



Downtown Orillia Business Improvement Area

Regular Board Meeting
Tuesday, February 20, 2024, – 5:30PM
Boardroom, Downtown Orillia Office
23 Mississauga Street West, Orillia

Agenda

Notice: This meeting will be held in-person. Board members may be accommodated electronically when, for unusual or exceptional reasons, they are not able to attend. The meetings will not be livestreamed or recorded, unless advertised otherwise, and the minutes shall remain the official record of the proceedings.

Open Session

Chair- Michael Fredson

Call to Order

Approval of Agenda

Disclosure of Interest

Deputations

1. Allan Lafontaine, Executive Director, Orillia Chamber of Commerce re – Chamber of Commerce Events
2. Jill Lewis, Senior Planner, City of Orillia re – Downtown Tomorrow Community Improvement Plan
3. John Emberson, Overview Design re – Downtown Marketing

Minutes

1. Regular Meeting, November 21, 2023
2. Special Meeting, December 6, 2023
3. Regular Meeting, January 22, 2024
4. Special Meeting, February 1, 2024

Closed Session

There are no closed session items for this meeting.

Correspondence- Information Items

1. Ruth Howorth, Director re – Update from Tourism Simcoe County
 - a. Grants with the 2024 Tourism, Culture & Sport Enhancement Fund
2. Janette MacDonald, Business Development Manager, Miconex re – Downtown Gift Cards

Correspondence- Action Items

1. Ashley Stafford, City of Orillia Executive Assistant re – Canada Day Parade Permit

Reports

1. Doug Cooper re – Parking Advisory Committee
2. Financial Report
3. Michael Fredson re – Staffing Learning Social
4. Michael Fredson re – Downtown Dollars, Miconex and Replacement Cards
5. Working Group Reports
 - a. Governance
 - b. Seasonal Holiday Events
 - c. Car Show & Starry Night
 - d. Mariposa Folk Festival & Vintage Market
 - e. Chamber Tie-In Events
 - f. Summer Saturdays
6. Michael Fredson re – Staff Hiring

Deputation Motions

Date of Next Meeting

March 19, 2024, at 5:30PM at the DOBIA Office Boardroom.

Adjournment

A night photograph of a city street, likely in Orillia, Ontario, Canada. The street is lined with buildings and decorated with numerous warm white string lights. A large, illuminated sign for 'THE MARKET' is visible on the right side of the street. The overall atmosphere is festive and urban.

Strategies for Renewal of Downtown Orillia

**PREPARED BY ORILLIA & DISTRICT
CHAMBER OF COMMERCE**

About me and the Orillia & District Chamber of Commerce (ODCC)

- I have a background in municipal auditing and now serve as both the ODCC Executive Director and Harbour Master at Port of Orillia
- The ODCC runs six major community events each year, driving 100 thousand people to Orillia.
- Explore Orillia & Lake Country is our soon-to-be-launched app which will offer visitors an all-in-one local business, entertainment, and festival guide.

ADDING LIGHT ELEMENT











HEART'S

CONTENT

HOME

Crime does not like light, and light attracts visitors. More visitor occupation leads to less crime.

The City of Calgary cited illumination as a means of drawing visitors downtown after dark.







Friday Night Lights and Streets Alive

- preparing for future construction
- communicating with Downtown retailers
- marketing to Muskoka, Collingwood, and Barrie
- reimagining “See You on the Patio”



These removable barriers allow for goods to reach shops and restaurants during the day safely but not open to traffic and are pedestrian friendly

**STREETS ARE ALIVE AND FRIDAY
NIGHT WE WANT YOU TO VISIT**

*Calgary has claimed to be the Sunshine City, so
let's take their idea and make it Orillia style*



Benefits and Planning Traffic Concerns

- Leaving streets open at Matchedash, Peter, West Street and Andrew with one way direction between Coldwater Road and Colborne, with barriers at the road portion of
- Mississauga Street gives opportunity to add side angled parking and provides close to the same number if not more parking, close to the street and lends itself well to the existing lots.





Adding Murals to Buildings and Alleyways





*This building is an eyesore, but
an opportunity at the same time*







Transforming buildings
and alleyways can boost
tourism and reduce graffiti

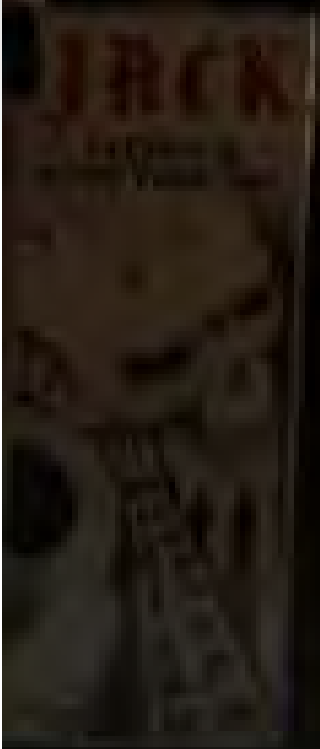


Leaving the Citizens to Decorate Outside of Streets Alive May Be Dangerous

- engaging local arts organizations and artists
- reducing graffiti

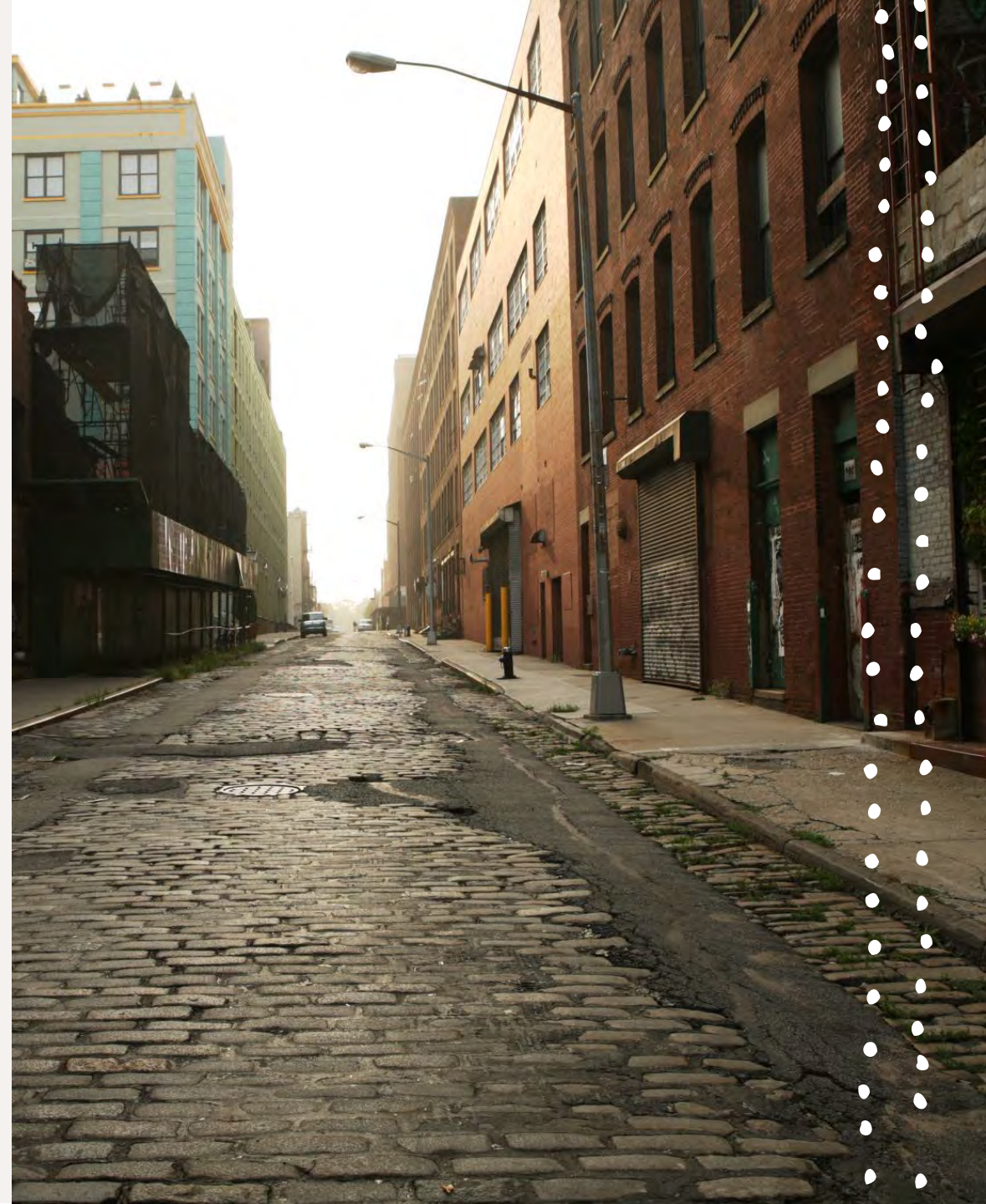


*Transform dark to light and create
a lasting Friday Night Lights
brand*



Other Themes to Advocate for in the General Area

- expanding arts district
- adding maps to help visitors navigate and encourage investment



Stretch the Downtown up to the Hospital

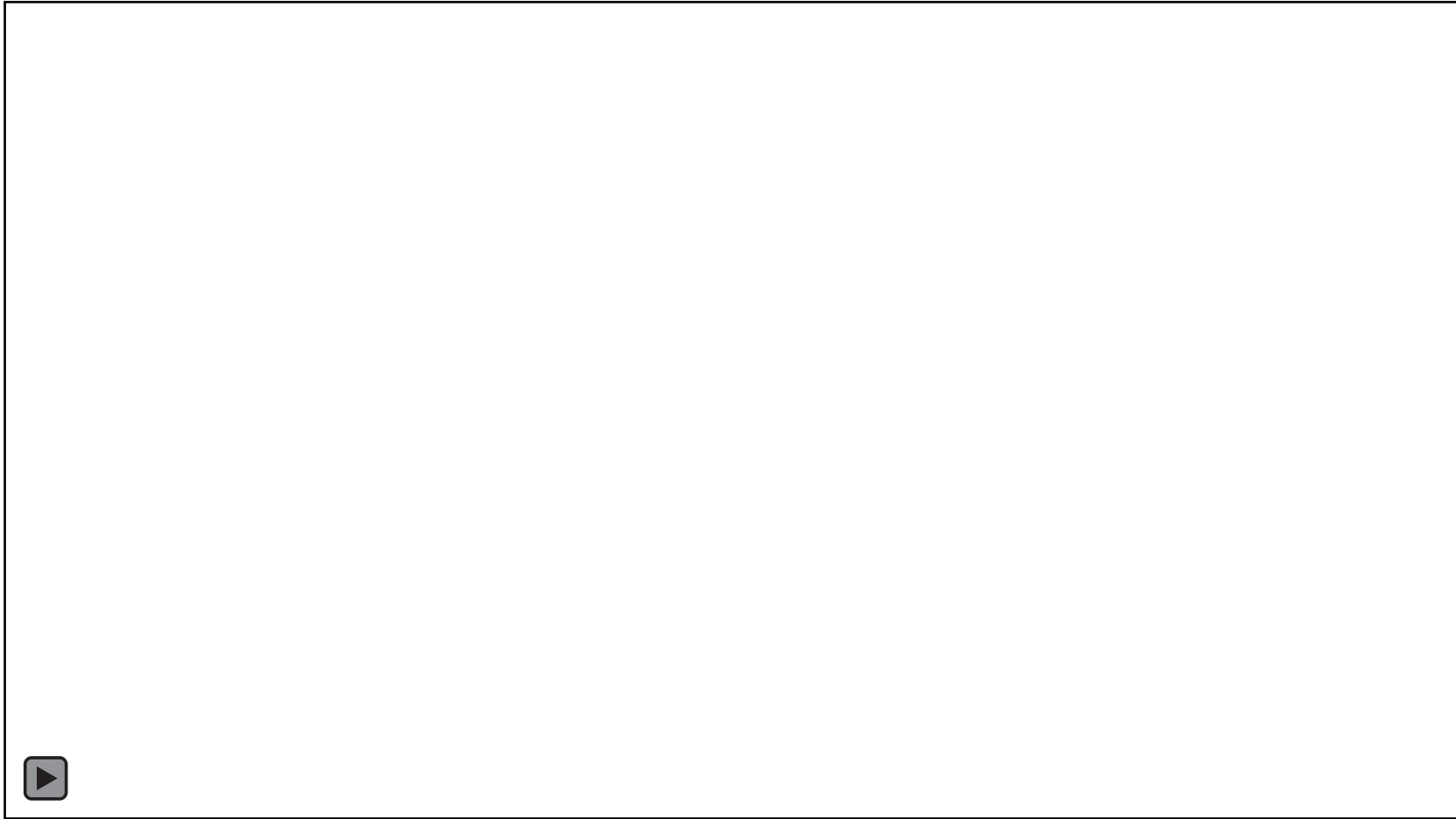
- how future plans for OSMH may provide new opportunities in the downtown
- Expanding the downtown boundaries











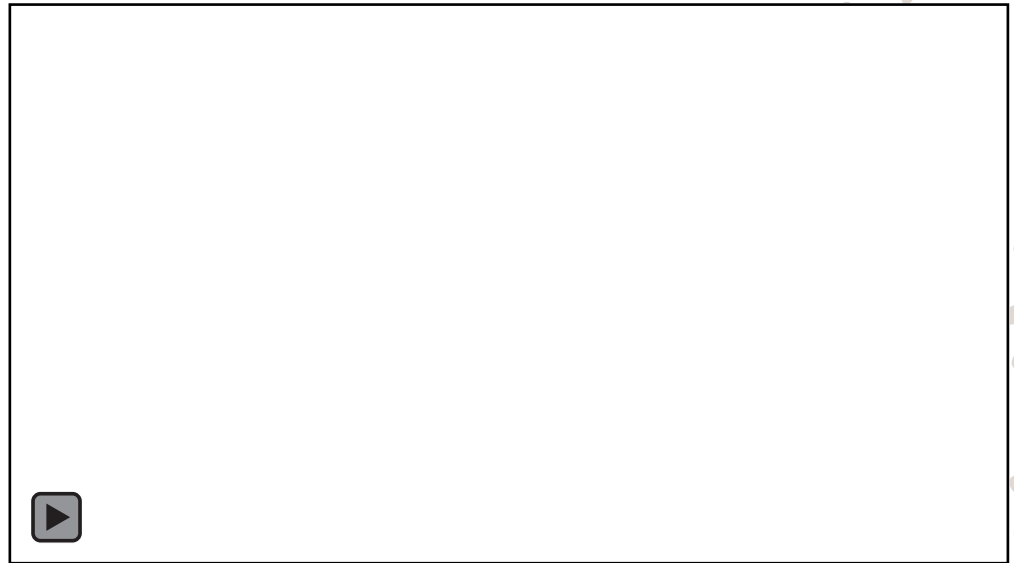
*Consider a Gordon Lightfoot Music District and encourage music venues
west of Peter Street*



*Transform
spaces with a roof
top patio and seek
entrepreneurs
who want to
create a vision
and connect
them with
building owners.*



*Advocating to help
secure a sound
economic future*





We need to advocate to change our transit routes and times

A strong transit system moves
customers and employees.



Making Visitors and Workers Feel Safe

Best practices in Toronto, Calgary and other communities is that companies are hiring security guards.

ODCC is working with our Advocacy Committee to collect data on crime

A good reference for how to deal with issues:

- *Emergency call 911

- *Potential ongoing issues call Crime Stoppers

- *Homeless Camp, call City of Orillia By-Law and report under clean and clear

- *Someone is in need of assistance, contact Lighthouse community outreach that may connect this with a Police matter

Connecting to Port of Orillia and Fun



Do Less and Have More Impact!

