THE CORPORATION OF THE TOWN OF LINCOLN
COUNCIL BUSINESS PLANNING (COMMITTEE OF THE WHOLE) ECONOMIC
DEVELOPMENT

A G E N D A

June 20, 2018
7:00 p.m.
Council Chambers

1. CALL TO ORDER

2. ROLL CALL

3. DECLARATIONS OF INTEREST

4. CONFIRMATION OF AGENDA

5. DELEGATIONS
   (a) Brian Purdy, General Manager, Niagara Gateway Information Centre to
       provide a presentation and video on visitor (tourist) advertising resource.
   (b) Mario De Divitiis and Adam Durrant, Niagara Workforce Planning Board to
       present "Lincoln Update: Local Trends in Job Demand, Tourism and
       Agriculture".
   (c) Jon Hack, Sierra Planning and Management to present, "Project Update:
       Town of Lincoln Economic Development Strategy, Employment Lands
       Analysis and Employment Lands and Rural Areas Community Improvement
       Plan". [Addenda]

6. CORRESPONDENCE

7. REPORTS
   (a) AD 18-07, Team Niagara Update
   (b) AD 18-08, Economic Development Strategy Update
   (c) AD 18-09, The Magic Wine Bus

8. COUNCILLOR ENQUIRIES

9. NOTICE OF MOTION

10. ANNOUNCEMENTS
11. CLOSED SESSION

(a) A proposed or pending acquisition or disposition of land by the municipality or local board as it pertains to a review of surplus Town owned lands.

12. ADJOURNMENT
NIAGARA GATEWAY INFORMATION CENTRE

MEDIA GUIDE 2018

“Serving 12 Municipalities and all FOUR Corners of Niagara”
Niagara Gateway Information Center
“Serving 12 Municipalities and all FOUR Corners of Niagara”

Fast Facts

WHY THE INFORMATION CENTRE?

- Directly reach your target demographic.
- Cost effective advertising solution.
- Diverse availability of advertising options available for your business.
- Niagara West Tourism Association is a non-profit organization with funds being re-spent in the Niagara Community.
- Direct exposure to the tens of thousands of annual visitors seeking places of interest in the Niagara Community.
- Information Centre acts as the “Gateway to Niagara” with many visitors from the GTA stopping in prior to entering the heart of the Niagara Region, looking for additional locations to explore.

LOCAL

- The Niagara Gateway Information Centre prides itself on its support for the Niagara Region
- Our Mission Statement reflects our commitment to promoting the Niagara Region in its entirety.
- Our audience is directly beneficial to any business needing exposure to tourists entering the Region.

TOURISM

- The Niagara Gateway Information Centre acknowledges that tourism is the bread and butter of the Niagara Region.
- Our services directly target incoming tourists, ensuring exposure to visitors already entering the Niagara Region from abroad.
- The Niagara Gateway Information Centre has a strong network connection with the existing tourism industry in Niagara.
Poster Displays

Our Poster Displays offer the opportunity for direct exposure for the tens of thousands of annual visitors to our Information Centre.

Advertisers can change their poster display every 60 days, with the price of printing new posters included within the base price.

Visitors can easily see what your business offers, with a colourful, affordable, marketing solution.

All Posters are 24”X 36”, some feature backlit display, with limited spots available for our 2018 advertising year!

<table>
<thead>
<tr>
<th></th>
<th>6 Months</th>
<th>1 Year</th>
<th>3 Years</th>
<th>5 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster Replacement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Priority Placement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Backlit Display</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Website and Social Media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated Account Management</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

$1600 $2500/year $2250/year $2000/year
Our Video Display Wall will allow you to separate your business from the competition!

Our 28” Video Displays are available in 15, 30 & 45 second displays with no more than 10 videos displayed on each monitor, ensuring constant playback from the information centre.

In need of editing services? No problem! Our Partners at Omni Media Productions will ensure that your video display is edited down to your specifications.

