

THE CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS

QUARTERLY UPDATE

DATE: May 23, 2023

TO: Committee of the Whole

FROM: Tiffany MacLaren, Manager Community and Economic Development

SUBJECT: Community & Economic Development Department Q2 Report

DEPARTMENT HIGHLIGHTS:

The Community and Economic Development department has had a busy quarter preparing for the Tourism season and managing bicentennial activities.

Staff have focused on managing special events, grant deliverables, connecting with community groups, planning promotion, and supporting economic development initiatives.

Our Bicentennial working groups have moved from brainstorming and planning to finalizing details and implementation.

Summer staff have been hired with two Tourism and Information students joining the team on May 15th.

2023 PROJECT UPDATES:

The 2023 Explore Mississippi Mills Visitor Guide will be delivered on May 30th. 5000 copies are being distributed by Metroland Media to locations across the Ottawa Valley. 2000 are being distributed with Parenting Times Magazine with targeted drops across Ottawa to city recreation facilities (pools, community centers and arenas) and coffee shops in Kanata, Westborough and Ottawa South.

Regular bicentennial ads are running in the Humm and Canadian Gazette. Summer tourism promotion will run again on local radios stations. Scripts and schedules will be developed with support from Communications. Scripts will be tagged with upcoming events throughout the summer.

We hosted a successful business breakfast at the Almonte Civitan on March 23rd – despite difficult weather over 80 people were in attendance. The Civitan served pancakes as a seasonal addition, and we showcased Maple from across the Municipality. Our guests included a panel of local print media contacts who provided

feedback on how to work best with media. The next breakfast is booked for June 14th (this date may change due to other activities taking place)

A major bicentennial event “Celebrate Almonte Past & Present” took place on March 25th. This free family friendly event ran from 11:00 am to 3:00 pm and featured “destination points.” Participants followed passports to take in all the activities which included live entertainment, delicious food, face painting and a community crafts. Attendees answered trivia questions along the way to win some amazing prizes.

The Municipality partnered with the Almonte Civitan, the Hub and Carebridge to host a Volunteer Reception April 18 as part of Volunteer Appreciation week. The event was well attended with delicious desserts prepared and served by Civitan members.

Almonte was the proud winner of the Chez March Madness of Small Towns. Beating out neighbour Carleton Place in the final round by only 15 votes. Chez staff organized a nice event in downtown Almonte on April 29th, that was well attended despite terrible weather. Local businesses donated food and sponsored activities. Staff supported Chez throughout the planning. Support from Recreation, Public Works and the Fire Department Helped the Municipality look our best with the short notice, off season event.

Nominations for 2023 Community Awards have closed and staff are focused on event planning. The celebration will be a private invitation only event on June 14th in the Ron Caron Auditorium at Almonte Old Town Hall.

The Neighbourhood Microgrant process has been launched. Deadline for applications is May 31st. The Municipality will be awarding \$200 micro grants up to a total of \$3600. If you have questions about the application process, recreation department staff would be happy to help. Successful grant applicants have access to tables, tents to assist with their events.

Business Park sales continue with one lot sold and a second conditionally sold. Staff met with our real estate agent to discuss marketing efforts as a first step to reviewing the current process.

Work continues towards an abattoir feasibility study. Staff is working with OMAFRA on funding opportunity.

Staff is working with the Small Business Advisory Centre to coordinate meetings with local business owners. This spring we will be partnering to offer some workshops targeted to support their needs.

Department Staffing:

New Almonte Old Town Hall Assistants David Prouxl, Delaney Grant and Kelly Cavanagh are now in the schedule and helping our guests events run smoothly. Ken Kicksee and Christine Moses also remain available on a more casual, as needed basis.

Two Tourism and Information summer students Heather Joynes and Emily Botham joined the department on May 15. They will be manning the tourism desk at AOTH, updating the tourism website, attending community events, assisting with special events and activating social media.

KPIs:

Almonte Old Town Hall Metrics – March, April and May 2023		
Number of public performance type events	8	Some with multiple shows
Number of private functions	3	Funeral, Birthday party, Video shoot,
Revenue from weekday recreation type rentals	\$3,548.78	yoga classes, dance lessons, seniors’ fitness, choir, puppets up sound workshops
Revenue from weekend performance events (concerts, cabaret etc.)	\$6,157.00	Almonte in Concert, Folkus x2, SPARC, Standing Room Only
Revenue from misc. bookings	\$1,030.82	Celebration of Life, Birthday Party, Video Shoot Ginawaydaganuc Event
Municipal partnership – no revenue		Seven Gifts Bicentennial Tri County Council Library event
Total Revenue		

LOOKING AHEAD:

Starting May 19th the Tourism Office and public washrooms at AOTH will be open seven days a week. New for 2023 we will be selling some special Bicentennial Tourism merchandise at our office and at events. We have new Square terminals to take payment. Items will include coins, tote bags, hoodies, pins, water bottles and t shirts. We will also be selling some local books and post cards.

The Municipality will have a booth at the June 1st Health and Wellness Fair. Staff will be on site to provide information including tourism, recreation, bicentennial, building and planning support.

Staff was successful in receiving some funding through the National Trail Youth Employment Program towards summer staff to help with some trail development, specifically the Pakenham trail project. This work will be supported and supervised by the Planning department.

A third student will join the department in early June.

Department Events Spring/Summer

- Mississippi Mills Community Awards Celebration – June 14th
- Millworkers Walk – June 16th (Bicentennial Committee Event)
- Pakenham Canada Day Eve – June 30th
- Canada Day in Almonte July 1st (Bicentennial Committee Event)
- Movies in the Parks – August Thursdays
- Agricultural Farm Tour – August 5th
- Indigenous Craft Event – August 5th
- Come Home to Pakenham Weekend August 18-20 (Bicentennial Committee Event)
- Canada Day's Walk of Fame Hometown Stars Celebration – August 12th
- Coaches Playbook Art Exhibit August 12 start (Bicentennial Committee Activity)

Community Events Summer

- The Story of Almonte Documentary – MVTM – May 27th
- Health and Wellness Event – Pakenham – June 1st
- Augusta St. Park Music in the Park Wednesdays
- Celfest July 8&9
- Claytonfest July 22nd (Bicentennial partner event)
- Pioneer Days – NLRM – June 3rd (NLRM Bicentennial Celebration)
- NLAS – RCMP Bicentennial Presentation August 4th (rain date)
- Naismith 3 on 3 August 12th
- PuppetCon August 12 & 13th
- North Lanark Highland Games – August 26th

BICENTENNIAL HIGHLIGHTS:

www.mississippimills.ca/200

www.mississippimills.ca/events

Respectfully submitted by,

Tiffany MacLaren
Manager Community and
Economic Development