

THE CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS

QUARTERLY UPDATE

DATE: June 4, 2024
TO: Committee of the Whole
FROM: Tiffany MacLaren, Manager Community and Economic Development
SUBJECT: Community and Economic Development – Q#1

DEPARTMENT HIGHLIGHTS:

2024 has had a busy start. Susan Law was hired in her new permanent role as Event and Program Coordinator. We have slowly started to transition events and program responsibilities to her. We hosted two successful business breakfasts, well attended march break movie and skate parties and our first community organization networking lunch. Our Spring Community Open house was a success with over 55 groups participating. This event will replace Mississippi Mills at a Glance and will take place twice a year, fall and spring.

Almonte Old Town Hall hosted 8 concerts/music events, 9 private events and a variety of classes and other functions for the Community.

Staff have been focused on preparing for the busy tourism season. We participated in the Ottawa travel show as part of the Lanark County book. We created new promotional tools including a new pocket-sized municipal brochure/map.

Allie Corrigan, Breckin Gormley and Claire Smith have joined the department for the summer. Claire will primarily be the weekend tourism ambassador located out of Almonte Old Town Hall. Breckin and Allie will be working on a variety of Economic Development projects, helping with summer events, and greeting visitors to the tourism office weekdays. Students will be attending a variety of community events over the summer and sharing tourism/community information.

2023 PROJECT UPDATES/PENDING ITEMS:

The Abattoir feasibility project is progressing well. The consultants will be in town visiting processing facilities the week of May 27th and are preparing to present their final report to Council on June 18th. Project next steps will be determined based on their findings and recommendations.

The Mississippi Mills Business Park continues to evolve. The owner of lots 5&6 has submitted their site plan for approval. The owners of lots 3&4 are working with a planner

and attended our May Business Breakfast to talk about their project. The new plaza located at lot 13 is finalizing construction and working towards June occupancy.

Lots 1,2, 8 and 12 are still available for purchase.

We have recently had serious interest in lot 1 and potentially lot 2. No formal offer has been received yet.

Work continues on the Economic Development Plan. Currently staff are compiling baseline data, an asset inventory, and our economic development stakeholder list. Demographic and economic data will be used to determine trends, to identify opportunities and strengths. Data will also be used to help determine the type of economic development MM should pursue. The asset inventory will include a list of categorized assets to provide further context. The key facts will summarize the most relevant information. The stakeholders list will include sectors, individuals and organizations that will be impacted by the process, as well as potential partners. The community consultation phase for the Economic Development Plan is scheduled to begin late July and take place until Mid-September. Council will be invited to where possible and appropriate.

We recently launched a new **Mississippi Mills Museum Passport**. This pocket-size booklet features information highlighting each of our museums with a page to collect stamps. It can be picked up at Almonte Old Town Hall or any of our three Museum locations. Passport holders are encouraged to visit all three museums, all at once or at multiple visits. Passports will be stamped at each location. Participants who hand in a completed passport will receive a bicentennial coin and be entered into a monthly draw for prizes.

CSWB Projects

Our first Community Organization networking luncheon was held on May 7th. The event was very well attended with aprox. 75 people. Guests seats were rotated to encourage networking and new connections. Attendees filled in a form to share opportunities and challenges and provide key contact details. These sheets are being compiled in a shareable format and will be circulated this month. A second event will take place in the fall. It was recommended that local church groups be officially invited.

Plans for a rotating Seniors Expo event have begun in partnership with Carebridge, Bridging Generations, Age Friendly North Lanark, and Carleton Place. The event will kick off in 2025 in Carleton Place.

Bridging Generations is hosting a Navigation Mapping Forum, on Wednesday, June 19 from 8:30-12 with lunch following, at the Stewart Community Centre in Pakenham. The goal is to collectively map current navigation systems and existing pathways to better

understand the contributing factors and constraints affecting the residents in Mississippi Mills. This initiative received funding through the 2024 Municipal CSWB fund.

Age Friendly North Lanark Age held a FREE feedback session and luncheon on Extreme Weather Events and our Local Response System in early May. Results will be shared when available. This initiative received funding through the 2024 Municipal CSWB fund.

Grants/Funding

We were successful in our application to the **Ontario Tourism Growth Program** and received \$20,000 in funding towards a new county wide Arts and Heritage self-guided tour. The tour highlights Museums, Art Galleries, Public Art and Annual Art Events across Lanark County. The funding is paying for a professionally designed and printed brochure, a webpage, and updated photography and a promotional campaign that will take place June through September. This tour is intended to encourage day trips to the region, support local businesses with increased traffic, and will help brand the region as a vibrant, culturally rich community. Brochures will be available at tourism offices, museums, and art galleries across Lanark County. The new webpage will be launched in June. We are happy to have received strong support from the Lanark County Tourism department and the Lanark County Tourism Association for this initiative.