<table>
<thead>
<tr>
<th>Service</th>
<th>6 Months</th>
<th>1 Year</th>
<th>3 Years</th>
<th>5 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Replacement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>4 Screen Display</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Priority Video Placement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Website and Social Media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>15 second Slot Available</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>30 second Slot Available</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>45 second Slot Available</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Editing Service</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Video Shoot Available</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost</th>
<th>6 Months</th>
<th>1 Year</th>
<th>3 Years</th>
<th>5 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2000</td>
<td></td>
<td>$3000/year</td>
<td>$2750/year</td>
<td>$2500/year</td>
</tr>
</tbody>
</table>
Direct Sales Program

Coupon Program

Let the Niagara Gateway Information Centre become apart of your distribution network for your coupon program! Our program is simple. You leave your coupons with us, we stamp them with a unique Niagara Gateway Information Stamp, you gain the business, we receive a commission.

Vendor: As a respected vendor, you will receive the peace of mind knowing that trained professionals at the Niagara Gateway Information Centre are directing incoming visitors to your business. The advantage for your business is that there is no upfront cost associated with this service! You receive the greater percentage of value of coupons sold. The coupons will have a unique stamp from the Information Centre.

Each coupon program is negotiated on a case-by-case basis as no two coupon programs are the same!

Ticket Selling Program

The Niagara Gateway Information Centre can be the missing link between your business achieving your next sales goal, and missing the mark!

Our ticket sales program allows vendors the ability to sell their respective tickets at the Niagara Gateway Information Centre for a flat 10% commission. Vendors have the peace of mind that our knowledgeable staff will be selling tickets for their respective business/event, while they can sit back and enjoy increased revenues.

As an bonus to our vendors, there will be no upfront charge for this service, although we will always welcome direct training for our local guides by your respective business, to ensure that our staff get your message across to potential guests.
The heart and soul of our operation at the Niagara Gateway Information Centre is our Brochure Collection. Each week, thousands of visitors seek guidance from our local guides, in addition to receiving valuable local knowledge through our extensive brochure rack.

The benefit of utilizing a physical brochure, rather than relying on digital advertising is that your ideal demographic has your information in the palm of their hand. Inside your brochure, you as an advertiser, can offer exclusive deals, insight and information about your business. This ensures that potential guests visits your business!

Our brochure racks have limited space available for the upcoming 2018 year, as result of overwhelming demand, space will be limited as this is an affordable solution to providing information to your ideal clientele.

With each year (or longer) subscription to our brochure rack, our staff will keep track of how many brochures have left our facility on a weekly basis, and will include storing all material at the Information Centre.

<table>
<thead>
<tr>
<th>Priority Placement</th>
<th>6 Months</th>
<th>1 Year</th>
<th>3 Years</th>
<th>5 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storage Fees Included</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Website and Social Media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Usage Statistics Available</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Website and Social Media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Usage Statistics Available</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

$300 $500/year $475/year $450/year
## Space Rentals

### Kiosk Rental
Opposite to our Information Centre Kiosk, there is an opportunity to secure the lease on a 120 sq./ft. space with prime real-estate location. The prospective tenant will be responsible for their own internet; however, the Information Centre will cover the cost of their utilities.

This is an amazing opportunity for a business owner to gain needed exposure, ensuring that they can capture all the foot traffic the information centre attracts.

A lease of a minimum one year (with mutual option to extend) will be available for $1,200/month to a suitable business within the Niagara Community.

### Glass Display Rentals
Along the Information Centre, there are glass display cases available for rent. Glass display cases will be available for a negotiated price by the Information Centre and prospective tenant.

Glass display case is an excellent opportunity for local business to display their items within the Information Centre with option to leave additional information about their business/product.

Lease will be a 1 year minimum with mutual option to extend at term’s end.
## Corporate Packages

<table>
<thead>
<tr>
<th></th>
<th>Premium</th>
<th>Base</th>
<th>Introduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Poster</td>
<td>3 Posters</td>
<td>2 Posters</td>
<td>1 Poster</td>
</tr>
<tr>
<td>Video Display</td>
<td>2-45 Second Videos</td>
<td>2-30 second Videos</td>
<td>30 Second Video</td>
</tr>
<tr>
<td>Video(s) Edited</td>
<td>Included</td>
<td>Included</td>
<td>-</td>
</tr>
<tr>
<td>Brochure Program</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Coupon Program</td>
<td>Proffered Rate</td>
<td>Preferred Rate</td>
<td>-</td>
</tr>
<tr>
<td>Ticket Program</td>
<td>Special Rate</td>
<td>Special Rate</td>
<td>-</td>
</tr>
<tr>
<td>Glass Case</td>
<td>Included</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Value</strong></td>
<td><strong>$15,000</strong></td>
<td><strong>$12,000</strong></td>
<td><strong>$6,000</strong></td>
</tr>
<tr>
<td><strong>Cost</strong></td>
<td><strong>$10,000</strong></td>
<td><strong>$7,500</strong></td>
<td><strong>$4,500</strong></td>
</tr>
</tbody>
</table>