BOATERS HAVE DISPOSABLE INCOME AND A FULL PORT MEANS A GOOD DAY DOWNTOWN, SO YOU ALL PROMOTING PORT IS IN YOUR BEST INTEREST

FESTIVALS AND EVENTS INCREASE DOWNTOWN TRAFFIC BUT ONLY IF YOU ARE PARTICIPATING AND HAVING FUN AND TAKING ADVANTAGE OF OUR BRAND

Perch Festival Update

Competitive Sport Fishing League has agreed in principle to take over the Orillia Perch Festival and take it under their brand.



1st Annual Sunshine Festival

June 7th to 9th, 2024

A celebration of the return of
sunshine and warm weather



Why does Christmas end at the port docks?

City sidewalks, busy sidewalks
dressed in holiday style...

And on every street corner you'll hear
the ringing of cash registers!





Mardi Gras in July –
July 27th – Creative
partnership required





- businesses can get involved by building a cardboard boat or setting up a pop-up shop in the vendor market
- looking for ideas for sub-themes



Dare to have one more
weekend of summer
fun every Labour Day
long weekend









689-6815
ORILLIA, ONTARIO



CRANE
RENTALS



New Opportunity for Orillia & District Chamber of Commerce take over the car show

A refreshed version of the car show could attract the right crowd with a mix of high-end and vintage vehicles.



A photograph of three people in a yellow and wooden boat on a body of water. A man dressed as a pirate with a black coat, gold trim, and a black hat with a red band stands in the center, arms outstretched. To his left, a man in a white shirt and green life vest sits, smiling. To the right, a woman in a blue and white checkered shirt and a black hat with a red feather sits, holding a wooden pole. The background is a calm blue body of water. A vertical dotted line is on the right side of the image.

Conclusion and Questions

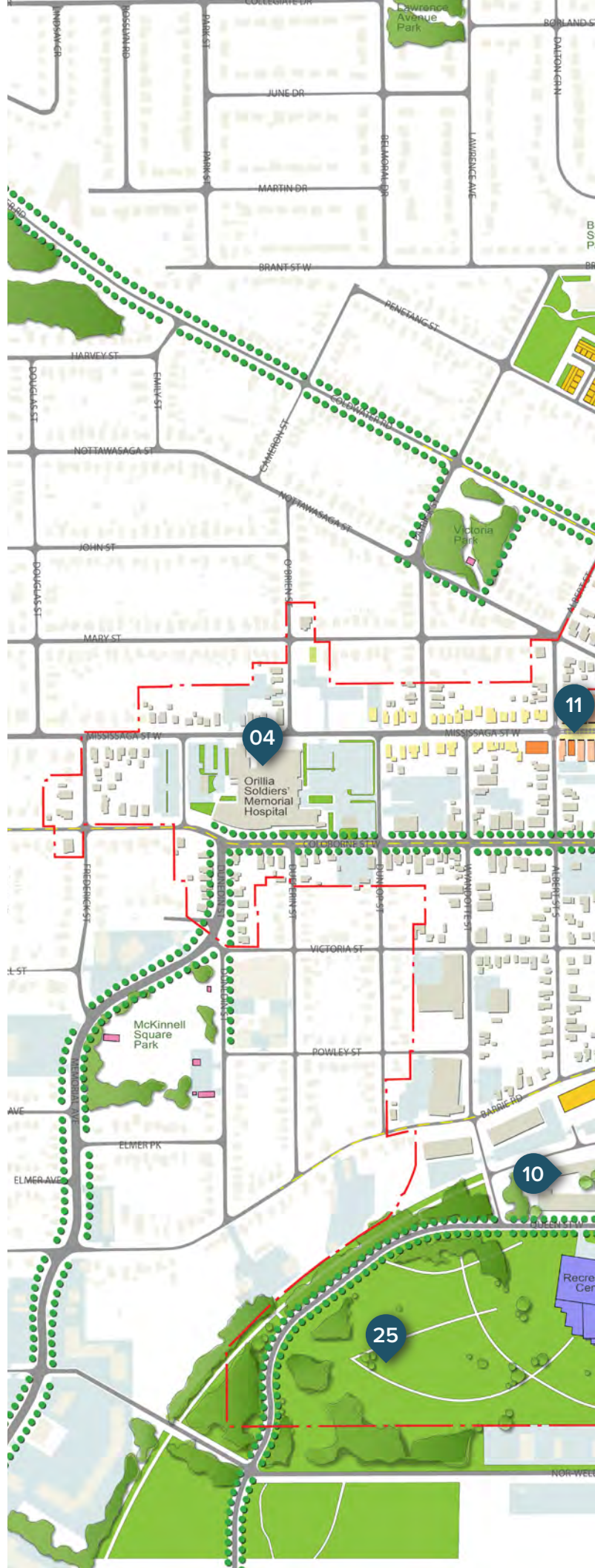
Downtown Orillia Strategic Master Plan

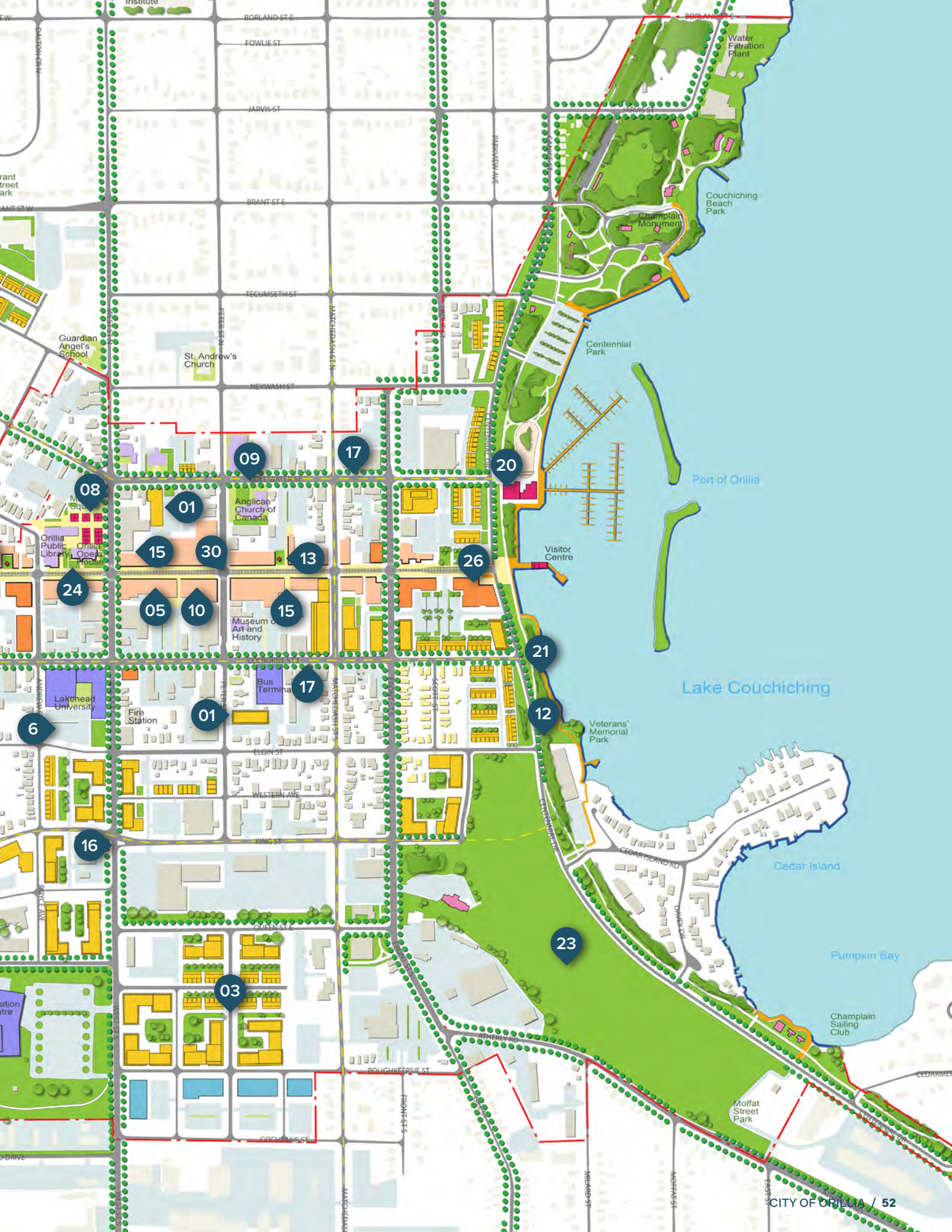
The 30 Strategic Initiatives are illustrated on the Downtown Orillia Strategic Master Plan. While some strategic initiatives are closely linked to a specific place and opportunities, others are more general and may be adapted to the opportunities that emerge and changing circumstances.

- 01 Affordable Housing*
- 02 Infill Development*
- 03 South Downtown Intensification
- 04 Hospital District Secondary Plan
- 05 Upper-storey Conversions**
- 06 Residential Parking**
- 07 Student Housing and Social Spaces*
- 08 Transforming the Farmers' Market
- 09 Recalling and Celebrating Indigenous Culture & History**
- 10 Space for Artists and Community Groups**
- 11 Upgrade Mississauga Street
- 12 Public Art within the Public Realm**
- 13 Support Outdoor Dining**
- 14 Coordinate and Extend Shopping Hours*
- 15 Enhance Key Passageways and Alleyways**
- 16 Improve Active Transportation Connections
- 17 Coldwater and Colborne Streetscape Improvements
- 18 Additional Street Trees*
- 19 Transit Connections to and within Downtown*
- 20 Multi-purpose Recreation Hub
- 21 Improve Veterans' Memorial Park
- 22 Develop a 'Sports Court' Plan*
- 23 Develop an Ecological Restoration Plan for the Rexton Lands
- 24 Redesign Library Square
- 25 Build a Dog Park at the Orillia Recreation Centre
- 26 Attract a New Hotel**
- 27 Develop a Four-Seasons Tourism Strategy*
- 28 Implement Seasonal GO Bus Service
- 29 Expand and Enhance Wayfinding
- 30 Beautify Downtown with Tactical Urbanism**

* Not shown on map

** Multiple potential locations





1/ Facilitate the development of affordable housing Downtown

As the population of Downtown Orillia grows, it is critical to ensure that living Downtown continues to be attainable for people of all socio-economic backgrounds. Housing affordability has become a pressing issue impacting communities of all sizes across Canada, including Orillia. The City should commit to playing an active role in facilitating the development of affordable housing.

The City should leverage publicly owned land for the creation of affordable housing. By undertaking a review of publicly owned assets, including vacant and underutilized lands and buildings, the City can identify strategic opportunities to increase affordable rental housing through the creation of mixed-income communities in partnership with non-profit and private developers.

Where suitable properties are identified, the City should retain a consultant team to prepare development concepts that optimize the sites for redevelopment while still being contextually appropriate. Development concepts can provide the basis of City-initiated rezonings that prepare sites for conditional sales or long-term leases. Pre-zoning amplifies the City's contribution towards the creation of affordable housing. By advancing projects through a critical stage of the development approvals process, the City can create market-ready development opportunities that reduce risk for development partners and speed up construction and occupancy. It will also be vital to engage a market consultant to inform a financial plan that makes sense to the development community, and which takes into consideration the range of incentives and other financial resources available from the City of Orillia and CMHC. Where feasible, the City should retain ownership by providing long-term leases to development partners, or transfer ownership to a non-profit housing provider.

In addition to the Peter Street Bus Terminal site, municipally owned parking lots could also be redeveloped for mixed-income development, with municipal parking replaced in underground parking garages, behind buildings, or in above-ground parking structures enclosed within the building.

Through the City's review of publicly owned assets, there may be smaller properties that the City could simply dispose of to create larger, more practical sites for development by joining a property with an adjacent privately owned property. The sale of public lands for redevelopment should be tied to a commitment from the developer to provide a significant amount of affordable housing as part of the new development, and to redevelop the site within a prescribed timeframe.

In other instances, the City should consider strategic acquisition of lands to facilitate redevelopment that includes a significant affordable housing component while achieving other city-building objectives.



Figure 40. Example of modular supportive housing.

2/ Facilitate infill development in the Downtown core

Along Mississauga Street, Colborne Street and other streets in the core of Downtown, there are smaller-scale redevelopment sites that are highly strategic from a city-building perspective. Redevelopment of these sites would not just add new housing and commercial space in the Downtown core, but would help to repair the urban fabric, reinforce key intersections, enhance connectivity to the waterfront, and enliven adjacent streets, all contributing to a better image of Downtown.

As an initial step, the City should engage with the owners of strategic infill properties to understand their longer-term development plans, if any. The City could prepare a “Developer Guide” which includes highlights of key trends and data related to local development opportunities (e.g., population growth, student enrolment projections, remote working, vacancy rates, average housing costs), and profiles of available development opportunities (e.g., lot sites, land use designations and zoning permissions, applicable incentives). The Developer Guide could be circulated to active developers in the region for consideration.

The City may also take a more active role in facilitating the redevelopment of infill sites that are particularly strategic by acquiring and pre-zoning properties to set up a competitive RFP process, as described in [Strategic Initiative 1](#). The City can use its stake to ensure that the redevelopment of infill sites not only achieves built form objectives but also provides other public benefits, such as affordable housing, public parking or streetscape improvements.



Figure 41. Beyond Mississauga Street, active ground floor uses are not necessary at all locations. New development should be compatible with the scale of the surrounding context.



Figure 42. New infill development along Mississauga Street should match the scale and character of existing buildings and provide active ground floor uses to contribute to the street’s animation.

3/ Facilitate redevelopment and intensification in South Downtown

While there are strategic short-term opportunities for new infill development in the historic core, the former industrial lands in South Downtown, the area generally south of Elgin Street, could be redeveloped over time in a more comprehensive manner and contribute significantly to the creation of new housing.

South Downtown is characterized by large, vacant parcels of land and a mix of commercial and industrial uses. Unlike the historic core of Orillia, there are few sensitive uses in South Downtown such as low-rise housing, existing parks, or historic buildings that would typically require new development to be compatible in its form and scale, resulting in lower buildings heights and densities. This area, therefore, is an appropriate location for greater building heights and a key opportunity to intensify Downtown Orillia. As a previously industrial area, some properties in South Downtown may be environmentally contaminated and will require environmental remediation prior to redevelopment for residential or commercial uses, which adds significantly to the cost of redevelopment; additional building heights and densities may be necessary to make redevelopment feasible and unlock the potential of this area.

In the short term, the City can take one of two approaches to encouraging redevelopment in South Downtown:

- Initiate a secondary plan for the area to identify to identify a structure of streets, blocks and open spaces, establish built form parameters, and develop a detailed implementation strategy. This would be followed by zoning amendments in line with secondary plan.
- Amend the Official Plan to permit intensification of the type and to the heights recommended in this Plan, as outlined in Section 4. The amendment should require master plans for each major block in the area to guide the development of individual buildings, infrastructure and public realm improvements. This could be followed by zoning amendments aligned with the new policies but with a hold symbol to ensure appropriate studies, including block structure plans, are submitted with site plans and plans of subdivision.

Beyond updating the Official Plan and zoning, the City's role in facilitating redevelopment and intensification in South Downtown could include some or all of the following:

- Putting in place the infrastructure and public realm improvements needed to service and attract development. This is a strategy pursued by many municipalities seeking to transform post-industrial areas – building parks, streets, and other infrastructure that add value to the lands and make them development ready. The City has taken this approach along the waterfront, with the reconfiguration of Centennial Drive and extension of Coldwater Street. In South Downtown, this could entail implementing an improved streetscape along West Street between Mississauga Street and Cochrane Street, beginning with improved sidewalks and street trees. The upgrading of Queen Street and improvements to the adjacent drainage feature should also be considered.



