



**Beyond Streetscapes, Best Practices for
Recruiting Investment into Your
Downtown**

OMAFRA's Downtown Revitalization (DR) Program

February 6, 2018

Today's Objectives

- Highlight the current business climate, and key trends impacting downtowns
- Discuss experiences of communities currently undertaking investment and business attraction
- Identify tools and resources that you can implement in your community

STAGE I: PREPARATION (2-4 MONTHS)

STAGE II: COLLECT DATA & ANALYZE (4-6 MONTHS)

Market Analysis

Physical Design

Other Research

STAGE III: DEVELOP GOALS & ACTION PLANS (3-4 MONTHS)

Economic
Development

Leadership &
Management

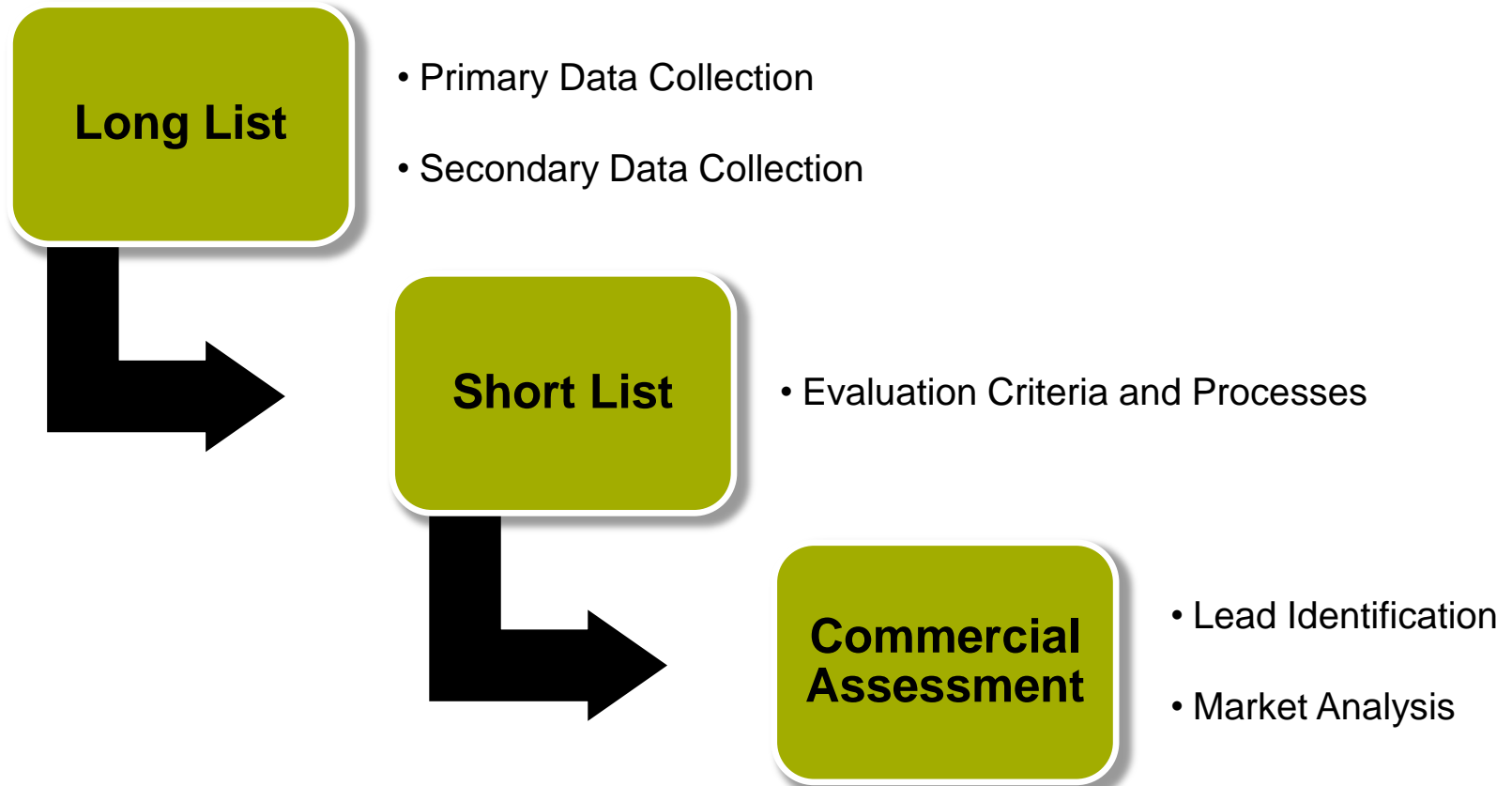
Marketing &
Promotions

Physical
Improvement

Other

STAGE IV: IMPLEMENT & MONITOR (2 YEARS)

DR Tools and Resources: Business Retention and Development



OMAFRA Resources

- Local advisors
- Coordinator's Manual
- Templates and resources
- Training
- Communities of Practice

