

THE CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS

QUARTERLY UPDATE

DATE: September 10, 2024

TO: Committee of the Whole

FROM: Tiffany MacLaren, Manager Community & Economic Development

SUBJECT: Community & Economic Development Quarterly Report – Q2

DEPARTMENT HIGHLIGHTS:

This quarter we've been focused on Tourism and summer events with our team including 3 summer students. The information and tourism office is open 7 days a week from May 15 to September 2 and weekends until October 14th.

2024 PROJECT UPDATES/PENDING ITEMS:

Community Events – Q2 Highlights

We celebrated Arbour Week, April 22 to 28. New his year, along with some returning volunteers, we collaborated with the students at Almonte District High School, led by teacher Eric Young. Some of the activities were spearheaded by students and hosted at the youth centre.

Mississippi Mills is full of community organizations doing great work. In the spirit of collaboration, we hosted our first Community Organization Networking Luncheon May 7. This new event was extremely well received with 78 people attending. We plan to host two of these events annually to provide an opportunity for groups to come together, exchange information and more effectively coordinate services.

May 15, we had a great turn out in Appleton for our Business Breakfast. The delicious food was prepared by the golf course catering and sponsored by Canadian Career Academy. Our guest speakers presented on welcoming newcomers and training opportunities: **Linda Alexander**, Recruitment & Settlement Coordinator for Lanark County, **Adela Polacek**, Educating and Training Advisor for Contact North. Canadian Career Academy President **Rob Probert** and **Jodi Bucholtz**, Manager, Local Immigration Partnership – Lanark & Renfrew

Thursday, May 30 to celebrate the outstanding achievements of Exceptional Volunteer Award honourees, **Brenda Deugo-Mills** and **George Yaremchuk** at our 2024 Mississippi Community Awards event. Guests were treated to refreshments and an array of desserts purchased from Mississippi Mills businesses. The Mississippi Mills Community Awards were developed to recognize individuals for their significant

contributions to the Municipality and who positively impact the social, cultural or civic life of Mississippi Mills and its residents.

We hosted our second annual photograph contest in May and June. Mississippi Mills is full of talented photographers. 274 photos were submitted in the contest. Council selected 10 finalists, then left it open to community vote. First prize went to **Ryan Donovan**, **Talya Friesen** received second place, and third prize went to **Chris Knowles**.

Kirkland Park off Mill St. in Almonte received some much-needed refurbishment this spring summer. The Gazebo was completely refaced, and some landscaping was completed in the park to clean up some of the left-over construction mess. This was budgeted through Ec Dev because of its proximity to the downtown and significance for tourism and community events.

Economic Development Planning

Work towards the Mississippi Mills Economic Development Plan continues. This plan is intended to help guide Mississippi Mills's economic development activities and priorities for a five-year period, with a focus on those action items over which the the Municipality has direct control. The methodology for the plan will consist of primary and secondary research. As a key part of this process, we want to hear from our current business owners. A fulsome business survey will be circulated in late September. The survey will include sector specific questions, generated to extract specific information to inform the plan. The survey will be circulated late September and be open for 30 days. Community engagement will also include key stakeholder interviews. A final Mississippi Mills Economic Development Plan is anticipated to be complete Q1 2025.

Abattoir Feasibility Report

The Abattoir feasibility project continues. Mallot Creek Group presented their final report to Council before summer recess. We hosted a well-attended producers lunch on August 12. The event included a presentation of the Feasibility Report and Q&A with Kale Cowper, our project manager from MCG. It also included an animated discussion between and with attendees. This issue continues to be important to the agricultural community. We are presently determining if we should rerelease the survey to expand our producer data.

The final Feasibility Report is attached.

Business Park, New Businesses

The sale of lots 5&6 in the Mississippi Mills Business Park is final they have an approved site plan and construction has begun on the site. Lots 3,4 and 7 remain conditionally sold.

341 Frank Davis St. (formerly lot 13), owned by **Joel Poff** is full occupied and open: **To the Moon and Back**, indoor play centre (unit 1), **Almonte Alzheimer's Society** (unit 2), **Almonte Potter Guild** (unit 3) **Dalgity Counselling & Psychotherapy** (unit 4), and **Dalgity Resistance** (unit 5).