“Serving 12 Municipalities and all FOUR Corners of Niagara”
As part of our commitment to the not-for-profit sector, the Niagara Gateway Information Center will offer a special package to Not-For-Profit organizations, with advertising available in exchange a reduced rate and organizational volunteer hours.

Volunteers are always welcomed within our organization, as the Niagara Gateway Information Centre is committed to helping grow the Niagara Community and understands that all organizations need an opportunity for fair exposure.

This special program will be available to local businesses with non-profit status, who can directly benefit from the incredible exposure available at the Information Centre.

For more information regarding our Not-For-Profit Packages please contact us directly at philip@omnimedia.com or 905 684 9455
Today’s Agenda
Agriculture Data
Tourism Report
Next Steps
Agriculture Data
At the request of the Ministry of Advanced Education and Skills Development, NWPB partnered with Regional Economic Development to interview employers in agriculture and agriculture-supporting businesses.

We secured participation from 78 organizations and produced data in the following areas:

- Hiring and retirement patterns
- Retention and retraining of employees
- Professional development opportunities
- Automation
- Succession planning

**Note:** Although this sample is fairly large, the data should not be extrapolated to reflect all agricultural employers in Niagara or all those who support agriculture.
Employers in Lincoln provided strong support for this project.
Participant Hiring Patterns in 2017

<table>
<thead>
<tr>
<th>Major Occupation Group</th>
<th>Approximate Number of Hires</th>
<th>% of Hires</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural resources, agriculture, and related production occupations</td>
<td>280</td>
<td>48.8%</td>
</tr>
<tr>
<td>Sales and service occupations</td>
<td>119</td>
<td>20.7%</td>
</tr>
<tr>
<td>Occupations in manufacturing and utilities</td>
<td>54</td>
<td>9.4%</td>
</tr>
<tr>
<td>Trades, transport and equipment operators, and related occupations</td>
<td>41</td>
<td>7.1%</td>
</tr>
<tr>
<td>Business, finance, and administration occupations</td>
<td>40</td>
<td>7.0%</td>
</tr>
<tr>
<td>Unknown</td>
<td>21</td>
<td>3.7%</td>
</tr>
<tr>
<td>Natural and applied sciences and related occupations</td>
<td>12</td>
<td>2.1%</td>
</tr>
<tr>
<td>Management Occupations</td>
<td>7</td>
<td>1.2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>574</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

- 79.5% reported hiring in 2017.
- 58.7% found the hiring process either “difficult” or “very difficult”
- 50% ranked the quality of available workers in Niagara as “low” or “very low”.
- 80% of employers reported hiring despite these challenges
- Soft (e.g. interpersonal) skills among applicants were more frequently cited as a hiring challenge than hard (e.g. technical) skills
Context: There are no easy ways to define and measure employment/jobs in tourism. Our recent report for the Town of Lincoln applies a method developed by Statistics Canada and Tourism HR Canada to report on the industries and job counts that are heavily influenced by tourism. This approach looks at five general tourism sectors.

- Food and Beverage Services
- Accommodation
- Recreation and Entertainment
- Transportation
- Travel Services

In 2016, these sectors accounted for approximately 995 jobs in Lincoln.
Tourism Industry Sectors, 2016

<table>
<thead>
<tr>
<th>Tourism Sector</th>
<th>Job count</th>
<th>% of Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and Beverage Sector</td>
<td>665</td>
<td>66.8%</td>
</tr>
<tr>
<td>Recreation and Entertainment Sector</td>
<td>194</td>
<td>19.5%</td>
</tr>
<tr>
<td>Accommodations Sector</td>
<td>136</td>
<td>13.7%</td>
</tr>
<tr>
<td>Travel Services Sector</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Transportation Sector</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Total Tourism Industry</strong></td>
<td><strong>995</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

Since this was a national-level tool for measuring tourism, some gaps emerge when applying it at a municipal level (e.g. zeroes for travel services and transportation in Lincoln).