Figure 43. South Downtown is an appropriate location for taller buildings given the limited existing context.

4/ If the OMSH relocates, work with OSMH and the Province to optimize the site for mixed use development that maintains a health services hub

- Enhance the Community Improvement Program. The added cost of risk assessment and remediation work is a significant barrier to the redevelopment of former industrial lands. The City should consider increasing the overall funding allocation of the Feasibility/Design Study Grant Program (under which environmental studies are eligible) as well as the maximum grant amount per property (see [Strategic Initiative 5](#)).
- Leverage other tools to incentivize development. Either as part of or in addition to their Community Improvement Programs, other municipalities have developed tax assistance programs or development charge grant programs to offset the costs associated with site investment and remediation. Under a tax assistance program, the City could cancel municipal property taxes and education property taxes for a determined period, or provide grants to offset the increase in tax assessments. Under a development charge grant program, the City may provide grants equivalent to the required development charges under the Development Charges Act.

Orillia Soldiers' Memorial Hospital is in the early stages of working with the Ontario Ministry of Health through the Ministry's capital planning process to replace the existing hospital. OSMH is one of the oldest hospitals in the region and operates above capacity due to increased demands from a growing population.

Due to the land requirements for a modern, large-scale healthcare facility to meet the needs of the community, it is expected that the new hospital will be developed on another site within the City of Orillia. As a major institutional employer and driver of activity, the potential relocation of the hospital from the Downtown core may have a significant economic impact. At the same time, the hospital's relocation is an opportunity to strategically reposition a large parcel of land at the top end of the city's main street. OSMH does not exist in isolation; it is surrounded by other complementary uses which may or may not relocate alongside the hospital, such as medical offices, pharmacies and laboratory services. Therefore, a broader rethink of the role of this area of Downtown would be required.

Although the hospital's potential relocation is well into the future, as planning proceeds, the City should take a proactive role in developing a vision for the existing site and surrounding area in collaboration with OSMH and the Ministry of Health. A first step will be to engage OSMH and health professionals with a stake in the site to discuss the facilities and services that should remain if the hospital relocates and what new facilities, services and complementary land uses should be considered. With an understanding of what a healthcare hub on the site could include, and might require in terms of parking, the City can then engage the broader community in a planning process to identify the range of uses that would be appropriate in the area and the form they could take within a network of streets, pathways and open spaces.



Figure 44. New housing should take a variety of forms to meet the needs of different households and lifestyles.

5/ Enhance CIP programs that encourage upper storey residential conversions and façade improvements

Community improvement plans that offer a suite of financial incentives to stimulate building improvements and development generally can have a major impact on downtown revitalization. Orillia's Downtown Tomorrow Community Improvement Plan (DTCIP), adopted in 2016, has led to significant improvements to many buildings, including façade refreshes and interior renovations to create residential units. Building on the success of the current slate of financial incentives, the City should consider the following enhancements and modifications to existing DTCIP programs to recognize the impacts of inflation on construction projects as well as the positive impacts DTCIP-supported projects have on the Downtown economy and the City's long-term finances:

- Increase the total program budget and maximum grant amount for the Feasibility/Design Study Grant Program. The 2023 budget for this program was \$10,000 and the maximum grant amount is \$5,000, which may be adequate incentive to commission drawings of a façade improvement or upper floor renovations. To encourage feasibility studies for brownfield redevelopments, including phase II environmental assessments and risk assessments, which are costly, the maximum grant for these types of studies should be increased to \$15,000. To support more than one such study in a year, as well as design work for small-scale projects, the total program budget should be increased to \$40,000, at least on a trial basis.
 - Increase the maximum grant amount for façade improvements from \$5,000 to \$10,000 and for façade improvements to designated heritage buildings to \$15,000. To support at least four grants each year, the total program budget should be increased to at least \$40,000. To ensure façade improvements reinforce Downtown's historic character, improvements should be approved for grants only if they maintain and do not conceal the original building materials, or replace them with something similar.
 - Increase the maximum grant for building improvements from \$25,000 to \$30,000 and the total program budget to \$120,000.
 - Given the need for housing, the Residential Type I Grant Program's total budget should be increased to at least \$120,000, and the maximum grant per property should be increased from \$30,000 to \$40,000.
- In addition, to encourage the development of vacant or underutilized lands, particularly brownfield sites, the City should consider adopting one of the following programs, as generally outlined in the 2016 Downtown Tomorrow Community Improvement Plan:
- Brownfields Tax Assistance Program. This program would reduce or cancel municipal property taxes on a new development for up to three years. The education property tax could also be reduced or canceled subject to the approval of the Minister of Finance.
 - Tax Increment Grant Program. Under this program, the increase in municipal property taxes resulting from a new development would be refunded annually, either at a consistent rate of 70% for ten years or a declining rate that starts at 90% and decreases by 10% each year. For developments involving the remediation of contaminated lands, the annual grant could be as high as 100% over a 10-12 year period.
 - Similar programs to those above have been implemented successfully in several Ontario cities facing the challenge of redeveloping former industrial lands. The City of Guelph, for example, leveraged \$33 million in tax increment grants over a five-year period to attract more than ten times that amount in private investment. As a result, 29 hectares of contaminated lands were remediated, 830 residential units were built and the City saw an annual increase in tax revenues of \$3.4 million.



Figure 45. Façade improvements enhance the appearance of Downtown and can result in increased property tax revenues.

6/ Ensure an adequate supply of parking to support residential intensification

Downtown Orillia's grid pattern of streets and blocks and its compact mix of land uses make it generally easy to get around on foot. Many existing residents of the Downtown area, however, own and use cars either for their day-to-day activities or occasional travel to other parts of Orillia and beyond. The City should work with building owners and developers to ensure an adequate supply of parking to support residential intensification, as the lack of overnight parking may discourage some Orillians from choosing to live Downtown. The lack of available parking may also present an additional barrier to the creation of new housing in the Downtown core. Actions to ensure an adequate supply of overnight parking could include:

- Acquiring new land and/or designating additional portions of existing municipal parking lots for overnight resident parking. Overnight resident parking lots or parking areas should be located in or close to the Downtown core. Where feasible, the City should consider installing covered structures to allow these parking spaces to be used throughout the year, including during snow removal periods.
- Encouraging the use of reduced, shared and blended parking requirements. As applications for development come forward, the City should encourage and help facilitate the use of existing provisions in the City's zoning by-law that 1) allow parking required in the Downtown Area Overlay Zone to be provided on another lot within 150 metres and 2) allow cash-in-lieu of required parking. Additionally, the City should consider updating the zoning by-law to allow for required parking to be calculated on the basis of occupancy rates by time of day for different uses. To enhance the image of Downtown and the pedestrian experience, existing and new parking lots should be paved, landscaped and lighted.

To enhance the image of Downtown and the pedestrian experience, existing and new parking lots should be paved, landscaped and lighted.



Figure 47. Parking lots should be landscaped to reduce their impact on the public realm and to reduce stormwater runoff.



Figure 46. Designating more covered parking spaces for permitted residential parking can help to alleviate the challenge of accommodating parking for rehabilitation projects.

7/ Work with Lakehead University, Georgian College, the DOMB and landowners on strategies to bring more students Downtown

More than 3,000 students are enrolled at the Orillia campuses of Lakehead University and Georgian College, and both institutions aspire to grow. Post-secondary institutions can play a pivotal role in bolstering downtowns, especially in small and mid-sized cities. However, as both institutions are located on the outskirts of town, except Lakehead's facilities for its Faculty of Education at Heritage Place, their benefit to Downtown Orillia is less significant and direct.

The City should work with these institutions to bring more students Downtown, both as visitors and potentially as residents. As a short-term initiative, the DOMB could work with student associations and local businesses to plan events and programming that would draw students Downtown and showcase what Downtown has to offer. This should include activities during orientation week and others throughout the school year.

The City should also play a role in facilitating the development of student housing Downtown, which could include apartment-style housing delivered by the private sector, potentially in association with Georgian College and/or Lakehead University.

As more students choose to make Downtown their home, there may be demand for student amenity space, such as a social hub, which could be located within a new student housing development or in an existing building in the core. A social hub could provide self-service lounge space for getting together with friends and studying, as well as space that can be booked for events run by the student association or student clubs.

Improved transit connections to the Georgian College and Lakehead University campuses will be key to bringing more students Downtown to visit and live. The City should work with Orillia Transit and student associations to understand how transit services could be made more convenient for students, which could include adjustments to existing routes and schedules, or potentially an express shuttle offered by Orillia Transit or the institutions.



Figure 49. As Lakehead and Georgian continue to grow, there will be more demand for student housing. Better transit connections would make living Downtown more attractive to students.



Figure 48. Flexible student activity space for casual gathering and organized events could increase the student presence Downtown.

8/ Transform the Farmers' Market

As one of the longest-running farmers' markets in Ontario, the Orillia Farmers' Market is a major Downtown attraction and part of the City's cultural fabric. The Market supports local farmers, encourages healthy eating, fosters a sense of community, and draws people to Downtown, who may then visit and help sustain Downtown businesses.

The Market's new home at Orillia Public Library was purpose-built. However, after a temporary set-up in the parking lot at City Hall, some vendors chose not to return, and instead established the Orillia Fairgrounds Farmers' Market at ODAS Park. With vendors split between two markets, the Orillia Farmers' Market is seen as less dynamic and lively than it once was.

Efforts should be made to attract new vendors and former vendors to the Orillia Farmers' Market to increase its vitality and reinforce its historic role in the city. This could include working with the Orillia and District Arts Council to develop an Artisan Market as a secondary component. While this would expand the Market's draw, primary producers should continue to constitute the majority of vendors so as to maintain the Market's designation under the Farmers' Markets Ontario organization.

Initially, an expanded Orillia Farmers' Market can continue to be accommodated within Market Square. As demand warrants, the segment of West Street North between Mississauga Street and Colderwater Street could be temporary closed to vehicular traffic using moveable planters, allowing booths and other market activities to extend into the right-of-way.



Figure 50. An expanded Farmers' Market could spill out into Peter Street.

9/ Work with Rama First Nation to identify opportunities to recall, acknowledge, and celebrate Indigenous culture and history

As opportunities for new public art, parks and open spaces, and other public realm improvements emerge through the implementation of this Plan and more generally, the City should consult and work with Rama First Nation to reflect Indigenous culture and history through the design of public realm improvements, naming and interpretation.

As an immediate opportunity, the City should work with Rama First Nation and Saint James' Anglican Church to reinterpret the history of Chief William Yellowhead, as told on the Chief's headstone in the churchyard. This should include an accurate account of the band as the initial settler of Downtown Orillia, and the Europeans' efforts to force the band to relinquish their lands. Chief Yellowhead's burial site should be better marked to encourage passersby to learn about this history.



Figure 51. Marker Trees are coaxed to grow at 90 degrees as a form of Indigenous navigation (Trillium Park, Toronto).

10/ Work with the Orillia & District Arts Council, the DOMB, and property owners to make underutilized spaces available to artists and community groups

Arts and culture are intrinsic to the identity of Downtown Orillia. Public art adorns Mississauga Street, while the Orillia Museum of Art and History and Moose Factory of Orillia anchor the Peter Street Arts District, which features galleries, art supply stores, and other creative businesses. Arts and culture, in fact, contributes significantly to Orillia's economy, creating jobs and attracting visitors.

The availability of suitable and affordable space is key to sustaining and expanding the role of arts and culture Downtown. The City should work with the Orillia & District Arts Council, the DOMB and property owners to make underutilized spaces available to artists and under-resourced community groups.

Renting studio space is not only cost-prohibitive for many artists and creative entrepreneurs, but committing to the long-term leases that commercial property owners typically require can also be a challenge. In some cases, property owners may choose to keep commercial spaces vacant to avoid the obligations that come with having tenants or to deduct rental losses from their taxes.

To overcome this conundrum, where there are vacant spaces despite there being demand, some communities and non-profits have taken on the role of brokering short-term license agreements between building owners and artists, which avoids the costs and obligations of conventional leases. While the tenant benefits from what is typically a cheaper rental rate over a shorter term, the building owner maintains the prospects of longer-term leases at market value. The building owner may also benefit from the natural surveillance and security that a tenant provides, lower insurance costs and potentially lower maintenance requirements.

As a pilot initiative, the City, DOMB and Arts Council should coordinate to identify a supportive property owner and a local artist and negotiate a license agreement for the use of a vacant space. An upper floor of a building on Peter Street or Mississauga Street would be ideal for a pilot, but a space anywhere in or surrounding the Downtown core would be appropriate. If the pilot is a success and there is demand for studio space based on consultation with the Arts Council and local artists, the City should coordinate with the DOMB to map vacant space suitable for short-term studios Downtown, including light industrial spaces.

11/ Upgrade Mississauga Street

In 2019, the City prepared the Downtown Orillia Streetscape Improvement Plan to inform the future detailed design and reconstruction of Mississauga Street and key cross streets, which have begun to show signs of age and are in need of repair. An improved streetscape along Mississauga Street – the heart of Orillia – has several benefits: improving accessibility; promoting sustainability; creating an attractive setting for existing and new retail; and refreshing the character and image of Downtown. Following on the heels of the Centennial Drive project, the City should make the rebuilding of Mississauga Street, which will occur in phases, its highest priority major public realm project.

The existing streetscape of Mississauga Street features mature trees that contribute to the main street's strong sense of place and provide shade in the summer. Although the roots of these trees have caused the streetscape to "swell" in certain locations, opportunities to retain the mature trees should be explored as the project advances through detailed design. Additionally, the detailed design of the streetscape should consider additional opportunities to expand outdoor dining (see [Strategic Initiative 13](#)).



Figure 52. Some creative industries contribute to a vibrant arts and culture scene but are more suited to makerspaces farther from Mississauga Street.

12/ Integrate public art into the design of streetscape and open space improvements

Public art shapes how we experience and enjoy the city in countless ways. Public art can teach and reinforce ideas around local history and culture, it can act as a landmark or wayfinding tool, it can encourage us to reflect, or it can simply be interesting to look at. More and more, public art is designed to be interactive, fulfilling its purpose when we climb it, touch it, sit on it or engage with it in some other way.

Orillia already stands out as a city that has embraced the value of art in the public realm, especially along Mississaga Street. In collaboration with the Orillia and District Arts Council and local artists, the City should continue to integrate public art into the design of streetscape and open space improvements. As the redesign of Mississaga Street advances through detailed design, opportunities to embed public art in paving, furnishings and intersection treatments should be considered.

Public art in less well-travelled places, such as alleyways that connect Mississaga Street to surrounding parking areas, also can create unexpected moments of beauty and should be encouraged (see [Strategic Initiative 15](#)). This could include vibrant murals and/or public art installation fixed to walls. Other priority locations for public art include along the waterfront and within new parks and open spaces that are developed to support the residential intensification of Downtown.



Figure 53. Murals can bring much needed colour to a city, especially in the winter months.

13/ Continue to support outdoor dining

Initially implemented in the midst of the pandemic as a lifeline for Downtown businesses, Orillia's "See You on the Patio" program has been a tremendous success and continues to take place on Fridays and Saturdays throughout the summer, in coordination with street closures and live music. Given the power of patios to enliven Downtown streets, the City should continue to support outdoor dining. Working with the DOMB, the City should gauge interest from Mississaga Street businesses in operating patios throughout the week during the summer months, either within the public boulevard where there is sufficient space or within on-street parking spaces. If there is sufficient interest, the City could develop simple guidelines for typical patio placements and configurations to ensure that patios are safe, accessible and attractive and don't obstruct pedestrian movement.

