

# Department 7 - Economic Development

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## Revenue

Funding for Department 7 in 2026 will largely be derived through taxation.

## Expenditures

Expenses include:

- Economic Development Coordinator position
- A portion of the Communication and Marketing Coordinator position
- ~~A portion of the new proposed Manager of Development Services (35% – see Department 50) Resolution 2026-020 removed the proposed position from the 2026 budget~~
- Multi-media marketing campaign
- Community Improvement Plan (CIP) incentive programs
- Physician recruitment

## Physician Recruitment Incentive Program

The Physician Recruitment Incentive Program values are outlined below:

<u>Roster Size</u>	<u>Grant – New Practice</u>	<u>Grant – Practice Takeover</u>
1,000 or more	\$15,000	\$7,500
1,000 or less	\$ 7,500	\$3,750

Past budget allocations have resulted in a healthy reserve balance, estimated to be approximately \$58,355 at the end of 2025. Given the level of the reserve, the annual tax contribution was discontinued several years ago. This reserve and incentive program will provide the Township with the ability to help attract physicians to our region and support the regional physician recruitment effort.

## Economic Development and Marketing

The budget includes funding of \$50,000 for a comprehensive multi-media marketing program designed to promote Selwyn Township businesses, attractions, services and signature events. This encompasses a mix of paid social media advertising, print advertisements, radio, TV and creative production and project management, ensuring a cohesive and effective campaign strategy.

A portion will be directed to supporting Lakefield's economic recovery after the downtown fire with targeted promotion efforts aimed at encouraging visiting and spending locally as well as promoting Township Festivals, Township revenue generating assets (e.g. Campground/Marina) and preparing for promotional efforts to mitigate impacts from the expected Lakefield bridge reconstruction planned in 2027.

## Department 7 - Economic Development

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The Township will be collaborating with Peterborough Economic Development and Tourism in *The Kawarthas* to deliver coordinated, seasonal marketing campaigns that amplify and maximize impact. These efforts include social media influencer collaborations to provide a modernized approach to visitor attraction and audience engagement. One feature campaign will highlight winter offerings, including PolarFest, while encouraging both residents and visitors to “Staycation in Selwyn.”

In addition, Peterborough County is leveraging a regional radio buy-in, and the Township will participate in radio marketing initiatives to attract visitors during key festivals and events, further strengthening Selwyn’s visibility within the regional tourism market.

*Meet Selwyn* is a planned video series with a storytelling initiative designed to showcase local businesses and community highlights across Bridgenorth, Ennismore, Lakefield, Young’s Point and Buckhorn. Each video will feature local business owners and authentic community scenes, highlighting what makes each area unique as a place to live, work, and visit. The project includes professional filming, basic editing, drone footage, and photographic content capturing streetscapes, landmarks, businesses in action, and community life, creating engaging, shareable content to support tourism, economic development, and community initiatives including social media and webpage updates.



### Community Improvement Plan (CIP)

#### Total CIP Funds Budgeted in 2026 = \$65,000

- This represents a new annual contribution due to Council’s Resolution to allocate \$10,000 to a new Community Grant program. This \$10,000 allocation is in Department 5.

#### Since 2013:

- 162 applications approved\*
  - 153 completed to date
  - Total project value is \$1,787,532.32\*
  - The Township has paid out \$621,273 to date (Dec’25) in grants
- \* adjusted based on final submission and works completed*

In 2025, 2 new projects were completed, and 2 outstanding projects were closed with the support of CIP funding. These projects included façade updates (painting, new windows).

#### New CIP Public Realm Reserve

Council approved of the establishment of a new CIP Public reserve as part of the 2025 budget. This direction will result in unallocated CIP incentive funds for

## Department 7 - Economic Development

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business supports to be transferred to the CIP Public Realm reserve. These Township investments in the public realm are expected to be used for projects such as the upcoming CIP improvements planned when the Ward Street reconstruction project occurs (expected in 2028).

### **New Financial Incentives**

In 2025, it was recommended that Council consider activating the Building Improvement Grant and Residential Grant in mixed use buildings program in addition to the current four CIP financial incentive programs available to businesses (Urban Design, Landscaping, Façade and Ground Signage).

The Building Improvement Grant and Residential Grant in mixed use buildings program are permitted in the approved CIP but are not currently available. These programs would expand financial incentives available for eligible properties. Due to resource limitations in 2025, staff was unable to research this further. With proposed changes to Development Services in 2026, it is expected that there will be staff resources available to explore this further.

### **Capital**

Unspent funds from 2025, in the amount of \$9,280, will be carried over into 2026 to install a new entrance sign for Young's Point on Hwy. 28. \$15,000 is also included in the Capital budget to repair the stone gateway structure at the Queen Street entrance in Lakefield. Funds to create a Special Events loan bank are also included in the capital budget. The loan bank would include barricades, regulatory signage (e.g. detours), pylons etc. needed to support community events.

## **Activity Update – Beyond Budget and Dollars and Cents**

### **12 Queen Street, Lakefield**

Selwyn Township entered into a lease agreement with the County of Peterborough to use 12 Queen Street as the new County Tourism and Economic Development Office beginning in the fall of 2024.

Unfortunately, the County of Peterborough has advised that it is recommending County Council authorize the termination of the lease with the Township for the main floor of 12 Queen Street. Pending County Council approval to end the lease on the main floor, it is anticipated that the County's use of this space will end as of May 1, 2026. This is in addition to the notice of termination for the second floor that was given in November of 2025. This vacancy will impact on revenue and operational expenses in Department 6.



## **Department 7 - Economic Development**

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Township staff, including the Facilities Maintenance Coordinator and Water and Wastewater Supervisor, are currently using space at this location. The Township anticipates needing more space at this location for staff workstations. Staff will be reviewing its options for this building and will provide information to Council for consideration on proposed next steps.