We applied to the **Main Street Program** on behalf of Destination Almonte who are looking for funding to support their street market events. As a supporting organization the fund would come through the Municipality, but the project would be managed by Destination Almonte. We are still waiting for news on this funding.

We applied to the **Ontario Inclusive Communities Program** to purchase ramp for our Gemmill Park stage and a portable wheelchair lift for the stage in the Auditorium at Almonte Old Town Hall. It is currently difficult to accommodate any artists with mobility challenges in these performance venues. If our application is successful, we hope to remove barriers and be better able to welcome all performers. The project value is \$47,500. Funding decisions are expected early August.

We were awarded \$7000 through the **Celebrate Canada Program**. This funding will be used to support three key celebrations during 'Canada Week'. \$1000 for a Solstice event on June 20th in honour of National Indigenous Peoples Day. This event is being coordinated by All My Relations. The municipality is assisting with funding, equipment, and staff support. \$1000 is set aside to support a potluck event on Mill St. June 28th for Canadian Multicultural Day. This event is being led by the Mississippi Mills Inclusion Project - in partnership with Mississippi Mills Bicycle Month and the Municipality. The Local Immigration Partnership Culture Connect program is funding some entertainment. The remaining \$5000 from the Celebrate Canada funding will support our annually Canada Day Celebrations and help offset some costs for entertainment, fireworks and activities.

KPIs:

Almonte Old Town Hall Revenue January – March 2024				
Event Name	# of Events	Total Rev.*	Surcharge	
Concerts/Performance Events				
Almonte In Concert	2	\$1,384.91	\$812.00	
Folkus	3	\$2,418.10	\$1,139.00	
Standing Room Only	2	\$446.20	\$288.00	
St. Patrick's Day Ceilidh	1	\$262.90	\$116.00	
Sub-Total	8	\$4,512.11	\$2,355.00	
Public Events				
Meditation Seminar	1	\$124.30	\$60.00	
Logging Algonquin Movie	1	\$118.65	\$35.00	
Stir It Up Collective	1	\$45.20		
Sub-Total	3	\$288.15	\$95.00	
Private Events				
Weddings	2	\$1,695.00		
Funerals/Celebration of Life	1	\$354.25	\$100.00	
Parties/Anniversaries/ Music Nights	3	\$999.50	\$265.00	
Meetings/Training	3	\$282.50		
Sub-Total	9	\$3,331.25	\$365.00	
Weekly/Reoccurring Bookings				
Yoga	4*	\$3,593.00	\$90.00*	
Choir	1	\$406.80		
Dance (Youth)	2	\$1,966.20		
Fitness	1	\$406.80		
Sub-Total		\$6,372.80		
Total Revenue 1st Quarter 2024		\$14,504.31	\$2,905.00	= \$17,409.31

LOOKING AHEAD:

New Upcoming Community Initiatives

The Mississippi Mills Poppy Project is a collaborative community art project of Remembrance, Honouring Canadian Veterans who have served, and personnel

currently serving in the Canadian Armed Forces for their service and sacrifice to our country. It will be created with hand knitted and crocheted poppies, voluntarily made and donated by community members in Mississippi Mills. Organizers goal is to collect a minimum of 10,000 hand knitted and crocheted poppies. These poppies will be used to create art installations between November 1 through to November 11. They are currently looking for volunteer knitters and crocheters to knit and crochet red poppies with black centers. This initiative is being spearheaded and managed by community volunteer Mary Rozenberg. The Municipality is supporting through promotion, and by assisting with collection, installation, and removal.

The Honour Our Veterans Memorial Banner program is new/future initiative that was brought forward by community members. A similar program has been in place in Carleton Place and Perth for several years. Matt Mould owner of Sport Systems Canada also approached the Municipality to ask about a similar program for Mississippi Mills and offer his companies support in fabrication, or where needed. The program involves families purchasing banners in honour of veterans. Local business owner Paul Laforce has offered to donate his services for installation. As the program grows the support of the Municipality may be needed. The initiative will be led by the Almonte Legion. In Perth the program has grown to over 300 banners.

