel Vaillancourt
- Cyndy Bonello
- ~~Derrick Lancaster~~

and the following Staff:

Economic Development Task Force (EDTF)
Terms of Reference
January 2023 – October 2026
[Updated: December 18, 2023](#)
[Updated: March 18, 2024](#)
[Updated: May 27, 2024](#)
[Updated October 21, 2024](#)
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- Brooke Ross, Dipl.M.A., Manager of Community Development (MCD);
- ~~Matt Walker, Economic Development Officer (EDO);~~ and
- Lori Newman, Office Support All Departments, as the Recording Secretary as appointed by the Chief Administrative Officer (CAO).

Tasks and Milestones:

1. Recommendation to Council of appointments for Public Representation. (December 16, 2022)
2. Initial Task Force meeting to discuss a Mission, Vision and Mandate for the Economic Development Task Force/Working Group and draft a Terms of Reference for Council consideration. (Meeting was at the call of the Chair and held on January 16, 2023 at 9:00 a.m. at the Township of North Frontenac Municipal Office Council Chambers, in Plevna.)
3. Annual review of these Terms of Reference and Strategic Plan by the Task Force

Accountability:

Council members and Township employees (if seconded) are accountable for their participation on the Economic Development Task Force through the normal reporting structure to Council.

Conflict of Interest Guidelines:

Councillors and employees (if seconded) are responsible for complying with the Township’s guidelines and policies on conflict of interest, outside activities, gifts and hospitality.

The Voluntary Sector Members shall:

- a. Be accountable for their accessibility and responsiveness, and to each other, as Members of a team, for participating, collaborating and doing their best to advance the joint process in good faith.
- b. act with honesty, integrity and openness in advancing the joint process.
- c. not use their position on the Task Force to benefit materially from the process or the outcomes.
- d. not be eligible on an individual basis for contracts or other paid work commissioned by the Task Force or Council, unless the Procurement By-law requirements are met.

Time Frame and Meetings:

The Economic Development Task Force is constituted for approximately four years, commencing on January 16, 2023 and ending October 31, 2026 with the option of continuing meetings at the discretion of Council. Ongoing reports and

recommendations will be provided to Council throughout the four year term of Council. The Task Force will meet once a month or at a frequency to be determined by the Chair, using face-to-face meetings, conference calls and/or electronic correspondence.

Operating Principles for Task Force Meetings:

- a. Quorum
Although Task Force membership is non-substituted, Council agrees that it is not necessary to establish the number of Members necessary for a Quorum; however, at least one (1) Member of Council and the CAO or Manager shall be present and careful consideration will be taken to ensure good representation from the voluntary sector when discussions on key issues take place or recommendations are formulated.
- b. Reaching Agreement
Task Force Members will seek to reach consensus wherever possible. If for whatever reason, consensus cannot be achieved, the Task Force Members may agree to a recommendation, through another process, such as voting or permitting dissenting reports.
- c. Expert Members and Invited Guests
The Task Force may require experts, academics or other government/voluntary sector representatives to attend meetings as presenters, advisers or observers because of their knowledge of the subject, of the sector or as part of another existing Committee or Task Force of Council. Such invitations shall be agreed to in advance by the Task Force and the Chair or CAO shall make the requests.
- d. Expenses Incurred by Task Force Members
Task Force Members' travel expenses to attend Task Force meetings and related business will be reimbursed by the Township. The Task Force Members shall be paid mileage expenses at the per kilometer rate as determined by Council.
- e. Indemnification of Voluntary Sector Members
Voluntary Sector Members are extended the same risk management principles as Members of Council/Committees and employees when it comes to matters of liability and insurance; and would therefore be considered "volunteers" under this policy.

Note: This Terms of Reference is worded in accordance with the Township's current Procedural By-law #26-23. The Chair will advise the Task Force of any

amendments made by Council to the Township's Procedural By-law in regards to Task Forces.