The City should also consider creating a publicly accessible outdoor patio area along Mississaga Street where people can enjoy take-out meals or simply hang out. The entrance to Municipal Lot #5 and adjacent laneway would be an ideal location for an outdoor dining area, as it is one of few gaps in the otherwise consistent urban fabric between Andrew Street and Front Street. The laneway adjacent to the Plum Loco store could be partially closed if access to the buildings at the rear could be provided from Lot #5. With the elimination of four to five parking spaces on the west side of the lot, this would create enough space for an outdoor dining area with artificial turf grass, picnic tables with umbrellas, trees within planter pots, garbage receptacles, and ambient lighting. A more permanent condition could be implemented with the planned upgrades to Mississaga Street.



Figure 54. Artificial turf, picnic tables, and umbrellas is a low-cost way to test a public improvement project before investing in permanent infrastructure.

14/ Coordinate and extend shopping hours

The opening and closing times of businesses in Downtown Orillia vary widely. While some business owners set limited store hours to suit their lifestyle, others may wish to extend their hours but struggle to find and retain staff. Greater consistency in store hours will help attract and retain regular shoppers and promote casual shopping that will benefit Downtown businesses broadly. A main street with unpredictable and uncoordinated store hours will struggle to compete with shopping centres and big box stores where opening and closing hours are predictable and consistent.

The DOMB should work with Downtown merchants to convey the impact and collective benefit of longer, coordinated store hours. This could include inviting store owners who do stay open later in the evening to speak to how it has benefitted their businesses. Ultimately, the DOMB should aim to have store owners commit to staying open until 9:00 p.m. at least one night per week, and until 6:00 p.m. on the remaining weekday evenings.

Additionally, the DOMB should encourage business owners to extend their store hours during special events. The City should regularly update the DOMB on upcoming events and, where possible, communicate the anticipated economic impact in order to highlight the opportunity.

The DOMB should also consider implementing a marketing strategy aimed at recruiting new businesses that by their nature draw people in the evenings, such as restaurants and bars. Such businesses will contribute to more foot traffic spread throughout the day, which may encourage business owners to stay open later more naturally.

The DOMB should also work with the student services departments at Georgian College and Lakehead University to promote available job opportunities at Downtown businesses. This would also expose more post-secondary students to Downtown's offerings and encourage them to spend more time Downtown.

15/ Enhance key passageways and other connections to parking lots

Many of Downtown Orillia's municipal parking lots are linked to Mississaga Street by pedestrian or vehicular passageways. Passageways are often forgotten spaces in the urban environment and are sometimes perceived as unsafe. In Downtown Orillia, narrow, poorly lit passageways dissuade pedestrians from using them to access the municipal parking lots located off Mississaga Street.

With some care and investment, passageways can be transformed into important components of the public realm network to not only increase walkability but to also create distinctive experiences not offered elsewhere in the city. As Downtown's passageways vary in width, scale, and function, the necessary improvements and opportunities for placemaking will also vary. Beginning with City-owned passageways that connect to municipal parking lots, the City should consider the following enhancements:

- Naming and marking passageways. Many of Downtown's passageways are signed with "Walkway to P". Working with a committee, the City should develop names for Downtown's passageways and install identifying signs, suggesting they are more than just passageways.
- Introducing lighting. Where the objective is to deter potential crime and encourage pedestrian use, this could include pedestrian-scale wall lamps. At other locations, LED lights strung overhead can create a distinct ambiance.
- Installing public art. Public art is typically located at prominent, highly visible locations where more people will have the opportunity to enjoy it. However, it can also be a pleasant surprise to come across public art in an unexpected location like a passageway. The walls of abutting buildings provide ample opportunities for murals. Public art could also include artwork affixed to buildings, artistic lighting installations or, depending on the width of passageway, sculptures situated in the passageway itself.
- Introducing street furniture. Benches or moveable chairs and tables could be situated towards the opening of certain passageways to create intimate rest areas along Mississaga Street.
- Incorporating vegetation. Adding plants to passageways is a quick and relatively low-cost approach to improving their appearance. In wider passageways, this could include plants in moveable planter pots or boxes. In narrower passageways, planter boxes could be affixed to the walls of abutting buildings.

Enhancing privately owned passageways will, of course, require cooperation and coordination with building owners. Successful improvements to City-owned passageways can be used to demonstrate the benefits of investing in these underutilized parts of the Downtown.



Figure 56. Public art, ambient lighting, and seating can transform passageways into new public spaces.

16/ Improve active transportation connections to the Orillia Recreation Centre

Opened in 2019, the Orillia Recreation Centre is a new major destination and node of activity in the Downtown. Improvements to the cycling network recommended in the City's Multi-Modal Transportation Master Plan that enhance connectivity to the Orillia Recreation Centre should be considered a top priority for funding and implementation. Specifically, this includes implementation of separated bike lanes along West Street, the most direct route between the north and south ends of the city, which also passes through the Downtown core and intersects with other existing and potential cycling routes. Intensification in South Downtown (see [Strategic Initiative 3](#)) provides further rationale for prioritizing this component of the cycling network. An ecological restoration and public access plan for the Rexton Property and adjacent train station site (see [Strategic Initiative 23](#)) will create additional opportunities for more direct cycling connections between the ORC and the waterfront. Bicycle parking hubs should be built in a prominent location near the building's entrance to offer secure and covered parking. Similar structures could be provided at other key nodes in the Downtown.



Figure 57. Ample secure and covered parking encourages people to get around by bike.

17/ Enhance the Colborne Street and Coldwater Street streetscapes as development comes forward

Coldwater and Coldwater Streets have assumed a service-oriented and thru-traffic function. They have wider roadways and provide frequent access points to parking lots; as a result, they are not very pleasant streets to walk along. As key places of arrival in Downtown and direct connections to the waterfront, they should be made more attractive and inviting to pedestrians and cyclists.

Wholesale improvements like those planned for Mississaga Street are not feasible or necessary on Coldwater Street and Colborne Street. Since they are bordered by several vacant or underutilized properties, the City should seek to implement streetscape improvements incrementally as applications for new developments come forward, with the City stepping in to fill gaps, particularly across public lands. Streetscape improvements should include a wider boulevard to accommodate trees and landscaping, street furniture, and other streetscape elements. New development may need to be set back from the property line to provide sufficient space for the various components of an attractive, pedestrian-friendly streetscape. Figure xx illustrates a conceptual cross-section.



Figure 58. Incremental streetscape improvements will transform Coldborne Street and Coldwater Road from service corridors to proper components of the pedestrian network.

18/ Plant additional trees on neighbourhood streets

As the City moves forward with comprehensive streetscape improvements to Mississauga Street (see [Strategic Initiative 11](#)) and incremental improvements on Colborne Street and Coldwater Street (see xx), ongoing beautification of secondary streets should also be pursued. Simply planting additional trees within the existing streetscapes of streets such as Elgin, Victoria, Albert, Peter and Matchedash would improve the image and character of the neighbourhoods they traverse and Downtown overall. It would also make Downtown more pedestrian-friendly, create natural habitats, provide shade and mitigate the urban heat island effect. New street tree planting can be implemented on a block-by-block basis (rather than along the length of a street) in order to maximize the impacts on a neighbourhood. New street trees should be planted with sufficient soil to ensure full canopy growth.



Figure 59. Street trees have enormous value, especially relative to their cost.

19/ Improve transit connections to and within Downtown

Most Orillians visiting Downtown arrive by car. While Orillia Transit's bus routes provide service to all corners of the municipality, it is challenging for public transit to compete with the convenience that a private vehicle offers: the ability to travel on your own schedule and arrive directly to your destination. At the same time, people's preference to get around by car can deter them from venturing Downtown at all. For example, there is a perceived lack of parking in Downtown Orillia, which results in many people choosing to shop instead at the mall and big box stores where finding parking is more certain. Other people may wish to visit Downtown but are unable to leave their vehicle parked overnight if they have a few drinks with dinner. The City should explore options to improve transit connections to encourage higher visitation from Orillians living beyond the Downtown. This could include some or all of the strategies below.

- Extending transit services later into the evening. The final departure time for Orillia's bus routes is 10:15pm on Fridays and 7:45pm on Saturdays. Transit is not a solid option for people hoping to enjoy an evening Downtown. The City should explore the feasibility of extending transit services later into the evening on these nights, with final departures at midnight, at least. Late night service could be offered initially as a pilot project through the summer months and/or coordinated with special events (e.g., "See You on the Patio") before being extended more broadly, if successful. The City should coordinate with the DOMB to encourage Downtown businesses to develop special programming when late night service is running (e.g., trivia nights, special menus, live music).
- Pilot the Downtown Loop. Orillia's bus routes provide service between the Downtown Terminal and the outlying residential areas; there is no bus route that provides service throughout Downtown. A Downtown Loop could connect key destinations – the Hospital, the Library, the Opera House, the Waterfront, and Orillia Recreation Centre – to the benefit of Downtown residents, Orillians visiting Downtown and tourists.
- Special Event Shuttle Buses. During special events, the City should offer free direct shuttle bus service between central hubs in Orillia's outlying residential areas to the Downtown, allowing people to "park-and-ride" or leave their cars at home altogether. During events that are geared towards students or younger people generally, direct shuttle bus service could be provided from Georgian College and Lakehead University.

Shifting people's travel behavior takes significant time and effort. When implementing transit improvements, the City should allow sufficient time for new services to catch on before determining whether they are successful. Marketing new transit services and coordinating them with events and activities that draw people Downtown will be critical.

20/ Build on the Waterfront Centre to create a multi-purpose recreation hub

Built in 2017 to replace the previous port building that was destroyed by fire, the Orillia Waterfront Centre is a distinctive building serving the transient marina and containing a public lounge. With an addition at the rear of the building and outdoor gathering space, the Waterfront Centre could become a recreation hub, extending its utility through all seasons and drawing more residents and tourists to Downtown. An enhanced Waterfront Centre could include the following elements:

- One or more kiosks for seasonal equipment rentals—bicycles, scooters, kayaks, canoes, inline/ice skates, cross-country skis.
- An information centre for long-distance trail users with maps of the regional trail network and ideas for what they can see and do on their stop in Orillia.
- Covered bicycle repair station.
- A snack bar or café with seating.
- A change room to support a natural skating rink in Centennial Park or a skate trail, as envisioned in the Port Area Public Realm Plan (a natural skating rink could gauge interest in an artificial skate trail).
- An outdoor warming station. A large fire pit or chiminea would act as the focal point of a new gathering place adjacent to the Waterfront Centre and potential skating rink/trail.
- An event space. A second storey on the addition would allow for a rentable community space overlooking the lake, much larger than the existing lounge.

21/ Improve Veterans' Memorial Park

Veterans' Memorial Park, situated along the waterfront between Mississaga Street and Colborne Street, is an attractive public space to pass through or stop for a moment to view the lake. To make the park a place to linger and access the lake, the City should develop and implement a plan to effectively extend the park north to the pier at the foot of Mississaga Street with a landscape that allows people to step down to the lake. Such a feature, at the edge of the proposed civic square where Mississaga Street meets Centennial Drive, would allow people to touch and enter the water, which is difficult and unsafe with the large stones along the existing shoreline. The extended park would also be an ideal location for a kayak launch.



Figure 60. Steps down to Lake Couchiching can provide a new opportunity for people to directly interact with the water.



Figure 61. Enhancing the Waterfront Centre as a multi-purpose recreational hub would encourage healthy and active living throughout the year and create a waypoint along the Simcoe County Loop Trail.

22/ Develop and implement a “sports court plan” for Downtown

As the population of Downtown Orillia continues to grow, additional opportunities for recreation will be required to promote healthy and active living and to make life Downtown desirable for people of all ages and interests. Accommodating sports fields Downtown for baseball, soccer or cricket is unnecessary, but, building on the Parks, Recreation, and Culture Master Plan (PRCMP), the City should develop a “sports court plan” to identify sites for outdoor recreation facilities that are not land-consumptive, namely basketball, tennis and pickle ball courts.

The Orillia Recreation Centre site has the potential to accommodate some outdoor facilities, including one or more basketball courts (and will be home to a skateboard park). Such facilities more centrally located, however, will bring more life to the Downtown core and give teenagers an outlet for their energy and places to socialize across three seasons. City-owned land would be preferred for sports courts, and there may be an opportunity to convert a portion of a municipal parking lot to a basketball court. Short-term leases on vacant private lands not ready for higher and better uses, however, should also be considered for low-cost interim facilities, for example, the Legion Block.

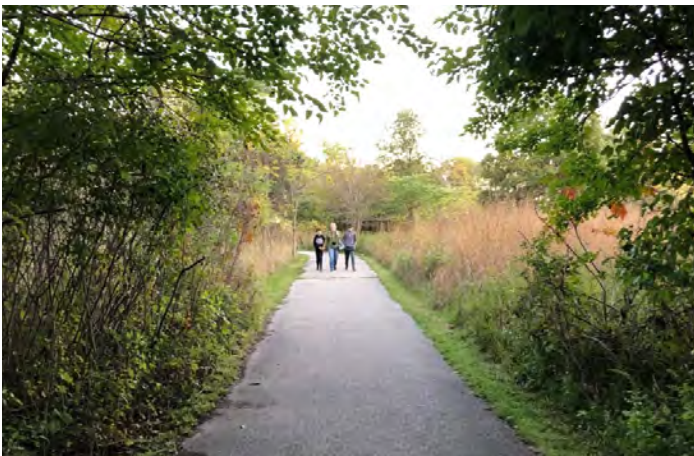


Figure 64. An urban nature park would offer a new form of recreation Downtown and create numerous opportunities for interpretation.

23/ Develop an ecological restoration and public access plan for the Rexton Property

The Rexton Property is one of only a few large tracts of land remaining in Downtown Orillia. As part of its Official Plan Review, the City is undertaking a Natural Heritage System Evaluation Study, which will consider whether the Rexton Property or a portion of it contains natural heritage features or functions that should be protected and enhanced.

If through this process the Rexton Property is redesignated as an Environmental Protection Area or other open space designation, the City should acquire the land or secure use agreements to develop it as a nature park, providing a new type of amenity in the Downtown. Depending on the extent of the property's redesignation, a park at this location could become a strategic link in the city's overall network of parks and open spaces, facilitating connections between Veterans' Memorial Park, Pumpkin Bay, and the residential neighbourhoods along the waterfront and south of Atherley Road.

The City should develop a plan for the future park, which should prioritize naturalization and habitat restoration to protect and enhance natural features while identify areas for public access via lookouts, trails and boardwalks. Where trails are appropriate, they should connect as directly as possible to the surrounding network of streets and trails. Amenities within the park could include picnic shelters and natural playgrounds. If conditions allow, open space for lawn sports like disc golf could be considered. The nature park should also provide educational opportunities and experiences, which could include interpretative panels and public art that tell stories of Orillia's Indigenous history and industrial past.

Through the Natural Heritage System Study, it may be determined that portions of the Rexton Property should not be redesignated as Environmental Protection Areas and instead are still appropriate for mixed use intensification. In this case, the City should work with the landowner to establish development parameters for the remaining portion of the property to optimize its development potential while ensuring compatibility with the surroundings. Depending on the location of any developable land within the Rexton Property, the City should assess the need to continue extending Centennial Drive southward towards Forest Avenue.



Figure 63. Vacant lots that are awaiting redevelopment could be used in the interim for active recreation.

24/ Redesign Library Square and improve its interface with Mississaga Street

Library Square is a relatively recent addition to Downtown's network of parks and open spaces. Tucked between the historic Opera House and the Orillia Public Library, the Square provides a tranquil setting for passive enjoyment – reading a book, having lunch or people-watching.

Usage of the Square is limited by its complicated interface with Mississaga Street, which is the result of grade changes between the Square and the sidewalk below. The combination of ramps, steps, and retaining wall planters used to negotiate the grade changes also limits the permeability of the Square's frontage and its visibility from the street. The public art installations at the edge of the Square create additional physical and visual obstacles.

