

Branding



- Several recent efforts to brand areas of the City have been undertaken by various departments and dedicated community groups, including:
 - New **welcome sign** at Brookdale and Water Street, and Highway 401.
 - Enhanced **signage along the Waterfront Trail**.
 - **Chuck Charlebois Recreation Trail** established on a portion of the waterfront bike path between St. Lawrence College and Marlborough Street.
 - New signage at the **Cornwall Civic Complex, Aquatic Centre, and Salt Storage Facility**
- **Cornwall Historic Walking Tour** features several dozen plaques with each one showcasing a different piece of Cornwall's past, from the early days of industrial development to the Earth-changing St. Lawrence Seaway and Hydro Project. Spearheaded by Cornwall's Heart of the City, the walk has been broken down into three components:
 - Downtown Walk
 - Waterfront Walk
 - Le Village Walk
- The **Cornwall Business Park** has received new signs to help brand that area of the City.
- **Colourful picnic tables** were installed last summer as part of the City's Placemaking initiative. The tables stretched from Pitt Street to Lamoureux Park, and Le Village and helped connect these areas with the waterfront. They also proved very popular with business owners and the public.

Cornwall Snowflake Logo

The logo was created in 2020 to brand seasonal initiatives and services. Staff hope to expand the use of this logo into the future.



PROGRESS INDICATOR



Not Started



Underway



Completed



Ongoing

4.2. Remote Worker Incentives

- Council was provided a report from Staff on February 24, 2020 entitled “**Attracting Remote Workers**”, which outlined several of Cornwall’s remote worker attraction resources and marketing efforts, including:
 - New “Remote Work” section on ChooseCornwall.ca
 - New “Working Remotely” brochure
 - Career and Job Fairs (impacted in 2020 due to COVID-19)
- A motion was passed at the February 24, 2020 Council meeting to create a **Remote Work Task Force**. As per the Unfinished Business Listing, a report from the Task Force on the creation of a remote worker attraction strategy is set to go to Council on April 12, 2021.
- On January 28, 2021, Staff had a meeting with the staff from Topeka, Kansas. Topeka runs a nationally recognized **Remote Worker Incentive Program**. Their incentive program has been prominently featured in outlets such as CNN, Forbes and NBC. The staff provided detailed information on the origins of their program, recruitment, and successes. Incentive programs are typically found in American jurisdictions. Evaluation is required to see if similar strategies can be adopted to the City of Cornwall in accordance with the *Municipal Act, 2001*.

Connected in Cornwall
The Remote Work section of the Choose Cornwall website has been viewed over 300 times since its inception.



PROGRESS INDICATOR



Not Started



Underway



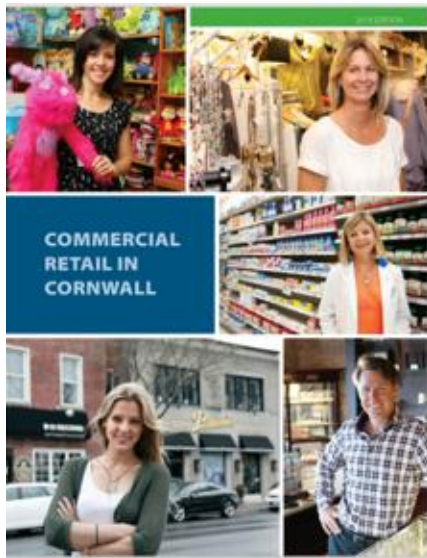
Completed



Ongoing

4.3. Vacant Commercial Spaces

- Staff continues to promote the City for **commercial retail/restaurant/office** investment by working with landlords, local real estate professionals, and both BIAs, in their efforts to lease out vacant commercial spaces.
- Cornwall is the only Ontario municipality to have a consistent presence at **ICSC (International Council of Shopping Centres)** events in both Toronto and Montreal.
- **The Heart of the City** is a broad-based community rejuvenation program which has helped revitalize several vacant commercial spaces in the community. More information on this program can be found in Pillar 4.5 Infill Projects.
- Two new **brochures** have been created that promote commercial spaces in the City:
 - **Commercial Retail** brochure that outlines development opportunities in the City.
 - **Hotel Development Opportunities** brochure that outlines development opportunities for this particular sector.



PROGRESS INDICATOR



Not Started



Underway



Completed



Ongoing

4.5. Infill Projects

- The City's **Community Improvement Plan (CIP)** programs support local property owners looking to redevelop their properties. Information on the CIP programs is maintained on ChooseCornwall.ca and a CIP brochure has been developed and is available for download.
- The City has seen **significant investment in the downtown core**. This has helped to attract new businesses to the area, as well as the conversion of some commercial space to residential. This includes 10 new residential units downtown and 7 new residential units in Le Village.
- There has been continued build out on the **SmartCentres** location at 420 Ninth Street West through the Tax Increment Grant. New tenants since the inception of the Strategic Plan include Taco Bell, Kawartha Credit Union, Pet Smart, Winners (tenant fit ups) and base buildings for Sleep Country Canada and the LCBO. In addition, **Choice Properties** has an infill project at Ninth and Pitt for TD Bank and **WBG Group** is renovating 1400 Vincent Massey for Home Hardware.
- Residential development work continues in the **Cotton Mills** area.
- The City offers the **Renaissance Housing Renovation Program** which assists property owners to improve their properties, and by extension, improve their local communities. The program has \$50,000 per year for allocation. This includes matching funds grants for income properties (\$10,000) or owner occupied (\$4000). 7 properties participated in 2019, and 6 properties in 2020.
- **The Heart of the City** is a broad-based community rejuvenation plan which brings together the diversity of business, community, and civic interests. In 2019, HOTC awarded grant monies to 20 properties in the amount of \$104,344, and to 14 properties in the amount of \$112,438 for 2020.

PROGRESS INDICATOR



Not Started



Underway



Completed



Ongoing

4.4. Infrastructure

- The City continues to invest in **infrastructure projects** on a yearly basis.
- Notable infrastructure projects since the inception of the Strategic Plan include:
 - **Brookdale Avenue North Sanitary Sewer Extension** is nearing completion and will service the northern portion of Brookdale Avenue with sanitary sewer.
 - **Nick Kaneb Drive Extension from Marleau Avenue to Virginia Drive** will be constructed in 2021 and will provide more access to the Business Park.
 - **Nick Kaneb Drive Extension from Industrial Park Drive to Tollgate Road E/Hwy. 401** – Design work to begin shortly and it is anticipated to be shovel ready by the end 2021. This project will allow for more growth and employment opportunities in the Business Park.
 - **Lemay Street Extension & Widening** – Phases 2 of 4 have been completed. Phase 3 will be completed in 2021 with Phase 4 completed in 2022. This will provide improved east-west transportation capacity in the City, emergency response times, improved access to the Municipal Works Yards, etc.
 - **Marleau Avenue Widening from Marlborough Street to Glenview Boulevard** – Stage 1 is completed; Stage 2 is currently underway. This project will address a transportation capacity issue in the eastern portion of the City which will support further growth.
- Continuation of the **Municipal Works Yard Redevelopment Project** which will ensure that the Municipal Works Yard has the capacity to support the future growth of the Municipality over the next 50 to 100 years.

PROGRESS INDICATOR



Not Started



Underway



Completed



Ongoing