Economic Development Task Force (EDTF)

Terms of Reference

January 2023 – October 2026

Updated: December 18, 2023

Updated: March 18, 2024

Updated: May 27, 2024

Updated October 21, 2024

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North Frontenac Commercial Signage

Covering

Gateway Signs
Directions Signs
Tac Signs
&
Information Kiosks

Paul Thiel
Stephanie Regent
Danielle Thornton-Kecso

Assisted by Darwyn Sproule

October 11, 2024

Introduction

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

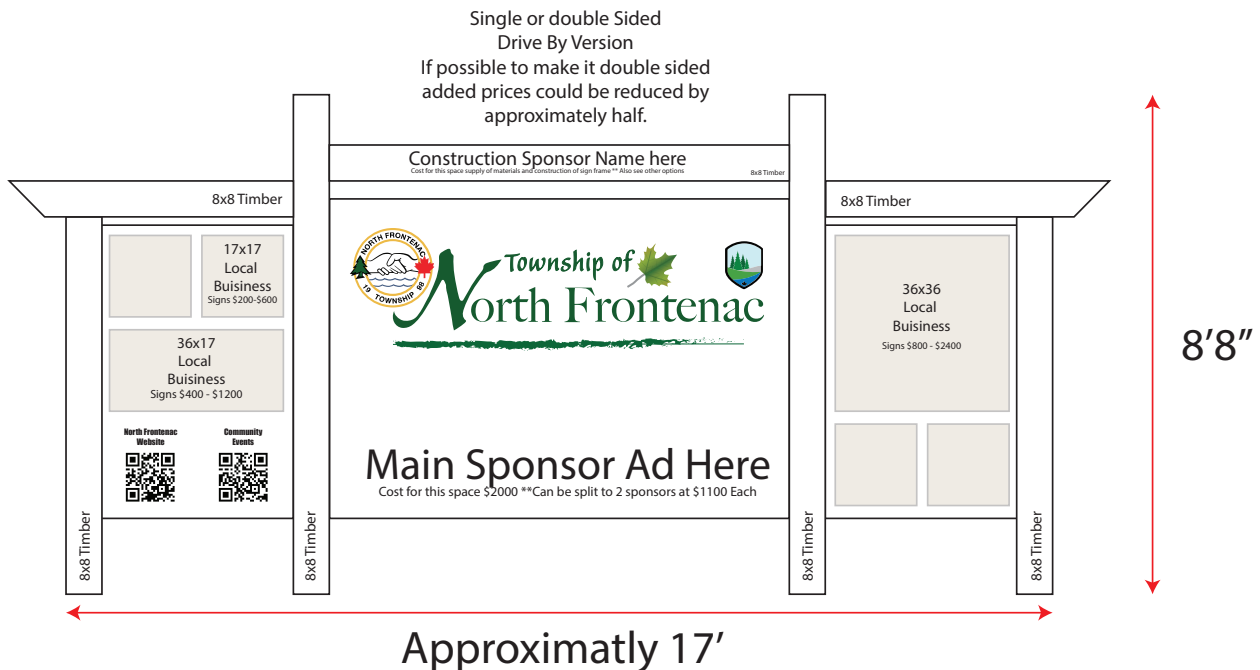
Through our talks together we believe there are a few areas with in our township that would benefit from information kiosks. Information within this community seems to be very scattered, unreliable, under utilized and in many cases “ugly”. Through this task force our goal is to organize, manage, utilize 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 Documents) 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.

Documentation

This document to be used in conjunction with the new Commercial Signage By-law and the Fee By-law. Document to be updated with final construction details, colour schedules and maintenance schedule.

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.

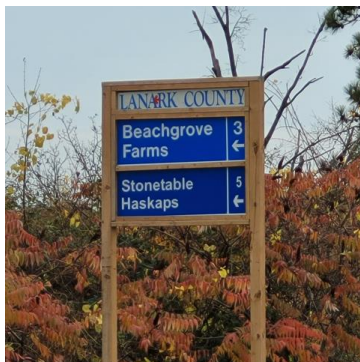
We found that Lanark County seemed to have the most straight forward policy on limiting the amount of business signs and to reduce clutter along the road way. Their Public Works Department supplies, puts up and maintains the signs on the County road allowance. The applicant/business owner will apply 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.

