

Selwyn COVID-19 Economic Recovery Strategy

Multi-Media Marketing Campaign	Not-for-Profit Support	Financial Supports Programs for Business	
<p>5 month multi-media marketing campaign to promote Selwyn's businesses and community organizations</p> <p>Monthly program to include:</p> <ul style="list-style-type: none"> - Facebook/Instagram – sponsored ads featuring a monthly highlighted sector - Lakefield Herald - 2 full page colour ads per month - Kawartha Now – branded editorial – one per month – feature article about the specific sector and banner ad - Radio – 140 radio ads/month <p>Kick-off Ad – May 15th Herald – Our Small Towns = Great Businesses</p>	<p>Double the 2020 municipal grant amounts</p> <ul style="list-style-type: none"> - 20 community organizations to receive \$500 each (up from \$250) <p>Food Banks</p> <ul style="list-style-type: none"> - Lakefield, Bridgenorth - \$500 each - Kawartha Food Share (source for Lakefield and Bridgenorth) - \$1000 <p>Community Care - \$500 each</p> <ul style="list-style-type: none"> - Lakefield - Chemong - Harvey <p>Township Not-for-Profit Lessees – provide free rent for 5 months – May to October</p> <ul style="list-style-type: none"> - Chemong Lions - Ennismore Seniors - Smith-Ennismore Historical Society - Causeway Treasure Trove - Optimist Club - Ennismore Curling Club <p>Farmer's Markets – support for additional costs/impacts to comply with health standards – ½ the current rental rate – 5 months</p>	<p>Partnership with Community Futures</p> <ul style="list-style-type: none"> - Grant to Community Futures to Support Selwyn Businesses / Organizations with immediate recovery costs: <ul style="list-style-type: none"> o COVID related adaptation expenses: <ul style="list-style-type: none"> ▪ PPE, screens, signage, floor markings, sanitizing stations, customer service area changes etc... - Develop program in consultation with Community Futures who will administer an application based program. Criteria to include: <ul style="list-style-type: none"> o Selwyn businesses/organizations only o Focus on support for immediate needs o Businesses/organizations that have been closed/limited services o Maximum grant – up to \$2,500 o Program start: Early June 	<p>Community Improvement Plan – Financial Incentive Amendments/Top-up</p> <p>Phase One – 2020</p> <ul style="list-style-type: none"> - Update the financial CIP incentive program (commence June) <ul style="list-style-type: none"> o legislated requirements to enable the expansion of the program to increase the Township's share of eligible expenses to decrease the business investment portion <p>Phase Two – 2021</p> <ul style="list-style-type: none"> - Double the contribution to the Community Improvement Financial Incentives to offer businesses more opportunity to access incentives
Financial Commitment/Value			
<p>\$45,000 - Multi-Media Campaign</p> <p>Other Economic Spin-Offs:</p> <ul style="list-style-type: none"> - Local media – radio, print, on-line - Professional services – marketing support from local firm Strexer Harrop. 	<p>\$10,000 -Not-for Organizations</p> <p>\$2,000 - Food Banks</p> <p>\$1,500 - Community Care Offices</p> <p>\$8,000 - Not-for Profit Township Lessees</p> <p>\$1,150 - Farmer's Markets</p> <p>Other Economic Spin-Offs:</p> <ul style="list-style-type: none"> - Kawartha Food Share – for \$1.00 donation; \$6.00 worth of food purchased 	<p>\$250,000 - Community Futures Partnership</p> <p>Other Economic Spin-Offs:</p> <ul style="list-style-type: none"> - Community Future to hire post-secondary student to administer the program - Ability to stack other Community Futures funds - Suppliers – goods and materials - Services and Contractors - Professional services – designer etc... - Increased customer confidence to access stores 	<p>Phase One - \$26,000 - cost for the review</p> <p>Phase Two - \$125,000- CIP (double the allocation)</p> <p>Other Economic Spin-Offs:</p> <ul style="list-style-type: none"> - Suppliers – goods and materials - Services and Contractors - Professional services – designer etc...