The Mississippi & Ottawa Rivers Experience (MORE) received a Municipal Grant through 2024 our program. It is part cycle tourism, part economic development, and part community development. It is a cycle loop route that brings together the residents and tourists in Ottawa with those in Mississippi Mills. It is designed specifically for multiple-day rides, and cyclists of all ages and abilities. Their goal is to attract families, seniors and (stay)vacationers. They are currently spreading awareness in the community to add bike-friendly businesses, attractions, and amenities to the mapped route. This will encourage people to plan a trip to Mississippi Mills. The cycle loop(s) will provide residents and tourists with a variety of multiday experiences in the National Capital Region and through the Ottawa Valley. The trail will also serve residents as a pathway linking neighbourhoods and communities, ideal for recreational activities and staycations. They recently met with City of Ottawa staff who were very enthusiastic about the project. A Launch Event will be held at Hummingbird Chocolates in Almonte June 29th and will mark the inaugural ride for the route. For additional information including maps visit: <https://cycle-more.com/>

Mississippi Mills Community Awards

This year's awards recipients are Brenda Deugo Mills and George Yaremchuk. Both individuals are being recognized for their contributions to the community as exceptional volunteers. An awards evening was planned for May 30th. The annual event includes a slideshow and awards presentation followed by a dessert buffet. Desserts have been ordered from a variety of local businesses who specialize in desserts.

Upcoming Events

Canada Day Weekend

Our Canada Weekend celebrations begin in Pakenham on Canada Day Eve and include the annual Pakenham Royal Bank BBQ, at 4:30PM. Starting at 6:00PM there will be kids' activities outside the Stewart Community Centre, including bouncy castles and face painting by the Mississippi Mills Youth Centre.

Pakenham Canada Day Eve parade leaves the community centre at 7:00PM. 8:00PM there is entertainment inside the community centre hosted by Mike Ryan. Mississippi Mills Fire Department will host a BBQ at the Pakenham Firehall immediately following the parade. The evening will end at dusk with a firework show.

July 1st starts with a Mississippi Mills Fire Department pancake breakfast at the Pakenham Firehall.

In Almonte there will be street entertainment downtown from 11AM to 2PM. The festivities move to Gemmill Park at 3:30PM for a family BBQ and Kids activities and live show. Activities include bouncy castles, kids entertainment, face painting, crafts, and games.

The musical line-up on the July 1st main stage includes local high school bands with the Bluesfest Be in the Band program, followed by Amber Humby, Colby Drummond, The Jerry Lee Band, Kentucky, Country Club, and The Eh Team. The Opening Ceremonies will take place at 6PM and include O Canada and Legion flag raising accompanied the Almonte Legion Pipe Band. The 2024 Mississippi Mills Canada Day Celebrations will end at dusk with second fireworks display.

Almonte Craft Beer Fest, July 26 – will take place in and around the parking lot and gardens at Almonte Old Town Hall. The event will include live entertainment with food and beverage vendors. The fire department and insurance have been consulted through the planning process. This is a new event. Based on the initial feedback we're optimistic that this event will result in a small profit that will go to support recreation initiatives.

Doors Open – September 22

It has been several years since the Municipality participated in the Ontario Doors Open program. We're excited by the response to date. Our event will have something for everyone, history and architecture buffs will have the opportunity to visit several iconic heritage properties. Families will enjoy a visit to the MM Fire Department where they can see up close some of their vehicles. Curious minds will get a rare chance to see the inner workings facilities including the Mississippi River Hydro Plant and the OCWA Wastewater Treatment Facility. We also plan to highlight 'Hallmark' facilities across the municipality for movie fans. Many of these spaces do not ever open their doors to the public outside of Doors Open so this will be a great day to be out and about in Mississippi Mills.

Summer/Fall Events www.mississippimills.ca/events

Date	Event	Location
June 1	Pride Flag Raising and Parade	Starts at MVTM
June 8	AGH Run for Women's & Newborn Health	Almonte
June 7-9	Busfusion	Almonte Fairgrounds
June 20	Solstice Event, in honour of National Indigenous Peoples Day	Riverside Park
June 20	Mill Street Night Market	Mill St. Almonte
June 28	Multicultural Potluck	Mill St. Almonte
June 30	Canada Day Eve	Pakenham
July 1	Canada Day	Almonte
July 5-7	Almonte Celtfest	Gemmill Park
July 26	Almonte Craft Beerfest	Almonte Old Town Hall
July Wednesdays	Five Wednesdays in July	Augusta St. Park
Aug. Wednesdays	Car Toot Bingo	Almonte Fair Grounds
August dates TBD	Movies in the Parks	Clayton Cedar Hill School House Alameda, Almonte
August 9-10	Puppets Up!	Downtown Almonte
August 9	Naismith 3 on 3	Almonte Community Centre
August 24	North Lanark Highland Games	Almonte Fairgrounds
September 6-8	Almonte Fair	Almonte Fairgrounds
September 7-8	Fibrefest	Almonte Community Centre
September 14	Augustafest	Augusta St. Park
September 22	Doors Open MM	Municipal Wide
September 30	Truth and Reconciliation Event	Riverside Park
October 12-14	Crown and Pumpkin Studio Tour	Municipal Wide

Respectfully submitted by,

Reviewed by:

Tiffany MacLaren,
Manager, Community & Economic
Development

Name,
Title

ATTACHMENTS (if applicable):

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