

# Economic Development, Tourism and Community Program Action Plan

Action Item	Timeline	Contributing Agencies (if applicable)	Notes for Task Force Consideration (if applicable)
<b>Support the inclusion and amplification of Indigenous initiated events and programs in the downtown, should the Indigenous community choose to do so</b>	Ongoing		
<b>Continue to support residential development in the Downtown, with a focus on infill and intensification</b>	Ongoing		
<b>Leverage community partnerships to make the Downtown a supportive and welcoming environment for post-secondary students</b>	0-6 months		Task Force to make recommendation on the lead / coordination of this initiative
<b>Develop a unified approach to marketing, promotion, and grant writing that supports alignment among downtown stakeholders</b>	0-6 Months		Determine lead and process for coordination
<b>Support the development of a Cultural Hub in the Downtown</b>	0-8 Months		
<b>Support the exploration of a community research hub in the Downtown</b>	0-6 Months		
<b>Support business retention and attraction of new businesses in the Downtown</b>	1-2 Years	Economic Development, Tourism and DBBIA	Refer to Task Force to determine business retention initiatives  Currently there are 30 vacant storefront spaces in the Downtown

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<b>Improve the cleanliness and image of the Downtown, including the language/communication associated with promoting the Downtown core.</b>	0-6 Months		<p>Request a schedule/timeline be included in the Task Force Report regarding the following:</p> <ul style="list-style-type: none"> <li>• Joint Assessment of high priority areas (with DDBIA)</li> <li>• Improvements to the Waste Disposal process downtown</li> <li>• Street-scraping / beautification process</li> <li>• Process for regular Deep Cleaning / Power Washing</li> </ul>
<b>Encourage and support residents, businesses, and institutions to experience the Downtown (and nearby parks) as a unique event and program venue (ex. marathons, pop-up shops, street vendors)</b>	0-6 months		Task Force to review administrative process/fees that create barriers to short-term activity and more effectively communicate solutions (ex. partnering with Neighbourhood Associations)
<b>Complete a downtown street parking analysis, with a focus on ensuring parking options support the vision of a downtown that is connected to the waterfront and the Mohawk Greenwich District.</b>	1-2 Years		<p>Task Force Report to include a timeline of further parking assessments/reviews. Short-term analysis to focus on immediate needs, with future planning incorporating the vision of a 'connected' downtown region.</p> <p>Working Group identified parking studies are underway with the Downtown Revitalization Project, and some actions may be underway</p>
<b>Support and accelerate projects that increase <i>connectivity</i> within the Downtown, between the</b>	1-2 Years		Task Force Report to include a timeline for projects that will support these actions

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<b>Downtown and the Mohawk Mohawk-Greenwich District, and between the Downtown and the waterfront (waterfront park development, active transportation options, directional signage, etc.).</b>			
<b>Develop a Placemaking Funding and Incentive Program to leverage the historical and cultural heritage of the community (interactive displays/apps, history tours, art displays, light shows)</b>	1-2 Years		<p>Task Force to consider a dedicated grant/funding program to facilitate these projects. An identified opportunity includes the re-investment of film production revenue into a dedicated funding source.</p> <p>Specific request to the Task Force to consider how to support / leverage an app being developed by WLU-Brantford to highlight the pre and modern history of the Downtown.</p>
<b>Support transit options that contribute to the vision of an economically vibrant and connected downtown and increase the attraction of tourism and resident relocation</b>	2 + Years		<p>Task Force to include a timeline of when the following options could be reviewed (if not already completed)</p> <ol style="list-style-type: none"> <li>1) Downtown bus shuttles</li> <li>2) Regional transportation options (neighbouring communities)</li> <li>3) Bike shares</li> <li>4) Active transportation options</li> <li>5) Expanded GO Train service.</li> </ol>
<b>Continue to re-develop Mohawk Lake (and canal system) for public use in collaboration with stakeholders, specifically Indigenous partners</b>	2+ Years		

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<b>Explore and implement Traffic Calming/ Safety Measures (Referred from Task Force Meeting), With a particular focus on immediate actions to support the safety of post-secondary students</b>	0-6 months		Task Force to Request Timelines for exploring the following traffic calming / safety concepts:  <ul style="list-style-type: none"><li>1) Additional Cross-walks (0-6 months)</li><li>2) Two Way Traffic</li><li>3) Speed Reduction Measures (ex. "Speed Bumps")</li></ul>
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