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Support to businesses to access Federal, Provincial and Municipal financial relief programs	Re-starting Building Activities	Assist local organizations to provide affordable recreational activities	Municipal Financial Support Programs
<p>Information on business resources (local, provincial and federal programs)</p> <ul style="list-style-type: none"> - Maintain and update business resources page on the website - Send monthly or bi-weekly(if deemed necessary) e-newsletter to businesses - For timely matters send out an email to our business list <p>EDO available to directly help businesses navigate the business resources available</p> <ul style="list-style-type: none"> - Connect businesses with resources and relevant agency contacts to help assist with particular programs <p>Partner and liaise with local organizations such as PKED, the Kawartha Chamber, Peterborough Chamber and the CFDC</p> <ul style="list-style-type: none"> - Continue communication with other EDO's to find best practices to help our businesses <p>Support and liaise with EDBC members to stay current with local issues</p>	<p>Waiving Building Permit fees</p> <ul style="list-style-type: none"> - support projects with construction value of up to \$75,000 to help 'do-it-yourselfers' and small contractors and homeowners with renovation projects by waiving the Township's building permit fee - Stats (2019) – 75% of permits issued between June to Oct, 2019 were for projects valued under \$75,000 - Permit Fee for a \$75,000 project ~ \$1000 - Estimated Construction Value ~ \$3.2 million - Timeframe for Waiver: June 1st to October 31st. (typical renovation season for do-it-yourselfers/small contractors) 	<p>No charge for cancelled rentals under contract – ice rentals/halls/sports fields etc...</p> <p>Explore partnership with Jumpstart Canada to increase supports to athletes in need</p> <p>Conduct further consultation with user groups over the summer to determine user needs to develop a responsive program.</p> <p>Report back to Council in late summer/early the fall with program details.</p>	<p>Support for Property Taxpayers</p> <p>Tax Payment Options</p> <ul style="list-style-type: none"> - Option to suspend automated Pre-Authorized payments between March 27 and May 31, 2020 - Option to hold Post Dated Cheques for until May 29, 2020 - Grace period for interest and penalty charges on property tax arrears until August 31, 2020. <p>Other Fees</p> <ul style="list-style-type: none"> - Dog licence/tag renewal \$15.00 to August 31, 2020 - NSF fee of \$25.00 waived until August 31, 2020 - Waiving burn permit fees (\$20) - Library <i>Fine Free Check-in Program</i> (pending Library Board approval) - Free Blue Boxes - to support the Let's Be Clear program (150 boxes)
Financial Commitment/Value			
In-kind	<p>\$47,000 - in permit fees (estimate)</p> <p>Other Economic Spin-Offs:</p> <ul style="list-style-type: none"> - Supports local businesses – constructors, suppliers, hardware, landscaping, technical/professional services - Estimated Construction Value (\$3.2 M) 	\$10,000 – target value	<p>\$150,000 - Interest and Penalty (lost revenue \$20,000 to \$30,000/month)</p> <p>\$7850 – Other Fees 6550</p>

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Accelerate Township purchases to create local economic activity	Community Event Support	Summary of Value	
<p>Process accounts payables within 15 days of billing to help businesses maintain cash flow.</p> <p>Selwyn has continued to operate and support the economy by purchasing goods and services (including bulk purchasing where available). Examples:</p> <ul style="list-style-type: none"> - Office supplies - Cleaning and PPE supplies - Hardware - Media/Advertising - Parts - Professional services - Technology (hardware and software) <p>Township Capital Projects – confirmed projects</p> <ul style="list-style-type: none"> - Strickland Street, Nathaway Drive, Water Street Design, Resurfacing, Gravel Crushing, Winter Sand <p>Library Volunteer recognition</p> <ul style="list-style-type: none"> - Recognize volunteers through local gift card purchases 	<p>Celebrate our Township’s recovery. Contribution to these events in 2021</p> <ul style="list-style-type: none"> - Polar Fest - Jazz & Art Festival - Literary Festival - Fairy & Dragon Festival - Lakefield Canada Day events - Shamrock Festival - Ennismore Tractor Pull - Homecoming Event - Lakefield Fair 	<p>Multi-Media Marketing Campaign \$45,000</p> <p>Not-for-Profit Support \$22,650</p> <p>Financial Supports – Business</p> <ul style="list-style-type: none"> - Community Futures \$250,000 - CIP – 2020 (program re-vamp) \$26,000 - CIP – 2021 (double allocation) \$125,000 - Navigating Resources In-kind <p>Re-starting Building Activities \$47,000</p> <p>Assistance for Recreation Groups \$10,000</p> <p>Municipal Financial Supports \$157,850</p> <p>Township Purchasing</p> <ul style="list-style-type: none"> - Library Volunteer Recognition \$3,200 - In-budget – various purchases In-budget - In-budget – capital programs In-budget <p>Community Event Support (2021) \$10,000</p>	
Financial Commitment/Value		Total	
<p>In-budget - purchases \$2,393,000 in-budget - confirmed capital \$3200 - Volunteer Recognition</p> <p>Direct Economic Spin-Offs:</p> <ul style="list-style-type: none"> - Supports businesses – construction supplies, hardware, landscaping, technical/professional services - Gift cards -supports local restaurants 	<p>\$10,000 - allocation to support community events in 2021 and the potential for an additional special COVID related celebration</p> <p>Other Economic Spin-Offs:</p> <ul style="list-style-type: none"> - Supports local businesses – supplies, hardware, advertising, food and beverage 	<p>2020</p> <p>\$561,700</p>	<p>2021</p> <p>\$135,000</p>