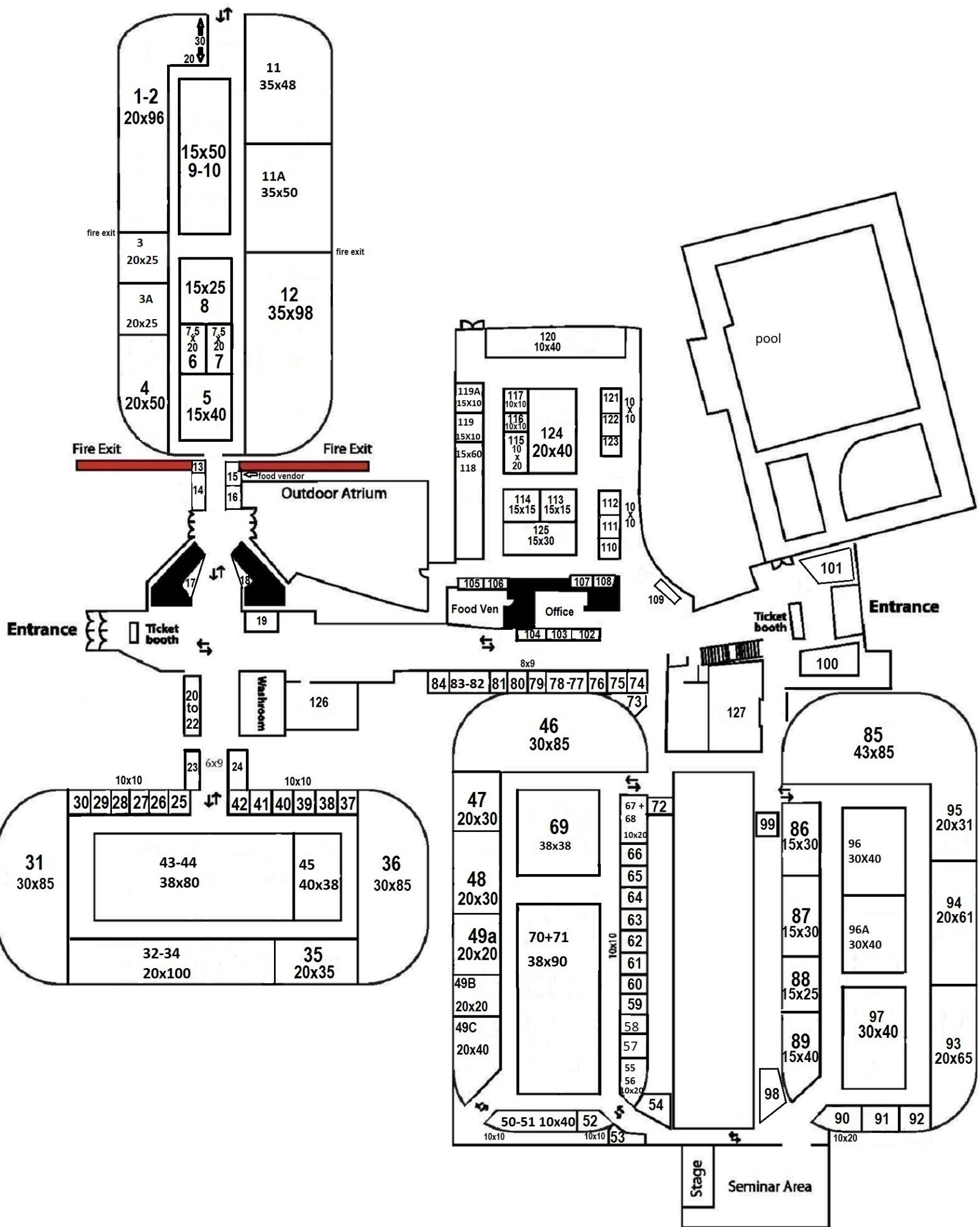
Signs are restricted to how much information is on them and they are used for directional information to the business as opposed to advertisement for the business.

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:





2025 Quinte Sportsman Boat & RV Show

March 7th, 8th & 9th 2025



Company Name: _____ Contact: _____
 Address: _____
 Phone#: _____ Cell#: _____
 Website: _____ Email: _____

Booth Space Rate:	10 X 10	Total: _____
10 x 10 = \$700 + \$91 (13%) = \$791	Bulk Space	HST: _____
Bulk Space Rate:	Size of space _____	Balance: _____
\$5.75 per SQ/FT	SQ/FT _____	Deposit: _____
Booth #		Balance: _____

10x10 Booths must be **paid in full at the time of booking**. Bulk space 50% deposit **needed at the time of booking** balance due **January 14 2025**. If payment is not received in time your space may be sold. **All deposits are non-refundable**. All vendors must be set up by Thursday March 6th 2025. All vendors must be moved out by Monday March 10 by 10am. (No refunds given for circumstances beyond our control.)