In the short term, the City should repair the fountain along the Square's edge as a key element of the public space's design; the sound of water falling can help mask low-frequency traffic noise from Mississaga Street, further enhancing Library Square's role as a small refuge in the heart of Downtown.

In the longer term, the Square's relationship with Mississaga should be redesigned with a focus on opening the Square up to the street below physically and visually, while maintaining accessibility for those using wheelchairs and other mobility devices. Clearer sightlines into the Square and greater porosity would invite more people to enjoy this space, which in turn provides passive surveillance to this area. Where possible, mature trees should be retained.



Figure 65. An improved relationship with Mississaga Street and more clearly defined uses would encourage more people to use Library Square.

25/ Build a dog park at the Orillia Recreation Centre

Approximately one-third of Canadian households own a dog, and according to the Canadian Animal Health Institute, this number will continue to grow. An off-leash dog park is an amenity that would make living Downtown attractive for more people and serve all Orillians. Beyond being an amenity for existing and future Downtown residents, dog parks encourage healthy living - for both people and pets - and help to minimize people-dog conflicts (and dog waste) in regular parks.

Foundry Park at Orillia Recreation Centre (ORC) is an optimal location for an off-leash dog park. This former brownfield site features capping and venting methodologies to contain the contaminants within the soil, which allowed the property to be transformed into a safe civic facility and naturalized area. The types of uses permitted at the rear of the ORC are limited to those that will not disturb these remediation features. An off-leash dog park could be designed in such a manner.

As a “destination” dog park, a dog park at the ORC could include more expansive and elaborate facilities that cannot be accommodated in smaller local parks. In time, as the Downtown pet population grows, a smaller dog park for day-to-day use could be developed as a component of new parkland.



Figure 66. Dog parks are a key amenity that future residents of South Downtown will desire.

26/ Attract a new hotel or other unique accommodations to the Downtown

There are limited options for accommodations in Downtown Orillia, especially relative to the range of sights and events that draw visitors. Most accommodations are located on the outskirts of the city where they have little economic spinoff for Downtown shops and restaurants. The recently built Orillia Recreation Centre, which has the capacity to host various sporting events throughout the year, renews the opportunity to attract a hotel to Downtown. The City should encourage developers and hotel operators to explore the potential for a hotel, ideally with meeting space and part of a mixed-use development, with the Legion Block being a prime site but not the only one.

The City should also encourage the rehabilitation of historic Downtown buildings as boutique hotels through the Downtown Tomorrow Community Improvement Plan's Feasibility/Design Study Grant Program and Building Improvement Grant Program.

27/ Develop and implement a four-season tourism strategy

In the summer months, Orillia draws visitors from across the region who come either to attend a special event or simply to enjoy the waterfront and Downtown's shops and restaurants. The City should work with Orillia and Lake Country Tourism and the DOMB to develop a strategy to attract both out-of-town visitors and West Ridge residents to Downtown throughout the year. More tourism activity throughout the year will help sustain existing businesses and create demand for new ones.

The first step is to identify what Downtown offers visitors in the shoulder seasons and in winter and what new attractions should be considered, recognizing that nice restaurants and interesting shops likely will not be enough to grow off-season tourism. The potential for additional cultural events should be explored, including multi-day events that encourage overnight visitation. Permanent winter play facilities, like the proposed skate trail in Centennial Park, should be reconsidered. The modern facilities at the ORC also present an opportunity to expand the City's capacity for sports tourism, which can have a significant economic impact on Downtown, especially if it spurs development of a new hotel.

Once the City's off-season offerings have been enhanced, a tourism marketing campaign aimed at positioning Orillia as a four-season destination will be the next step. The campaign should highlight both cultural and recreation attractions in the City while also promoting Downtown as a base from which to explore the broader region and its attractions, like Horseshoe Valley.



Figure 67. Downtown accommodations are limited, and visitors staying at hotels along the highway contribute less to the Downtown economy. A new hotel in the Downtown could be part of a new development along the waterfront or find a home in rehabilitated heritage building.

28/ Work with Metrolinx to implement seasonal GO Bus service to Orillia

Being less than two hours north of the fast-growing GTA and offering so many attractions, particularly in summer, Orillia has the potential to attract many more day and overnight visitors. In recent years, Metrolinx has implemented seasonal services to popular destinations such as Canada's Wonderland and St. Jacob's Market. The City and Orillia and Lake Country Tourism should work with Metrolinx to establish a pilot project to test the viability of running seasonal service from Downtown Toronto to Downtown Orillia. Ideally, this service would run Friday evenings throughout the summer, returning on Sunday afternoons to encourage longer stays and more visitor spending. The City should also work with the Downtown Orillia Management Board to encourage more Downtown businesses owners and restaurateurs to stay open both evenings on the weekend while the service is running.

29/ Continue to expand and enhance wayfinding

The City has recently implemented pedestrian-scale signage to direct visitors Downtown attractions, such as the Opera House, the Museum of Art and History, and the waterfront. The City should continue to expand wayfinding in the Downtown and improve this signage to indicate walk times. Expressing distance in this manner will encourage more people to explore Downtown Orillia by foot (given a distance in metres or kilometres, many people tend to overestimate the walk time).



Figure 68. Creative lighting is central to a strategy to encourage more people to spend time outside and visit Orillia in the winter.



Figure 69. Wayfinding signage with walking times in minutes is more intuitive and encourages people to make the trek by foot.



Figure 70. Skating trails and ice surfaces drawn families and youth and encourage people to stay active through the winter.

30/ Spice up Downtown and increase pedestrian safety through tactical urbanism

The redesign of Mississauga Street and streetscape improvements along Colborne and Coldwater Streets will take time to implement as they rely on the availability of municipal funding and the timing of new development. In the interim, the DOMB, with support from the City, can pursue low-cost, quick-to-implement, and sometimes temporary public realm improvements that still have the potential to substantially improve the appearance of Downtown and increase pedestrian safety.

Painted bump-outs, for example, can bring more colour to the urban environment while shortening pedestrian crossing distances and calming traffic. Suitable locations for this type of intervention include areas with high-pedestrian volumes such as major Downtown destinations and key intersections. Painted bump-outs at the intersection of Mississauga Street and Peter Street would also reinforce the Peter Street Arts District by conveying that the intersection is the starting point of a unique place. Similarly, boldly painted crosswalks provide an opportunity to celebrate and honour diversity and inclusion in a way that raises drivers' awareness of pedestrians.

The City should also explore low-cost landscaping improvements that would add more vegetation to Downtown streets, especially those with few street trees. This could include moveable, self-contained planter pots or boxes placed between the sidewalk and the curb or at the edges of public spaces and parking lots. In certain locations, the City should consider widening existing tree planting pits for additional perennial and annual plantings. The expanded tree pits should be bordered by new pavers, a low ornamental fence, or similar edge condition to define the planting area, but still allowing for stormwater runoff into the soil.



Figure 71. Brightly painted bump-outs signal to drivers that they must drive slowly and carefully.



Figure 72. The intersection of Peter Street and Mississauga Street is a prime location for low-cost tactical urbanism interventions. Brightly painted crosswalks and bump-outs can enliven the street, increase pedestrian safety, and reinforce the notion of the Peter Street Arts District.

Correspondence # 1



Jack and Maddy <jackandmaddyorillia@gmail.com>

Re: Update from Tourism Simcoe County

15 messages

Downtown Orillia Board <board@downtownorillia.ca>

Fri, Feb 2, 2024 at 11:49 AM

To: Michael Fredson <michael@manticorebooks.ca>, Ruth Howorth <ruth.howorth@sunraygroup.ca>, Jeff G <jeff@gilbertguitars.com>, Megan Murray <jackandmaddyorillia@gmail.com>, "eat@rusticapizzavino.com" <eat@rusticapizzavino.com>, Doug Cooper <doug@provenancecommissary.ca>, darcy macdonell <dupontfarmhouse@gmail.com>, JM BANKS <jenniemy@rogers.com>, David Campbell <dcampbell@orillia.ca>

Ruth just sent this link for the Simcoe County grants. What are our thoughts for what project we want to think about for this. The deadline is a bit tight for us, but we can spitball some ideas and talk about it at the meeting on the 20th. I can look over the grant application and have most of the details ready to go so we can get it in on time.

Cheers,
Michael

----- Forwarded message -----

From: **Tourism Simcoe County** <tourism@simcoe.ca>

Date: Thu, Feb 1, 2024 at 7:59 AM

Subject: Update from Tourism Simcoe County

To: <ruth.howorth@sunraygroup.ca>

[View this email in your browser](#)



FEBRUARY 2024



The 2024 *Tourism, Culture & Sport Enhancement Fund* is now open!



Apply Now!

The objective of the County of Simcoe Tourism, Culture and Sport Enhancement Fund is to support and enhance tourism, culture, and sport in Simcoe County through:

- Investing in initiatives that promote awareness, access, participation and appreciation of the diverse tourism, culture, and sport offerings within the County of Simcoe
- Encouraging industry collaboration and partnerships
- Enhancing the visitor experience by supporting innovative and accessible programming
- Contributing to the County of Simcoe's overall economic health and sense of place

[READ THE GUIDELINES HERE](#)

FUNDING STREAMS

APPLICANT ORGANIZATIONS MAY SUBMIT ONE APPLICATION



TRAILS INFRASTRUCTURE

Funding to support the fabrication and installation of trails and cycling infrastructure.

APPLY NOW



SIGNAGE

Funding to support the fabrication and installation of trails and cycling infrastructure.

APPLY NOW



MARKETING

Funding to support tourism marketing campaigns.

APPLY NOW



PUBLIC ART & BEAUTIFICATION

This stream provides funding to help drive community vibrancy and development.

[APPLY NOW](#)



RESEARCH

Funding to support fees related to Tourism research programs.

[APPLY NOW](#)



WORKFORCE DEVELOPMENT

Funding to support hosting programs to engage and/or educate tourism, culture, or sport operators, which in turn will enhance the overall visitor experience.

APPLY NOW



SPORTS TOURISM

Bid funding to attract significant sporting events, which attract participants and spectators to travel to the host community with the intention of being involved in a sporting event, and generate the potential for overnight stays in Simcoe County.

APPLY NOW

**Thank you for your interest. We
look forward to hearing from
you!**

If you have any further questions, please do not hesitate to reach out by e-mailing us at tourism@simcoe.ca

DOBIA CORRESPONDANCE #2

From: Janette MacDonald <janette@mi-cnx.com>
Sent: Thursday, February 15, 2024 2:01:01 PM
To: Michael Fredson <michael@manticorebooks.ca>
Subject: Gift Card for Orillia

Hi Michael:

Such a pleasure "meeting" you this morning. In my humble, if biased, opinion I think a Miconex Local Gift Card Program would meet many of the BIA's needs as we discussed, to bring trust and build relationships with your membership and provide them data and metrics to back up your actions and efforts. Congratulations for your devotion and tenacity.

I have attached a few documents for your perusal along with a link to our [website](#) with further case studies and a short video.

The costs as we discussed are:

One time Launch Fee; \$12,950.00 plus HST

Monthly fee: \$900.00 (we have some wiggle room there.)

Load fee of \$1.25 per card.

A dedicated Growth Manager who basically becomes part of your team for ongoing guidance on growing the program, corporate sales etc.

The dashboard with the redemptions and over spend provide you with a simple method to provide real time reports to demonstrate your return on investment. (The secret sauce IMHO.)

No fee for members to participate, no special equipment required. The only cost is the negotiated interchange rate they have negotiated with their POS provider.

Your launch package includes 2500 branded Gift Cards and 2500 Branded carriers. 100 window decals, access to our ecommerce site for sales and so much more.

I am more than happy to answer any questions that arise at any time and virtually attend a board meeting if you feel that is appropriate. I will hold March 19th at 5:30 in case.

Best regards,

Janette.

**Janette
MacDonald**

Business Development
Manager - Canada

[Click here to schedule a
meeting with me](#)

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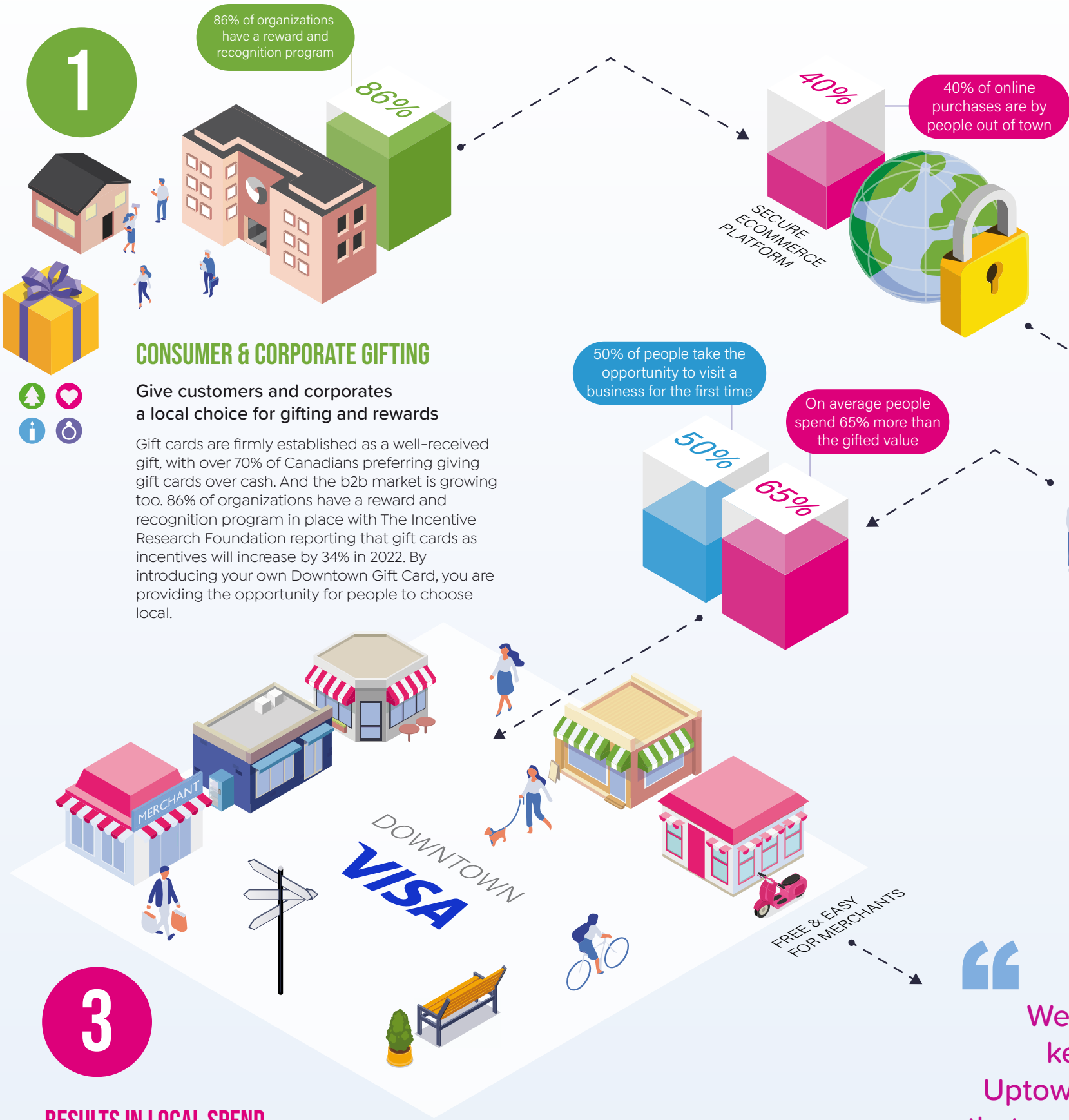
Powered by Visa.
Easy for businesses.
Loved by customers

The Downtown Gift Card program is a way to unite all types and sizes of local businesses behind a single gift card, allowing you to showcase your community and what makes your place special and unique.