While there are certainly jobs in Lincoln in these sectors, we are not able to measure any that fit with this specific research approach.
Throughout 2016 the food and beverage sector was comprised only of jobs in the full-service restaurants and limited-service eating places industry.

Although these data indicate that there were no jobs in the drinking places (alcoholic beverages) industry, these businesses likely also serve food and, therefore, would be categorized as a limited-service eating place.
## Recreation & Entertainment Sector, 2016

<table>
<thead>
<tr>
<th>Industry</th>
<th>2016 Jobs</th>
<th>% of Sector</th>
<th>% of Tourism Industry</th>
<th>Average Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other amusement and recreation industries</td>
<td>152</td>
<td>78.1%</td>
<td>15.2%</td>
<td>$22,006</td>
</tr>
<tr>
<td>Performing arts companies</td>
<td>38</td>
<td>19.7%</td>
<td>3.8%</td>
<td>$28,230</td>
</tr>
<tr>
<td>Spectator sports</td>
<td>&lt;10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation &amp; Entertainment Subtotal</td>
<td>194</td>
<td>100.0%</td>
<td>19.5%</td>
<td></td>
</tr>
<tr>
<td>Tourism Industry Employment</td>
<td>995</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Throughout 2016 the recreation and entertainment sector was dominated by jobs in other amusement and recreation industries. Data for spectator sports were limited and, therefore, suppressed.
### Accommodations Sector, 2016

<table>
<thead>
<tr>
<th>Industry</th>
<th>2016 Jobs</th>
<th>% of Sector</th>
<th>% of Tourism Industry</th>
<th>Average Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traveler accommodation</td>
<td>136</td>
<td>100.0%</td>
<td>13.7%</td>
<td>$23,242</td>
</tr>
<tr>
<td>Recreational vehicle (RV) parks and recreational camps</td>
<td>0</td>
<td>0.0%</td>
<td>0.0%</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Total Accommodations Employment</strong></td>
<td>136</td>
<td>100.0%</td>
<td>13.7%</td>
<td></td>
</tr>
<tr>
<td><strong>Total Tourism Industry Employment</strong></td>
<td>995</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Throughout 2016 the food and beverage sector was comprised only of jobs in traveler accommodation.

This sector also held the fewest number of jobs in the tourism industry in Lincoln throughout 2016.
Lincoln: Next Steps
2017-2018 In Review

- Census reports
  - Town of Lincoln – Education, Workforce Trends, Journey to Work
  - Town of Lincoln – Immigration, Housing, and Indigenous Peoples
  - Town of Lincoln – Income

- Job demand reports
  - Quarterly reports
  - Annual report

- Tourism Report
Using job demand aggregation software we can measure in-demand occupations identified in past reports. This table presents the 2017 job demand for the occupations identified as in-demand in our agriculture report.

<table>
<thead>
<tr>
<th>Occupation (1-digit NOC)</th>
<th>2017 Count</th>
<th>2017 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales and service occupations</td>
<td>103</td>
<td>68.7%</td>
</tr>
<tr>
<td>Natural resources, agriculture and related production occupations</td>
<td>39</td>
<td>26.0%</td>
</tr>
<tr>
<td>Occupations in manufacturing and utilities</td>
<td>8</td>
<td>5.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>150</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
### Tourism: Top Existing Jobs