Payment can be made by **cheque** to Quinte Sportsman Show mailed to 4091 Old HWY 2 Belleville On K8N 4Z4 Or **E-Transfer** to - catharine@carlcoxrv.com

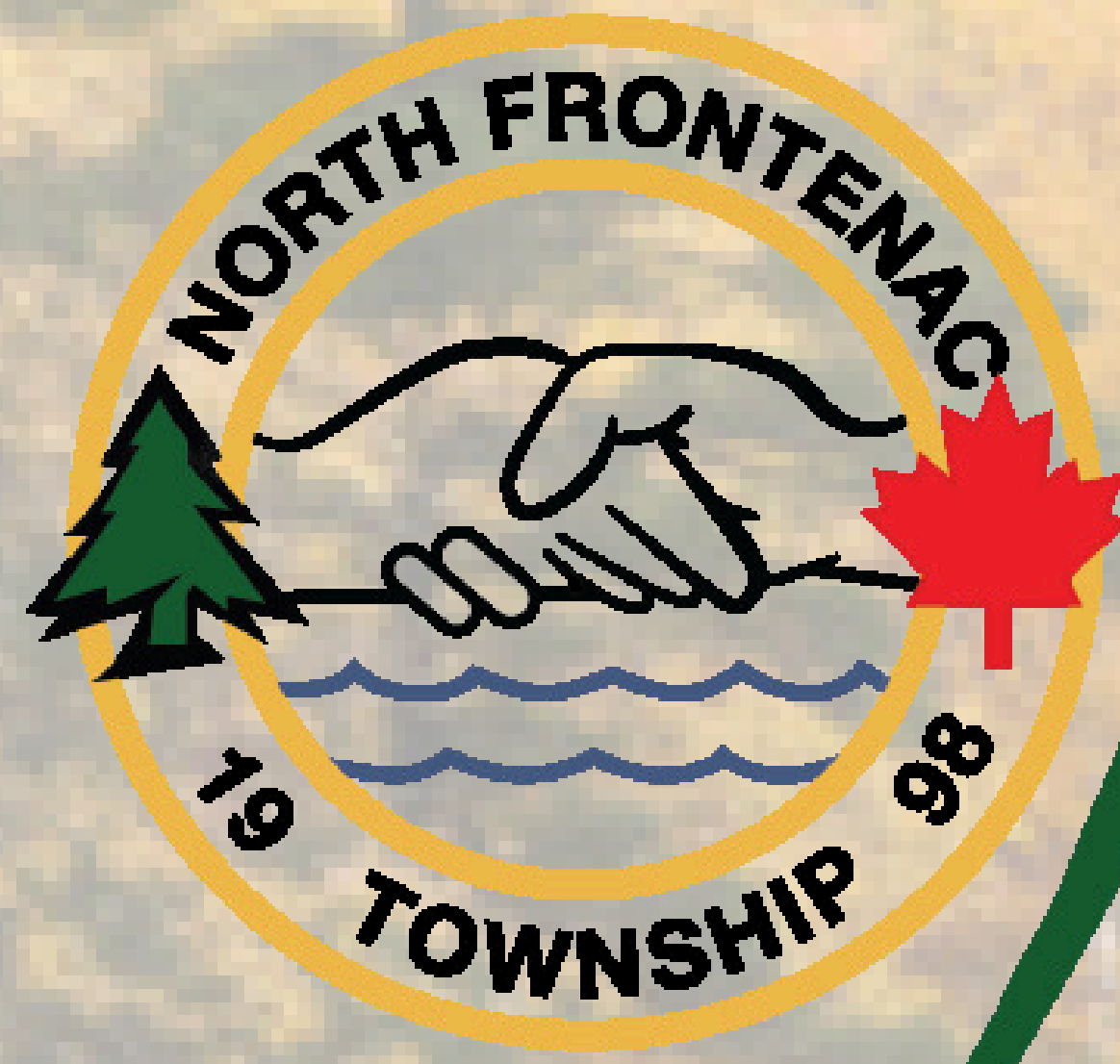
The city of Belleville requires that all exhibitors carry \$2-Million dollar liability insurance. Exhibitors must provide a certificate of such to the Quinte Sportsman Show by February 1 2025. Certificate should read City Of Belleville 169 Front st Belleville On K8N 2Y8.

Show Location -Quinte Sports & Wellness Center 265 Cannifton Rd Belleville On K8N 4V8

Signature: _____

If you have any questions please call or email

Jeff Cox 613-961-9302 jeff@carlcoxrv.com Catharine Cox 613-885-1832 catharine@carlcoxrv.com



Township of
North Frontenac



Presented by
**Economic
Development
Task Force**