With your own local gift card, you can make loving local easy and desirable, provide measurable support for your business community, and keep money locked into your area. And, as Downtown Gift Cards work through the Visa network, merchants don't need any additional equipment or training to take part.

Making your gift card free and easy for businesses to accept means you'll be able to bring a good number and range of them on board, including retail, hospitality, leisure, accommodation and services. Customers spend their gift card as easily as a credit or debit card, spreading the benefit of shopping local right across your downtown core.

A tried and tested local currency program active right across Canada and the USA, Downtown Gift Cards bring communities together to not only survive, but truly thrive.



Click here for more information on how our Downtown Gift Card program works



We acknowledge the importance of keeping local dollars local and the Uptown Saint John Gift Card lets us do that easily and effortlessly. These make great gifts for anyone, anytime.

Shawn Verner, owner of The Cask & Kettle Irish Gastropub in Saint John.



SETUP & LAUNCH

Our experienced implementation team has helped to launch **over 120 local gift card programs worldwide** over the past 4 years. Our aim is to do as much of the heavy lifting as possible, so you can focus on communicating with your key stakeholders, such as businesses, customers and the local community, getting everyone on board in time for the launch of your gift card.

TECHNICAL PROGRAM SETUP

Working with our program partner, Visa, we set up your unique Restricted Access Network on the Downtown Gift Card system.

This enables us to use the existing Visa network to create your new local currency, a pre-loaded Visa which can only be spent at your registered businesses.

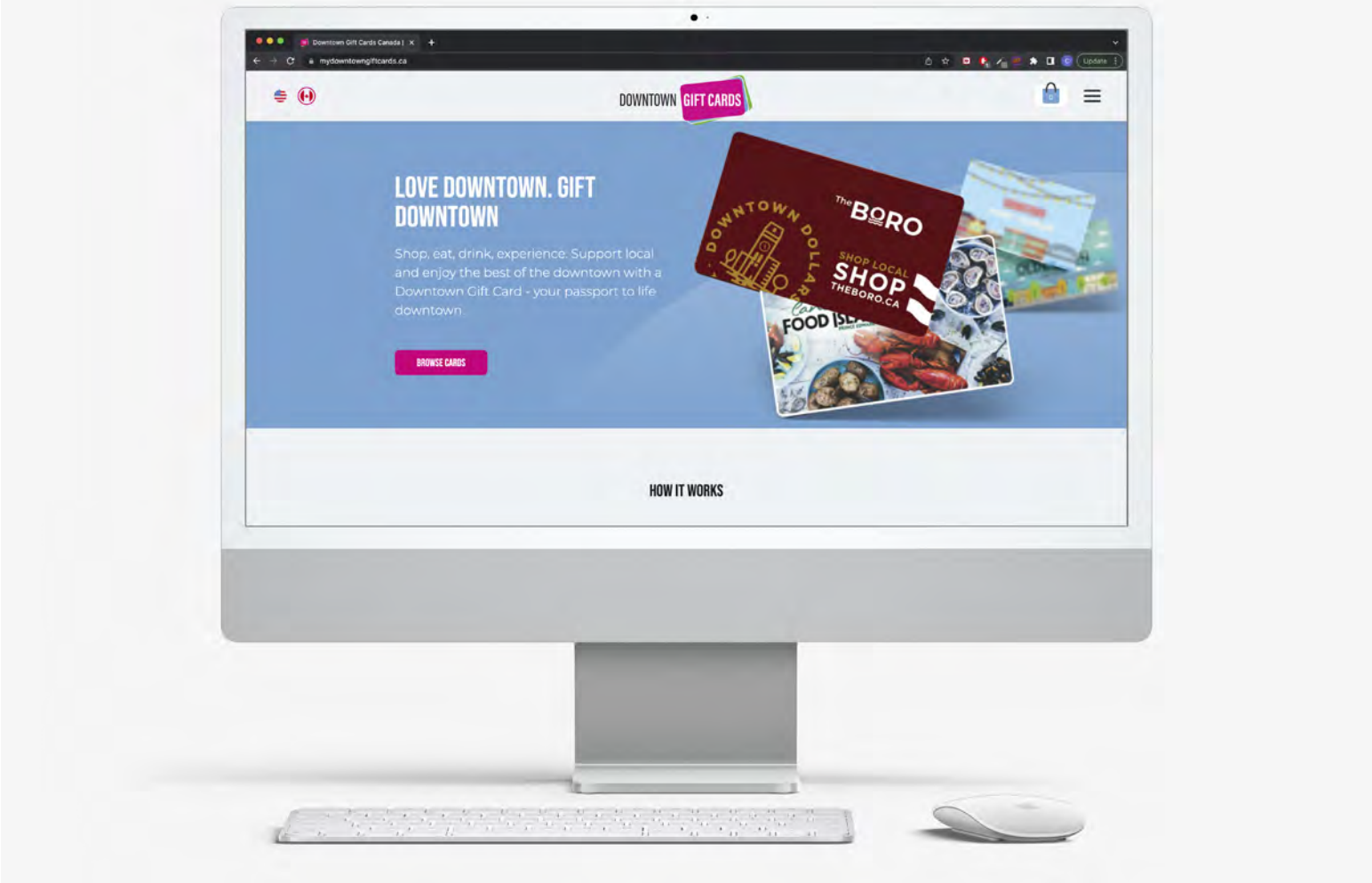
DELIVERABLE:
Program setup on payment systems.

PRODUCTION OF GIFT CARDS & CARD HOLDERS

Miconex coordinates the production of your encoded gift cards and holders, providing design templates and example designs, making it easy for you to design your own unique product.

We then work with our Visa approved printers to produce your cards and card holders.

DELIVERABLE:
2,500 gift cards and gift card holders.



LOAD THIS CARD

‘Load This Card’ enables customers to pick up a gift card in store and then load it later via the www.loadthiscard.com website. Once loaded, the card is immediately live and can be gifted to friends, family or colleagues. We include 1,000 envelopes as part of the setup package and deliver these to you ready to go.

We also help to identify suitable, compliant collection points.

DELIVERABLE:
Load This Card envelopes designed, printed and delivered, product setup on Load This Card site.

E-COMMERCE SETUP

Miconex has developed a highly effective e-commerce platform: www.mydowntowngiftcards.ca which enables customers from around the world to purchase your gift card. We will work with you to create a full product page on the site, designed to compliment your card design. You can control the text, images, blogs and videos.

DELIVERABLE:
Product ready for sale online.

PR AND LAUNCH PLANNING

Our Client Success Team will help you plan for a successful launch, working with you on your PR and marketing plans, and sharing examples from across our growing network of existing programs. We will also help to promote your launch across all of our channels.

DELIVERABLE:
Press release and launch plan.



“The new Uptown Waterloo Dollars Gift Card is seamless for us as a business as it links straight to our sales points.”

Alnoor Keshvani, owner of Loop Clothing in Uptown Waterloo.



BUSINESS ONBOARDING

Miconex set up a fully-branded landing page, where your merchants can register to accept the gift card, that includes full program information and Frequently Asked Questions.

We will also provide a registration card and training so that you are able to onboard merchants in person.

DELIVERABLE:
Merchants onboarded ready to accept payment.

PROMOTIONAL MATERIALS

It’s important that your gift card program is as visible as possible, as it not only helps cardholders to see where they can spend their cards but also promotes your program at the same time.

We design and produce window stickers and a giant prop card for photoshoots.

DELIVERABLE:
100 window decals and giant prop gift card.



SUPPORTED SUCCESS

CLIENT SUCCESS PROGRAM

Our Client Success Program keeps getting better as we learn from our fantastic clients across North America, the UK and Ireland. We love to ‘borrow with pride’, sharing best practice, and providing marketing assets and PR support to help you to grow your gift card sales.

At monthly webinars we focus on different thematic and seasonal opportunities, such as weddings, Mother’s Day, corporate rewards, social media advertising and group gifting etc. We then follow up with related marketing assets, and tips and tricks

CLIENT REQUIREMENTS:

Consumer and corporate marketing.

E-COMMERCE AND BULK ORDERS

Our experienced staff manage all consumer and bulk orders for you from our fulfilment suite. This includes customer service, loading and packing cards, and managing postal services.

CLIENT REQUIREMENTS:

None, Miconex takes care of this.



CARDHOLDER AND MERCHANT SUPPORT

Cardholders can check their balance any time via getmybalance.com and cardholders and merchants are further supported by a 7 day a week call centre.

CLIENT REQUIREMENTS:

None, Miconex takes care of this.

PROGRAM LICENSE AND FUNDING

Ongoing use of the Visa gift card platform which underpins your Downtown Gift Card program. Miconex also manages program funding to ensure available funds are always available to load cards.

CLIENT REQUIREMENTS:

None, Miconex takes care of this.

PAYMENT PROCESSING & CARD LOADS

Miconex manages the relationship with online payment providers to ensure gift cards can be purchased online. We pick up all costs relating to this service in addition to the load fees incurred every time a gift card is loaded with value.

CLIENT REQUIREMENTS:

None, Miconex takes care of this.

REPORTING

Access to a suite of reporting enabling you to understand sales performance and in which businesses the cards are being redeemed.

CLIENT REQUIREMENTS:

None, Miconex takes care of this.

CASE STUDIES

Your gift card has to work for your BIA or Chamber, but it also has to work for your merchants, and for their customers too.

Downtown Gift Cards provide measurable support for your business community, lock in spend locally and create an unbeatable local offer that is appealing to a wide range of customers. Here’s what our clients had to say:



“We used the Canada Food Island Gift Card from Miconex to increase incremental consumer spend, increase Prince Edward Island, Canada’s Food Island brand awareness, and engagement, and provide Covid-19 recovery support for local businesses. It’s a fool proof way to encourage people to support and buy locally, using innovative thinking to drive economic results.”

Crystal MacGregor, Director of Communications & Marketing, Food Island Partnership.



“Miconex’s Downtown Gift Card program has been a game changer for us. We wanted to move away from the paper money program which was incredibly time consuming as well as a security risk. But more than that, we realized that to compete in the growing gift card market as well as with the likes of Amazon we had to offer an attractive alternative, and one that was local.

Our new gift card is super easy. It can be used on universal terminals, which was a major selling point for us. It’s incredibly easy to manage, seamless and our customers love it.”

Terry Guiel, Executive Director, Peterborough Downtown Business Improvement Area.



We decided to make the switch to a new Downtown Gift Card program because it significantly streamlines the process for both consumers and participating businesses.

Barbara Maly, Executive Director of Downtown London BIA.



“As a small business owner, I can say from first-hand experience how hard it has been for businesses. Community unity is vital for Sudbury’s recovery, the Downtown Sudbury Gift Card from Miconex allows us to support merchants by giving them another revenue stream, and capitalize on the emigration from nearby cities. We’re positioning Sudbury for the future.”

Kyle Marcus, managing director at Downtown Sudbury BIA.



“Businesses are still very much in the pandemic recovery phase and we need to continue to be there for them. The Uptown Waterloo Dollars Gift Card from Miconex is a great option for gifts, and for employers to buy for their staff so they can show their support for local.”

Tracy Van Kalsbeek, Executive Director at Uptown Waterloo Business Improvement Area (BIA).

DOWNTOWN GIFT CARDS



BY MICONEX

Miconex works with business communities across the USA, Canada, the UK and Ireland to help drive local spend using an easy to deploy local currency

For more information, please contact Miconex:

Email: giftcardsca@mi-cnx.com

Visit: mydowntowngiftcards.ca

Simple Pricing

- Set-up fee: \$12,950
 - Monthly fee: \$535 + \$1.25 per participating merchant
 - Per card loaded: \$1.25
- (Includes 2,500 cards and card holders)

Welcome

The Orillia Police Services Board is pleased to present this Parade Permit Application Form designed to assist you and your team as you plan and prepare for this special parade event.

The information requested by the Orillia Police Services Board and the Ontario Provincial Police in the application form will be used to determine your eligibility for the parade permit requested. It is important to note that parade permits are required in accordance with [By-law number 2016-01](#).

The application form must be completed and returned to the Orillia Police Services Board's Office **at least 60 days prior** to the proposed parade event date.

In accordance with the *Municipal Freedom of Information and Protection of Privacy Act*, personal information is collected under the authority of the *Municipal Act*, 2001, S.O. 2001, C. 25, and will be used for the purpose of the issuance of the parade permit. For more information about this collection or assistance in completing the parade permit, please contact:

Ashley Stafford, Executive Assistant

Orillia Police Services Board

50 Andrew Street South, Suite 300

Orillia, Ontario L3V 7T5

Phone: 705-558-9550

Fax: 705-325-5178

astafford@orillia.ca

Applicant Information

Applicant Name *

Orillia Canada Day Inc.

Street Number and Street Name *

PO Box 2133 L3V 6R9

Apartment (if applicable)

City, Town or Reserve *

Orillia

Province, Territory or State *

ON

E-Mail Address *

orilliacanadaday@gmail.com

Phone No. *

7052599590

Organization Information

Name of Organization *

Orillia Canada Day Inc

Street Number and Street Name *

PO Box 2133 L3V 6R9

Apartment (if applicable)

City, Town or Reserve *

Orillia

Province, Territory or State *

ON

E-Mail Address

orilliacanadaday@gmail.com

Phone No. *

705259

Parade Event Information

Purpose of Parade *

To Celebrate Canada Day n the City of Orillia.

Proposed date of parade *

7/1/2024 

Parade Start Time *

12:00 PM 

Formation Area *

Albert St N & South, Mississaga St from Albert to Wyndott St. We would also consider formation area at City Hall as it would be better for flow of traffic, but are not sure if that would increase the number of paid duty officers.

Assembly Time *

11:00 AM 

Dispersal Area *

Centennial Drive, Canice St, Brant St, Couchichiching Beach Park

Parade Completion Time (estimated) *

01:30 PM 

Location of Viewing Stand (if applicable)

N/A

Parade Route (describe in words) *

Parade Starts on Mississaga St at Albert St and Proceeds towards Centennial Dr.
Alternate Route would be starting at Andrew St S and Colborne St W proceeding to Mississaga St W and turning right towards Centennial Dr.

Describe all authorized banners, placards, flags or insignia to be used by the parade participants *

Canadian Flags, Sponsor and Participant banners with company logos, Orillia Canada Day banner.

Components of Parade:

Number of Persons on Foot	Number of Trucks	Number of Motorcycles	Number of Horses
<input type="text" value="150"/>	<input type="text" value="35"/>	<input type="text" value="5"/>	<input type="text" value="10"/>
Number of Bands	Number of Non-Motor Vehicles	Number of Automobiles	Number of Floats
<input type="text" value="5"/>	<input type="text" value="20"/>	<input type="text" value="35"/>	<input type="text" value="10"/>
Number of Bicycles	Number of Other Animals	Number of Other Vehicles	Other (specify)
<input type="text" value="10"/>	<input type="text" value="0-5"/>	<input type="text" value="0-5"/>	<input type="text"/>

Do you require OPP Paid Duty Officers? *

- ☒ Yes
- ☐ No

If yes, please complete the [OPP Paid Duty Officer Form](#) and email the completed form to opp.orillia@opp.ca.

Chief Marshal and Alternate Contact Information

Name of Chief Marshal or Person in Charge of Parade *

Brian Hare

Street Number and Street Name *

97 Dunlop St

Apartment (if applicable)

City, Town or Reserve *

Orillia

Province, Territory or State *

ON

E-Mail Address *

orilliacanadaday@gmail.com
brianehare@gmail.com

Phone No. *

7053259925

List names, addresses, e-mail and phone numbers of alternative contacts

Name of Alternate Contact #1

Crystal Cabural

Street Number and Street Name

1-190 Memorial Ave

Apartment (if applicable)

City, Town or Reserve

Orillia

Province, Territory or State

ON

E-Mail Address

crystal@functional-fitness.ca

Phone No.