#### 2014-2017 Job Demand, Lincoln

<table>
<thead>
<tr>
<th>Occupation (4-digit NOC)</th>
<th>2017 Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>General farm workers</td>
<td>101</td>
</tr>
<tr>
<td>Transport truck drivers</td>
<td>74</td>
</tr>
<tr>
<td>Retail sales supervisors</td>
<td>47</td>
</tr>
<tr>
<td>Heavy equipment operators (except crane)</td>
<td>42</td>
</tr>
<tr>
<td>Retail salespersons</td>
<td>41</td>
</tr>
<tr>
<td>Cashiers</td>
<td>34</td>
</tr>
<tr>
<td>Other customer and information services representatives</td>
<td>31</td>
</tr>
<tr>
<td>Sales and account representatives - wholesale trade (non-technical)</td>
<td>31</td>
</tr>
<tr>
<td>Food counter attendants, kitchen helpers and related support occupations</td>
<td>19</td>
</tr>
<tr>
<td>Food service supervisors</td>
<td>19</td>
</tr>
<tr>
<td>Cooks</td>
<td>18</td>
</tr>
</tbody>
</table>

Similarly, this table shows the historical demand for occupations that serve tourism industries. Our approach on building this data could be expanded to support an economic development strategy in agri-tourism, providing data on employment demand, compensation, in-demand skills, and comparisons to other municipalities or regions.
Thank You!

Contact:

Mario De Divitiis
mario@niagaraworkforceboard.ca
905.641.0801 x 127

Adam Durrant
adam@niagaraworkforceboard.ca
905.641.0801 x 131
ECONOMIC DEVELOPMENT STRATEGY, EMPLOYMENT LANDS
SUPPLY AND DEMAND ANALYSIS, & EMPLOYMENT LANDS AND RURAL AREAS
CIP

Update to Economic Development Committee – 20 June 2018
The purpose of this presentation is to:

- Provide an update on progress with three projects:
  - Economic Development Strategy and Action Plan;
  - Employment Lands Supply and Demand Analysis; and
  - Employment Lands and Rural Areas Community Improvement Plan (CIP)

Structure

- Background- Recap
  - Scope of Work
  - The Team
  - Consultation Details
  - Work Plans

- Project Updates
  - Summary on process and observations/initial findings from initial phases

- Questions?
Scope of Work - Recap

Project Brief

The Town of Lincoln is undertaking three projects to provide direction for future economic development in the community, including:

- Economic Development Strategy and Action Plan
- Employment Lands Supply and Demand Analysis
- Employment Lands and Rural Areas Community Improvement Plan (CIP)

Objective

- Three complementary projects which set out a guiding path to economic diversification and growth for the Town
- Focus on recognizing and assisting existing businesses enhance their prosperity, while also laying a path for outside investment
- Prepared in parallel with Niagara Region's Municipal Comprehensive Review (MCR) – a process helping to plan where population and employment growth should be directed over the next 25 years
The Team

- Economic Development Strategy and Action Plan
- Employment Lands Supply and Demand Analysis
- Employment Lands and Rural Areas CIP

- Economic Development Strategy and Action Plan
**Consultation Details**

**Sectors include:**
- Greenhouses
- Food & Beverage (inc. wineries)
- Manufacturing
- Hospitality
- Tourism
- Real Estate
- Education and Training
- IT

**Other external stakeholders include:**
- Business Associations
- OMAFRA
- Niagara Region

**Includes:**
- Public online survey
- Round tables (residents and businesses)

---

**Internal Stakeholder Consultation**

**Includes:**
- Town Senior Management meeting
- Council Update presentations
- Engagement with Town Department staff, including Economic Development, Planning and Public Works

**External Stakeholder Consultation**

**Community Consultation**
Work Plans
Work Plan - Economic Development Strategy, and Employment Lands Supply & Demand Analysis

Nov 2017 – Jan 2018 (Completed)
- Project Start-Up Meetings
- Background Review
- Situational Analysis (inc. regional and local policy drivers)
- Vacant Employment Land Supply Inventory (draft)

Feb – March 2018 (Completed)
- Public Online Survey
- Stakeholder Interviews & Roundtables
- Review of background work with Staff
- SWOT analysis & Interim reporting (Ec Dev Strategy Project)

Apr - Sept 2018 (Ongoing)
- Emp Land Demand Analysis
- Strategy, implementation, policy responses
- Final reporting on both projects
- Presentation(s) to Staff and Council
Work Plan - Employment Lands and Rural Areas CIP

April – May 2018
(Completed)

Research & Background Review

• Agree widened project scope and CIP Project Area
• Research CIP incentives programs in comparable other municipalities
• CIP questions in public online survey

June – July 2018
(In progress)