Downtown Revitalization







Coordinator's Manual

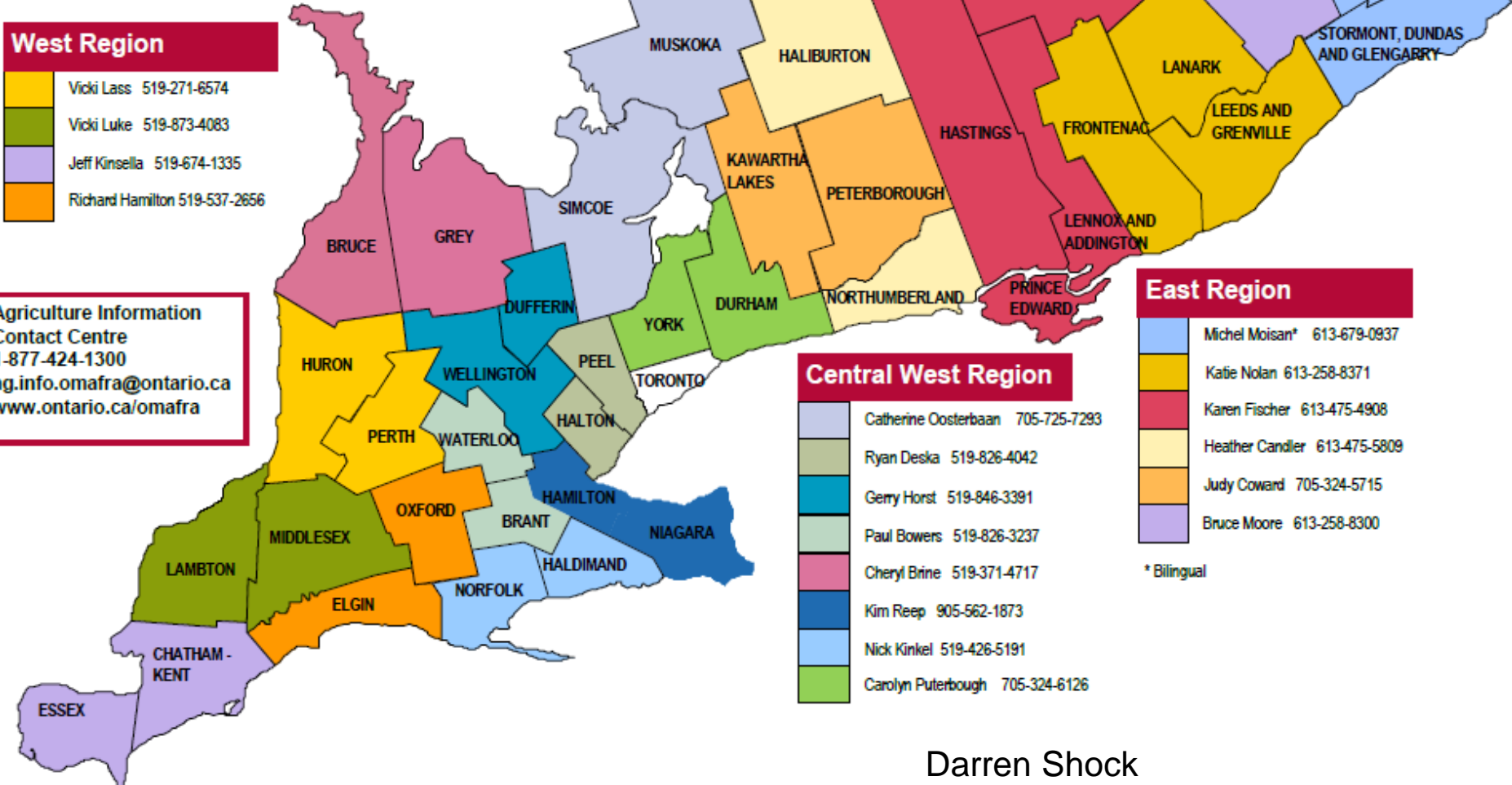


Agriculture and Rural Economic Development Advisors

West Region

	Vicki Lass 519-271-6574
	Vicki Luke 519-873-4083
	Jeff Kinsella 519-674-1335
	Richard Hamilton 519-537-2656

Agriculture Information
Contact Centre
1-877-424-1300
ag.info.omafra@ontario.ca
www.ontario.ca/omafra






East Region

	Michel Moisan* 613-679-0937
	Katie Nolan 613-258-8371
	Karen Fischer 613-475-4908
	Heather Candler 613-475-5809
	Judy Coward 705-324-5715
	Bruce Moore 613-258-8300

* Bilingual

Central West Region

	Catherine Oosterbaan 705-725-7293
	Ryan Deska 519-826-4042
	Gerry Horst 519-846-3391
	Paul Bowers 519-826-3237
	Cheryl Brine 519-371-4717
	Kim Reep 905-562-1873
	Nick Kinkel 519-426-5191
	Carolyn Puterbough 705-324-6126

Darren Shock
Economic Development Specialist
519-826-6634
darren.shock@ontario.ca