705-238-3744

Name of Alternate Contact #2

Street Number and Street Name	Apartment (if applicable)
<input type="text"/>	<input type="text"/>

City, Town or Reserve	Province, Territory or State
<input type="text"/>	<input type="text"/>

E-Mail Address	Phone No.
<input type="text"/>	<input type="text"/>

Name of Alternate Contact #3
<input type="text"/>

Street Number and Street Name	Apartment (if applicable)
<input type="text"/>	<input type="text"/>

City, Town or Reserve	Province, Territory or State
<input type="text"/>	<input type="text"/>

E-Mail Address	Phone No.
<input type="text"/>	<input type="text"/>

Certificate of Commerical Liability Insurance

Important: Please include the following as additional insured:

The Corporation of the City of Orillia
50 Andrew Street South, Suite 300, Orillia, Ontario, L3V 7T5

The Orillia Police Services Board
50 Andrew Street South, Suite 300, Orillia, Ontario, L3V 7T5

The Ontario Provincial Police (OPP) including the Orillia OPP Detachment Commander and all Auxiliary Police Officers
1 University Avenue, Orillia, Ontario, L3V 0Y7


Name of Insurance Company *	Policy Number *
<input type="text" value="Co-Operators"/>	<input type="text" value="4001604481"/>

Street Number and Street Name *	Apartment (if applicable)
<input type="text" value="18 West St N"/>	<input type="text"/>

City, Town or Reserve *	Province, Territory or State *
<input type="text" value="Orillia"/>	<input type="text" value="ON"/>

E-Mail Address	Phone No. *
<input type="text" value="shaw_insurance@cooperators.ca"/>	<input type="text" value="705-325-2511"/>

Please attach the certificate of commercial general liability insurance *

File Name
<div> 2022COI-CityofOrillia.pdf</div> <div>54.8 KB</div>

Declaration

[By-law Number 2016-01](#) of the Police Services Board for the City of Orillia is attached to this parade permit application. Please read the by-law carefully before signing this application.

I confirm that I have read, understand, accept, and agree to abide by the provisions contained within [By-law Number 2016-01](#) of the Police Services Board for the City of Orillia. The foregoing details are true and accurate description of the proposed parade presented in accordance with the provisions of this By-law.

Name of Applicant *

Brian Hare

Position of Applicant in Organization *

Committee Member

Date of Application *

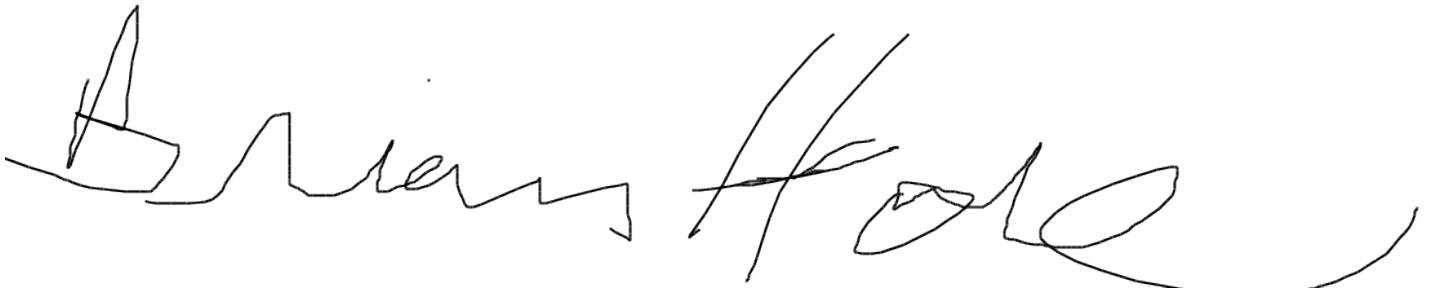
2/14/2024



Residence Phone / Business Phone *

705-325-9925

Signature of Applicant *



Parade Agreement and Indemnity

I, having carefully and completely read [By-law Number 2016-01](#) of the Police Services Board for the City of Orillia:

Do solemnly promise and agree in consideration of the Board's granting permission to hold a parade in accordance with my application, to assume complete legal liability and responsibility for the conduct of such parade and to observe and be bound by all the provisions of the said By-law and by the terms and conditions in the formal written permission for such parade.

I further promise and agree to indemnify and save harmless the Corporation of the City of Orillia, the Orillia Police Services Board, the Ontario Provincial Police (OPP) including all Auxiliary Police Officers, and the Orillia OPP Detachment Commander, for all claims, actions, lawsuits, and legal proceedings, providing that this indemnity shall not apply to wrongful acts, or negligent actions of omission or commission, by the persons indemnified in this agreement.

Name of Applicant *

Brian Hare

Date of Application *

2/14/2024



Signature of Applicant *

Brian Hare

Thank You

Any questions or concerns relating to your parade permit application may be directed to:

Ashley Stafford, Executive Assistant

Orillia Police Services Board

50 Andrew Street South, Suite 300

Orillia, Ontario L3V 7T5

Phone: 705-558-9550

Fax: 705-325-5178

astafford@orillia.ca

Any Questions or concerns relating to your policing requirements may be directed to:

Municipal Administrative Sergeant

Ontario Provincial Police - Orillia Detachment

1 University Avenue

Orillia, Ontario L3V 0Y7

Phone: 705-326-3536

Fax: 705-325-7725

Certificate of Insurance

This is to confirm to: **The Corporation of the City of Orillia (Also listed as additional insured on the policy)**

**50 ANDREW ST S STE 300
ORILLIA, Ontario, L3V 7T5**

The insurance afforded under the policies listed below are subject to the terms, conditions and exclusion of the applicable policy. This certificate is issued as a matter of information only and confers no rights on the holder and imposes no liability on the Insurer. This certificate does not amend, extend or alter the coverage afforded by the policies listed below.

The Insurer will endeavour to mail to the additional insured specifically named on this certificate 30 days' written notice of any material change in or cancellation of these policies, but assumes no responsibility for failure to do so.

That policies of insurance as herein described have been issued to the Insured named below and are in force at this date.

The limits shown below may have been reduced by paid claims and are in Canadian dollars.

Policy Information	Policy Number 4001604481		Effective Date: April 19, 2022 Expiry Date: April 19, 2023	
	Primary Insured Name ORILLIA CANADA DAY INC.			
	Address PO BOX 2133 STN MAIN			
	City ORILLIA	Province ON	Postal Code L3V 6R9	
Policy Operations	Operations to which this certificate applies:			
	Description			
	Fireworks display - Recreation			
	Civic,community, special interest (non-medical) associations or groups - Member Org. Special events NOC - parades etc. - Recreation			
Liability Information	Liability Coverages to which this certificate applies:			
	Commercial General Liability Policy - Occurrence Basis	Co-insurance	Deductible	Limit
	Bodily Injury And Property Damage Liability			
	Each Occurrence Limit	-	-	\$10,000,000
	Products-Completed Operations Aggregate Limit	-	-	\$10,000,000
	Each Occurrence Deductible - Property Damage	-	\$1,000	-
	Medical Expense	-	-	\$25,000
	Personal And Advertising Injury Liability	-	-	\$10,000,000
	Tenants' Legal Liability	-	\$1,000	\$2,000,000
CGL Included Coverages	Liability Coverages to which this certificate applies:			
	Commercial General Liability Policy - Occurrence Basis includes the following:			
	Bodily Injury and Property Damage including:			
	<ul style="list-style-type: none">• Broad Form Products and Completed Operations• Broad Form Property Damage• Blanket Contractual Liability• Contingent Employers Liability• Additional Insured as required by contract• Other Insurance Clause - Primary and Non-contributory if agreed by a written contract for the additional insured.• Owners and Contractors Protective• Severability of Interests, Cross Liability			
Non-Owned Automobile Liability	Liability Coverages to which this certificate applies:			
	Non-Owned Automobile Liability	Co-insurance	Deductible	Limit
	Non-Owned Automobile Liability	-	-	\$2,000,000
	Legal Liability For Damage To Hired Vehicle Endorsement	-	\$1,000	\$100,000
	Contractual Liability Endorsement	-	-	-
	Excluding Long Term Leased Vehicle Endorsement	-	-	-

**Representative
of the Insurer**

Date: June 16, 2022

Authorized Representative of the Insurer: Mike McLaughlin

Agency Office: SHAW INSURANCE/FINANCIAL SERVICES INC AO73437

**130 MACDONELL STREET
GUELPH ON N1H 6P8
PHONE (519) 824-4400
FAX (519) 826-0925
www.cooperators.ca**

MINUTES

Minutes of the Regular Board Meeting of the Downtown Orillia Business Improvement
Tuesday, November 21, 2023

Present: Michael Fredson, In the Chair
Jeff Gilbert, Vice Chair
Councillor David Campbell
Megan Murray, Director
Darcy Macdonell, Director

Absent: Jenna French, Director
Doug Cooper, Treasurer

Open Session

Chair- Michael Fredson

Call To order

The meeting was called to order at 5:41PM.

Approval of Agenda

Moved by Jeff Gilbert, seconded by Megan Murray

THAT the agenda for the Downtown Orillia Business Improvement Area Board meeting held on Tuesday, November 21, 2023, be approved as distributed.

Carried

Disclosure of Interest

None declared.

Deputations

Ellen Wolper, Owner of Paper Kapers re – Communications and newsletters

Closed Session Items

None.

Reports

Moved by Megan Murray, seconded by Jeff Gilbert

“THAT the resignation of Stevie Baker and Kaylea McCarron as appointed Directors of the Board of Management for the Downtown Orillia – Business Improvement Area (DOBIA) be hereby received;

AND THAT Section 3 of Board Policy 4.15.1 with respect to conducting a by-election be waived in order to facilitate filling of these vacancies by way of an application and nomination process, there being a lack of support staff to conduct a by-election process and no alternate nominees from the 2022 acclaimed DOBIA election;

AND THAT interested and eligible members of the DOBIA be invited to submit a City of Orillia Application for Boards and Committees by midnight on December 1st, 2023, to provide information related to eligibility, experience and/or interest in serving as a Director on the Board;

AND THAT a special meeting of the DOBIA Board be held on December 5th, 2023, a portion of which shall be held in closed session, to consider all applications received by the deadline and to nominate and make recommendations to City Council for appointments for the remainder of the term to expire November 14, 2026.

Carried.

Moved by Jeff Gilbert, Seconded by Darcy MacDonell

THAT the Financial Report dated October 17, 2023, for the period from September 20, 2023, to October 16, 2023, be received as presented.

Carried.

Moved by Jeff Gilbert, seconded by Megan Murray

THAT the Financial Report dated November 21, 2023, for the period from October 17, 2023, to November 20, 2023, be received as presented.

Carried.

Moved by Megan Murray, Seconded by Darcy MacDonell

THAT Michael Fredson, Chair, be directed to register the Downtown Orillia BIA with OBIAA's Main Street RM;

AND THAT the onboarding process commence in January 2024, with timelines for this process to be finalized and reported once the OBIAA has been engaged;

AND THAT associated costs with the project be approved in an amount not to exceed \$2200.00 plus applicable taxes

Carried.

Moved by Megan Murray, seconded by Darcy MacDonell

THAT the Parking Advisory Committee be received.

Carried.

Moved by Darcy MacDonell, seconded by Jeff Gilbert

THAT the Transit Advisory Committee report be received.

Carried.

Moved by Jeff Gilbert, seconded by David Campbell

THAT the report of the Passport Parking App Ticket Validation Program be received as information.

Carried.

Correspondence Items

Correspondence- Action Items

Deputation Motions

Moved by Megan Murray, seconded by Jeff Gilbert

THAT the deputation from Ellen Wolper regarding the communication and newsletters be received as information.

Carried.

Date of Next Meeting

Tuesday, January 16, 2024 at 5:30PM in the DOBIA Boardroom, DOBIA Office.

Adjournment

Moved by Darcy MacDonell, seconded by Jeff Gilbert

THAT the meeting be adjourned.

Carried

Meeting adjourned at: 7:20PM

Michael Fredson,
Chair

DRAFT

MINUTES

Minutes of the Special Meeting of the Downtown Orillia Business Improvement
Wednesday, December 6, 2023

Present: Michael Fredson, In the Chair
Jeff Gilbert, Vice Chair
Councillor David Campbell
Megan Murray, Director
Darcy MacDonell, Director

Absent: Jenna French, Director
Doug Cooper, Treasurer

Open Session

Chair- Michael Fredson

Call To order

The meeting was called to order at 5:39PM.

Approval of Agenda

Moved by Jeff Gilbert, seconded by Darcy MacDonell

THAT the agenda for the Downtown Orillia Business Improvement Area special meeting held on Wednesday, December 6, 2023, be approved as distributed.

Carried

Disclosure of Interest

None declared.

Reports

1. Acting Secretary

Moved by Darcy MacDonell, seconded by David Campbell

THAT, in the absence of paid staff in the Downtown Orillia BIA office, the Board appoint Megan Murray, Director as acting secretary for all regular and special meetings of the Board of Directors.

Carried.

2. Tree Lighting

Moved by Megan Murray, Seconded by Darcy MacDonell

THAT, the Downtown Orillia BIA Board of Directors approve Megan Murray, Director, to engage the services of North Pro Home & Cottage Services to replace/repair the lights in the trees on Peter St. as per their quote #244 for a maximum of \$4364.

Carried

Date of Next Meeting

Tuesday, January 16, 2024, at 5:30PM in the DOBIA Boardroom, DOBIA Office.

Adjournment

Moved by Megan Murray, seconded by Darcy MacDonell

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 5:52PM

Michael Fredson,
Chair

MINUTES

Minutes of the Regular Board Meeting of the Downtown Orillia Business Improvement Area for
Monday, January 22, 2024

Present: Michael Fredson, In the Chair
Jeff Gilbert, Vice Chair
Councillor David Campbell
Megan Murray, Secretary
Darcy MacDonell, Director
Jenna French, Director
Doug Cooper, Director
Ruth Howorth, Director
Jennie May Banks, Director

Absent: Doug Cooper, Treasurer

Open Session

Chair- Michael Fredson

Call To order

The meeting was called to order at 2:09PM

Election of a Chair

Moved by Darcy MacDonell, seconded by Ruth Howorth

THAT, the Downtown Orillia Management Board appoint Michael Fredson as Chair of the Board for the 2025 term in accordance with DOBIA Policy Manual Section 105.2.2 and Chapter 105.2.3 of the Municipal Code.

Carried.

Approval of Agenda

Moved by Jennie May Banks, seconded by Jeff Gilbert

THAT, the Downtown Orillia Management Board approve the agenda for the January 22, 2024, meeting. With the following amendments, that the year on the meeting date be changed from 2023 to 2024 and that the meeting time be changed from 1:30PM to 2:00PM

Carried.

Disclosure of Interest

None declared.

Deputations

None.

Minutes

Moved by Jennie May Banks, seconded by Darcy MacDonell

THAT the approval of the minutes will move to the next regular meeting.

Carried.

Closed Session Items

None.

Correspondence Items

1. Mayor Don MacIsaac re – Tag Days

Moved by Jenna Clarke, seconded by Ruth Howorth

THAT the Downtown Orillia Management Board receive the correspondence from the Office of the Mayor – re 2024 Tag Days as information.

Carried.

2. County of Simcoe Community Safety Initiative re – Orillia Expansion of CSCSI

Moved by Jennie May Banks, seconded by Ruth Howorth

THAT the Downtown Orillia Management Board receive the correspondence regarding the County of Simcoe Community Safety Initiative as information.