Stakeholder Engagement & Initial Reporting

• Direct engagement with businesses and organizations
• Prepare CIP Position Paper and review with Staff
• Initial draft CIP (end of July/early August 2018)

August 2018 - TBC
(Pending)

Final Reporting & Section 17 Process

• Prepare Final CIP
• Presentation(s)/ Updates to Staff and Council (as required)
• Section 17 Municipal Process (timings TBC)
Project Updates
Economic Development Strategy & Action Plan

**Process**

- **Situational Analysis**
  - Demographic & Labour Force Trends
  - Economic Base & Sector Analysis
  - High Level Investment Readiness Assessment
  [completed]

- **Stakeholder Consultation**
  - Meetings/Discussions with Key Staff & Stakeholders
  - Council & Round table Stakeholder Sessions
  - On-line Survey
  - SWOT Analysis
  - Interim Reporting
  [completed]

- **Building the Economic Development Strategy**
  - Economic Development Vision
  - Goals & Objectives
  - Strategies & Required Actions
  - Action/Implementation Plan with Performance Metric
  [Ongoing]

**Purpose**

- To guide economic development efforts in the community over the next five years
- Be action-based and focus on priorities, implementation and measurement
- Recommend specific incentive programs and other actionable ways to support existing businesses, while attracting investment from outside of the municipality
The strategy is being tailored to address the findings of the Situational Analysis and Input from Stakeholders which formed part of the Phase 1 & 2 work.

**Building the Strategy**

- **Roles**: The strategy will focus on six inter-related economic development roles.

- **Goals**: Will define what Lincoln seeks to accomplish over the longer-term.

- **Objectives**: Will translate goals into achievable statements for the Strategy period (within 5 years).

- **Actions**: Will identify specific, coherent steps to achieve objectives.
### Economic Development Strategy – Areas of Focus

#### Lincoln – Agricultural Leadership in Niagara

<table>
<thead>
<tr>
<th>#1 Among Niagara Region Municipalities</th>
<th>#2 Among Niagara Region Municipalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of VQA Wineries 39 (*)</td>
<td>Gross Farm Receipts $253,834,638 (13% of Golden Horseshoe Total)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Farms</th>
<th>Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pears</td>
<td>143</td>
<td>4,534</td>
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<tr>
<td>Grapes</td>
<td>62</td>
<td>1,634</td>
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<td>Apples</td>
<td>55</td>
<td>313</td>
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<tr>
<td>Peaches</td>
<td>18</td>
<td>196</td>
</tr>
<tr>
<td>Sweet Cherries</td>
<td>49</td>
<td>124</td>
</tr>
<tr>
<td>Sour Cherries</td>
<td>18</td>
<td>196</td>
</tr>
<tr>
<td>Apricots</td>
<td>26</td>
<td>55</td>
</tr>
<tr>
<td>Raspberries</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Strawberries</td>
<td>10</td>
<td>94</td>
</tr>
</tbody>
</table>

- Data from Statistics Canada supports the Town’s focus on Lincoln as a Centre of Excellence for Agriculture.
- The 2016 Census of Agriculture ranks Lincoln #1 or #2 in Niagara Region for many areas of farm-based production.
- Gross farm receipts in 2016 totalled over $250m – 13% share of Golden Horseshoe total.

* VQA Wineries data taken from Wine Country Ontario Travel Guide.
Lincoln as a Centre of Excellence for Agriculture

- The Objectives and Actions will be focused on strengthening and capitalizing on Lincoln’s agriculture base and the extensive inter-relationships among the principal sectors.

- The strategy will also address other parts of Lincoln’s economy, including support for development on Employment Lands (inc. around the Beamsville Go Transit Station area), at Prudhommes, and other commercial opportunities within Lincoln.