Staff and Deputy Mayor were invited to attend a grand opening for a ribbon cutting of two new businesses located at 481 Ottawa St. **Red Truck Seafood Sales** and **Aimi Boutique Nail Spa**.

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

We have recently had serious interest lot 2. An offer is expected this month.

Joe Thottungal, chef, author and restaurateur purchased 27 Bridge St. in Almonte. He is planning the design build of a restaurant in the space. He currently owns two successful restaurants in Ottawa - Coconut Lagoon and Thali. He has been connected with the Building and Planning Department and is working towards a site plan. He hopes to open Fall 2025. www.thottungaltales.ca; [home - Coconut Lagoon](#); [Home - Thali \(thaliottawa.ca\)](#)

Tourism Visitors Survey/ Tracking

To gather some information, we're running a visitor survey this summer. There are posters and lawn signs across the Municipality. This survey is not online or social media because it's for people physically visiting. We don't want people filling it in who were not here. We have offered a monthly draw to encourage participation. The survey/ content is running Jun 15-July 14, July 15 to Aug 14 and Aug. 15 to September 14. From June 15 to July 14, we received 38 responses.

We're also collecting information from in person visitors to the info office at Almonte Old Town Hall as part of a County wide initiative.

KPIs:

ALMONTE OLD TOWN HALL

Event Name	# of Events	Total Rev.*	Surcharge
Concerts/Performance Events			
Almonte In Concert	1	\$704.20	\$320.00
Folkus	1	\$812.00	\$360.00

Standing Room Only (Dance with Band)	1	\$207.10	\$128.00
ADHS High School Play	4 public performances (+ day shows and rehearsal bookings)	\$3,491.40	\$802.00
Sub-Total	7		
Public Events			
Youth Centre Trivia Night	1	\$315.00	\$202.00
Author Talk/Book Signing	1	\$114.10	\$35.00
Co-housing Open House	1	\$153.65	\$35.00
Stir It Up Collective	1	\$65.20	\$20.00
Sub-Total	4	\$288.15	\$95.00
Private Events			
Weddings	4	\$3,390.00	N/A
Funerals/Celebration of Life	1	\$158.20	\$35.00
Parties/Luncheons/Showers	4	\$622.00	\$170.00
Meetings/Training/Filming	3	\$776.05	\$205.00
Sub-Total	9	\$3,331.25	\$365.00
Weekly/Reoccurring Bookings			
Yoga	6/week +1/month**	\$3,141.40	\$60.00*
Choir	1	\$406.80	N/A
Dance (Youth Mon& Tue classes and end of term performance)	2/week	\$1,006.60	\$306.00
Fitness	1	\$497.20	N/A
Sub-Total		\$6,372.80	
Total Revenue 2nd Quarter 2024		\$16,435.50	\$2,718.00

LOOKING AHEAD:

September 11 – Community Open House – John Levi Community Centre 6PM to 8PM.

September 19 Business Breakfast – Stewart Community Centre – Pakenham – Beth O'Halloran from Trellis Health will share some practical insights to support individuals, business and the mental health of the workplace. Located in Almonte, Trellis Health's owners have made it their mission to provide practical tools, strategies, and educational opportunities to promote overall mental health. \$15 per person. RSVP: by Thursday September 12th dmcDonald@mississippimills.ca

Mississippi Mill is participating in **Doors Open September 22** (10AM to 4PM) Doors Open is a provincewide heritage tourism program that gives the public free access to explore fascinating and heritage properties across Ontario. It showcases the buildings, natural spaces, infrastructure and cultural landscapes that shape and define our communities. Hosting Doors Open Ontario in our community celebrates its identity, generates volunteerism, builds interest in Ontario's heritage and drives cultural tourism and economic development opportunities. At this time, we have 15 confirmed participating locations; from the original heritage home of Robert Teskey, now Old Mill Manor B&B in Appleton to the OCWA Wastewater Treatment plant there is something for everyone. For more information on this year's locations visit: www.doorsopenontario.on.ca/ and choose the Mississippi Mills event tab.

Respectfully submitted by,

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ATTACHMENTS (if applicable):

1. Mississippi Mills Feasibility Analysis 20224-07-18
2. Visitor Survey Results 06 15 -07 15 2024