Carried.

Correspondence- Action Items

1. Assistant Clerk re – 2024 Meeting Information, Committee Meeting Dates & Election of the Chair for 2024

- a. Election of the Chair

- i. Moved by Ruth Howorth, seconded by Jenna Clarke

THAT, the Downtown Orillia Management Board appoint Jeff Gilbert as Vice-Chair of the Board for the 2024 term in accordance with DOBIA Policy Manual Section 105.2.2 and Chapter 105.2.3 of the Municipal Code.

Carried.

- ii. Moved by Ruth Howorth Fredson, seconded by Jenna French

THAT, the Downtown Orillia Management Board appoint Megan Murray as Secretary for the 2024 term in accordance with DOBIA Policy Manual Section 105.2.2 and Chapter 105.2.3 of the Municipal Code.

Carried.

- iii. Moved by Ruth Howorth, seconded by Jennie May Banks

THAT, the Downtown Orillia Management Board appoint Darcy MacDonell as Treasurer of the Board for the 2024 term in accordance with DOBIA Policy Manual Section 105.2.2 and Chapter 105.2.3 of the Municipal Code.

Carried.

b. Committee Meeting Dates

Moved by Megan Murray, seconded by Ruth Howorth

THAT, the Downtown Orillia Management Board hold its 2024 regular monthly board meeting on the third Tuesday of each month at 5:30PM with the exception of December.

Carried.

Moved by Ruth Howorth, seconded by Jennie May Banks

THAT the Downtown Orillia Management Board receive the correspondence regarding Meeting Information and have elected a chair, vice-chair, treasurer, and secretary and created a meeting schedule for the 2024 year.

Carried.

Reports

1. Financial Report

Moved by Ruth Howorth, seconded by Darcy MacDonell

THAT the Financial Report dated January 22, 2024 for the period of Nov 21, 2023, to January 17, 2024, be received with the amendment of the Minus HST Discount Column total changed from \$1915.94 to \$3044.62.

Carried.

2. Transit Advisory Committee Report

Moved by Jeff Gilbert, seconded by Darcy MacDonell

THAT the Transit Advisory Committee report be received.

Carried.

3. Main Street Construction

Moved by Jenna Clarke, seconded Jennie May Banks

THAT the Downtown Orillia Business Improvement Area support the plan to move forward with the recommended timeline for the Downtown Main Street Construction;

AND THAT, the BIA be provided an opportunity for input on the detailed design for the Main Street Construction.”

Carried.

4. Working Groups

Moved by Ruth Howorth, seconded by Darcy MacDonell

THAT the report on Working Groups be received;

AND THAT a DOBIA Governance Working Group be struck on January 22, 2024, for a period of one year consisting of Darcy MacDonell, Megan Murray, Michael Fredson, and Jennie-May Banks.

AND THAT a 2024 Events Working Group be struck from January 22, 2024, to February 12, 2024, to determine the schedule and suggest future event working groups consisting of Darcy MacDonell, Michael Fredson, Ruth Howell, and Megan Murray that will meet on Thursday January 24, 2024, at 4PM.

Carried.

5. Event Planning

Moved by Megan Murray, seconded by Ruth Howorth

THAT the report on Event Planning be received.

Carried.

6. Downtown Dollars

Moved by Megan Murray, seconded by Jennie May Banks

THAT the report on Downtown Dollars be received as information.

Carried.

7. Patty Hayes, Page by Page Consulting – Training for Governance and Events

Moved by Megan Murray, seconded by Ruth Howorth.

THAT the report regarding Patty Hayes, BIA consultant for DOBIA Training for Governance and Events be received.

Carried.

8. Website Calendars

Moved by Megan Murray, seconded by Ruth Howorth

THAT the report regarding Website Calendars be received.

AND THAT the Event Working Group be tasked with organizing the process for calendar submissions.

Carried.

9. OBIAA Client Relationship Software

Moved by David Campbell, seconded by Jeff Gilbert

THAT the report regarding the OBIAA Client Relationship Software be received as information.

Carried.

10. Snow Removal

Moved by Jennie May Banks, seconded by Ruth Howorth

THAT the report on Snow Removal be received as information.

Carried.

Deputation Motions

1. Moved by Darcy MacDonell, seconded by Ruth Howorth

THAT the deputation regarding the Orillia 55+ Ontario Winter Games be received.

Carried.

Moved by Jeff Gilbert, seconded by Jennie May Banks

That the DOBIA will provide a maximum amount of \$8000 in event specific Downtown Dollars to be used to supplement above the existing budget of \$16000 from the Orillia 55+ Ontario Winter Games.

Carried.

Date of Next Meeting

Thursday, January 25, 2024, at 1:00PM in the DOBIA Boardroom, DOBIA Office.

Adjournment

Moved by Ruth Howorth, seconded by Jeff Gilbert

Seconded:

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 5:31PM

Michael Fredson,
Chair

MINUTES

Minutes of the Special Meeting of the Downtown Orillia Business Improvement Area
Thursday, February 1, 2024

Present: Michael Fredson, In the Chair
Jeff Gilbert, Vice Chair
Councillor David Campbell
Megan Murray, Secretary
Darcy Macdonell, Treasurer
Ruth Howorth, Director
Jennie May Banks, Director

Absent: Jenna French, Director
Doug Cooper, Director

Open Session

Chair- Michael Fredson

Call To order

The meeting was called to order at 11:34AM.

Approval of Agenda

Moved by Ruth Howorth, seconded by Jennie May Banks

THAT the Downtown Orillia Business Improvement Area approve the agenda for the Thursday, February 1, 2024, meeting as distributed.

Carried

Reports

Moved by Darcy MacDonell, seconded by Jeff Gilbert

THAT, the following working groups be struck and work within the mandates set out as follows:

- a) Events 2024 working groups
 - i. To operate from January to December 31, 2024
 - ii. To work with community organizations and interested stakeholders to facilitate events held within the Downtown Orillia BIA
 - 1. Seasonal and Holiday Events

- i. Megan, Jennie May, Ruth
- 2. July 5-7 Mariposa Folk Festival/Vintage Market (Partial Closure)
 - i. Jeff and Michael
- 3. Aug 17, Sustainable Orillia & Night Market, West to Albert
 - i. David and Michael
- 4. August 24 Car Show & Starry Night, Full Closure, then Peter St.
 - i. Jeff, Doug, Michael
- 5. See You on the Patios- (Saturday Nights)
 - i. Darcy
- 6. Tie In Chamber of Commerce Events
 - i. Ruth, Jennie-May and Michael

AND THAT Working groups will provide a monthly report to the regular Board Meetings

Carried.

Date of Next Meeting

Tuesday, February 20, 2024, at 5:30PM in the DOBIA Boardroom, DOBIA Office.

Adjournment

Moved by Ruth Howorth, seconded by Jennie May Banks

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 12:41PM

Michael Fredson,
Chair

REPORT # 2

Financial Report:

- Michael has set up a meeting with Mitchell from the City to get access to their online tool for financial reporting. Going forward we will have access to the City's system that will allow us to have an accurate financial picture of what is coming in and going out of our accounts.
- For now, here is the financial recording as we have done it previously.

January 18th, 2024 to February 15th, 2024

Invoice From	Amount	Minus HST Discount	Purchase Description	Date	Account	Invoice #	P/O Number
Ontario's Lake Country	\$1,117.57	\$989.00	Visitor Guide Half Page ad (unpaid from 2023)	9/13/2023	DMB ADM GEN ADV Promotion	4461	86008
Co-Op Parking	\$240.00	\$240.00	Parkings spots for Oct, Nov, Dec 2023	11/20/2023	DMB GEN ADM GEN BENEFITS	695361	86007
Canadian Tire Gas Bar	\$100.00	\$88.50	Gas for Truck	1/19/2024	ADM Gen Mtce Serv Vehcl		M/C
Canadian Tire Gas Bar	\$100.00	\$88.50	Gas for truck	2/1/2024	Adm Gen Mtce Serv Vehcl		M/C
Microsoft	\$11.53	\$10.20	365 Licenses	2/3/2024	Adm Gen Office Supplies		M/C
Microsoft	\$18.08	\$16.00	365 License	2/3/2024	Adm Gen Office Supplies		M/C
Creative Nomad Studios	\$1,237.01	\$1,094.70	Office/Storage rent	2/9/2024	DMB General Office Lease	INV-167	
Canadian Tire Gas Bar	\$100.00	\$88.50	Gas for truck	2/9/2024	Adm Gen Mtce Serv Vehcl		M/C
Imperial Coffee	\$654.95	\$579.60	Garbage bags for downtown bins	2/9/2024	Adm Gen Mtce Serv Equip		M/C
Adobe	\$14.68	\$12.99	Adobe Lightroom subscription	2/10/2024	Adm Gen Office Supplies		M/C
TOTAL	\$3,593.82	\$3,207.98					

REPORT #3

Michael Fredson, re: Learning Socials

- Michael has met with Wendy Timpano from the CDC regarding collaborating on doing some learning socials where we could have BIA members learn some new business skills
- Michael's points to Wendy were that the CDC does a lot of great work with seminars, but a lot of them are higher level planning/strategic learning skills; businesses downtown need more exact, how-to skills. Think strategic versus action planning.
- Wendy was incredibly receptive to this idea and is going to bring it back to her Board to plan. They have most of this year laid out, and they are going through a bit of a staffing change over this year, so they might not be able to accommodate anything happening too early, but Wendy thought it would be great to get this happening. She did want to know whether the Board would be open to inviting businesses from outside of our BIA (but within their area of operations) and are not part of another BIA. Michael thinks that this is an opportunity for a good networking for our BIA, and a potential recruitment tool for businesses to want to come to downtown if the opportunity present itself for them.
- Michael's thought for one of the first ones would be one on staffing. A lot of businesses know they need to hire people, but what about how-to schedule properly, how-to hire for skills that you as the business owner might be lacking (ie, if you're great at customer service, hire an admin person, not a customer service person), etc. It could also provide an opportunity to get a lot of businesses together and maybe we all have part-time employees that wanted/needed more hours, and they could network and work at multiple stores throughout the downtown. Future ones could be about proper merchandising, or how-to do great window displays, etc.

REPORT #4

Michael Fredson, re: Miconex Downtown Gift Cards

- Michael met with Janette from Miconex on Thursday, February 15th, 2024
 - Janette is their Business Development Officer, and has worked in London's BIA, plus been on the Board of Directors at OBIAA. She won a lifetime achievement award through OBIAA. Basically, she "gets" BIA's and started working for Miconex because she wished she had a program like this when she worked at her BIA.
 - They provide physical gift cards with our branding on them; they are going digital this year with the ability to load into Apple Wallet/Google Pay. They are also implementing their system into the "Load your Card" program at places like Shoppers, Costco, etc.
 - If a store takes a VISA card, you can accept this card; immediate payments into your account just like a credit card. There is an online balance finding website.
 - Backed by government regulations, no dormancy fees or loss of balance on cards
 - Data, data, data; everything regarding these cards is measured and reported on. We would have an absolute ROI to what the program is costing us. It even tracks overspending (ie., somebody used a \$50 gift card, but actually spent \$150 at the business)
 - Peterborough implemented this program in 2020. They have loaded over \$720k onto their cards!!!!
 - \$13,000 startup, plus \$900 monthly admin/VISA costs
 - Miconex will allow us to amortize over a few years to spread the cost over a few budget years. They do not charge interest on this service.
 - Initial fee provides:
 - 2500 branded cards
 - branded card carriers/envelopes
 - 100 window decals
 - promo cards to promote the sale of cards
 - 12 week implementation plan with rep's from Miconex
 - Client Growth Manager that reviews our programs to help focus on what's working/what's not
 - There is a \$1.25 loading fee. This fee can be passed onto the purchaser, or we can cover the cost of it; we can choose when to do this or not, say at the Black Friday Sale. Fees to the store are the same as any credit card usage. Cards can be loaded for \$5 up to \$500
 - They can produce campaign codes (such as at the Winter Games) to track spending for specific event sales, as well as online sales that offer discounts (Black Friday Sale)
 - The cards are geofenced to only work within a particular boundary. You cannot buy this and go spend it at Walmart.
 - Can not be stressed enough, that the big, big, big advantage of this is the data. The ability to report on how much of an impact the Downtown Dollars program has on driving sales to businesses would be a huge win to show what our BIA can do to bring customers downtown. This can also be an incentive to bring more members into the BIA.
 - Other BIA's have been successful in accessing grants/municipal help with the cost of this program. Janette has assisted other BIA's with the grant writing and with working with the municipality to access funds.

REPORT #5

- Working Group Reports
 - Governance
 - We are waiting for the Patty Hayes of Page by Page Consulting action plan to begin meeting around governance.
 - Seasonal Holiday Events
 - Met with Diane from Farmer's Market, Ruth from the DOBIA and Chamber, Megan from DOBIA and Yvonne from Jack and Maddy's to begin working on all street activation plans, easter egg hunt, and sponsorships as well as distribution of responsibilities.
 - Car Show & Starry Nights
 - We have reached out to a contact to inquire about taking over the organization of the Car Show. Michael has talked to Linda Tiffin regarding Starry Night, and she was excited for it to be a great event again this year. A meeting will be planned once we hear back from a few contacts regarding the Car Show.
 - Mariposa Folk Festival & Vintage Market
 - We have our first meeting set up for Tuesday February 27th. Included in the meeting will be two representatives from Mariposa Folk Festival, Michael, and Jeff from DOBIA, and a representative for Pocket Skate. Once we have some initial details about the layout, we will invite some representatives from Peter Street Arts District to get input on what Peter St can do for the event.
 - Chamber Tie-In Event
 - Nothing to report yet, meetings to occur presently.
 - Summer Saturdays
 - Nothing to report.

REPORT #6



Hello Michael

Given that I know that the Orillia BIA is soon going to be searching for a new Executive Director, I thought I'd take the liberty to provide a quote in case you want help with that process. I do this quite frequently as part of my business.

Have a read of the proposal attached and let me know if you have any questions.

I am the Owner of Page By Page Consulting, and I specialize in working almost exclusively with BIAs across the province. I have over 28 years of experience in the industry both in the capacity of Executive Director and as a Consultant. My business focuses on the Community Development work of BIA's and the synergies between businesses and the neighbourhoods in which they operate. My work is geared toward helping the BIAs understand and augment their role in the community, find a stronger voice, plan more effectively and look to the future of our Downtowns and Main Streets. I love to impart my knowledge and lessons learned from doing the job first hand for more than 2 decades and help BIA organizations learn, grow and find more success. The development of relationships and engaged BIAs is the cornerstone of the process that has become my passion and my life's work. While I am not an employment or recruiting agency, I do know every aspect of what it takes to be an Executive Director of a BIA. That's why BIA's ask me to help them with this process and I'd be happy to help you too.



So, How Long Should This Take and What is involved??

A: If we work efficiently and effectively, we can complete the process in a few weeks.

Step 1 - I ask your team to help me fill out a small questionnaire for my copywriter.

Step 2 - Review and approve a professionally drafted job posting for distribution.

Step 3- both you and I share the job posting and leave it up for 2 weeks.

Step 4 - I organize and conduct a maximum of 10 interviews

Step 5 - The Orillia BIA will hire one of the final 2 candidates.



What Does All This Cost?

A: \$1400 + HST No deposit is required if we get right down to it.

Disclaimer: Patty Hayes from Page By Page Consulting has been working in the BIA sphere for 28 years. The results of her consultations are based on her own experiences and opinions only. Any recommendations/suggestions/ opinions expressed are solely my own and should be considered by the client as such. They are not legal opinions and BIAs should consult their own legal advisors and Municipalities where applicable.