- Economic Development Strategy – Areas of Focus
Purpose

- To establish the amount, location and type of ‘Employment Lands’ there are in the Town to meet forecast growth/demand over the next 25 years

Definition of ‘Employment Land’

- Land designated in Official Plan/with zoning for manufacturing, warehousing, office, and ancillary uses

- Focus of search is on Town’s defined Urban Areas

Process

Phase 1

Situational Analysis

- Definition of ‘Employment Land’ & search area
- Background information, inc. policy context
- Initial engagement with Municipal Staff
  [Completed]

Phase 2

Vacant Employment Lands Supply Analysis

- Desk-based review of existing land records & information
- Site-by-site windshield survey of candidate lands
- Prepare draft inventory and mapping
  [Completed]

Phase 3

Demand-Side Analysis & Consultation

- Future land demand
- Engage with businesses to understand constraints & requirements
- Review projections with Staff
  [In Progress]

Phase 4

Development of Policy Response

- Consider implications for Municipal policy – inc. is there flexibility to meet demand? [In Progress]
- Final reporting and presentations [Pending]
Vacant Employment Lands Supply – Observations

Industrial Use

- The Beamsville Go Transit Station Secondary Plan includes an ‘office commercial’ zone which replaces a significant area of land previously designated for industrial uses.

- Industrial uses (e.g. manufacturing, warehousing etc.) are no longer permissible on the largest parcels of vacant land to the north of the safeguarded transit area, along the Ontario Street corridor, and north of the QEW.

- The majority of the Town’s vacant supply of industrial land comprises infill opportunities (on parcels ranging from circa 0.3 ha to 3ha (gross)) in the eastern half of the Beamsville Business Park, and land at Durham Industrial Area (limited to dry industrial uses) - in total likely to amount to no more than 15 ha (gross) (*preliminary estimate - TBC as part of final reporting*)
Vacant Employment Lands Supply – Observations

Office Use

- The majority of vacant land where office use is permissible is in the Beamsville Go Transit Station Secondary Plan Area, and also at Prudhommes.

- Office development is permissible in the Town’s Central Business Districts (CBD), but is one of a number of commercial use options. Vacant land supply in these locations is limited to small-scale infill opportunities in Beamsville and Vineland.

Other settlements

- No vacant Employment Land has been identified in Jordan, Jordan Station or Tintern, with less than 1 (gross) ha in Campden (General Commercial uses).

Servicing and Deliverability

- Site-specific municipal servicing is being reviewed with Staff. However, initial desk-based research indicates:
  - The majority of the vacant land supply is not ‘shovel ready’ – that is to say, some degree of preparatory work, including servicing, is required
  - Direct connection to existing municipal servicing may be possible for smaller infill parcels within the Beamsville Business Park
  - Servicing upgrades will be required prior to development at Prudhommes
Employment Lands Supply & Demand Analysis – Next Steps

- A supply and demand reconciliation is currently being undertaken, the results of which will form part of the final report. This will identify the extent of any deficit in vacant land supply for industrial and/or office uses to 2041 (including an allowance for frictional vacancy).

- The final report will also assess whether there is sufficient flexibility in the quality and size of the vacant supply to meet a wide-range of requirements in the Plan period.

- Consideration will be given to municipal-led policy response(s) to encourage development of existing vacant Employment Lands (or to increase or rebalance supply if required), e.g.
  - Amend Zoning By-Law? For discussion
  - Extension to urban boundaries? Unlikely until next Green Belt/Official Plan Review
  - Financial incentives programs? Yes – via CIP
Purpose of the CIP

- To offer a suite of municipality-led financial incentive programs to assist in promoting investment, improvements, and the revitalization/development of the Town’s ‘Employment Lands’ and ‘Rural Areas’

Definitions and Scope

- ‘Employment Lands’: Lands designated in the Official Plan/with zoning for manufacturing, warehousing, office, and ancillary uses – *same study area as supply analysis*

- ‘Rural Areas’: Existing Agricultural Zone (Official Plan and Comprehensive Zoning By-Law), including agri-diversification uses e.g. tourism: B&Bs, wineries, etc.

- To complement the Town’s existing CIPs:
  - Vineland Central Business District CIP
  - Beamsville Central Business District & Ontario St Commercial Area CIP
  - Mixed Use and Residential Intensification CIP
Respondent Profile

- 41 respondents (not all responded to each question)
- 90% land/property owners; 10% developers
- Size of enterprise (FTE): 74% between 1 and 50 FTE employees (of which 45% between 1 and 10 FTE employees)

‘In which part of Lincoln do you own, or are interested in developing, employment land and/or a related business? (please check all that apply)’
In your experience, or from what you’ve heard or seen, what constraints (if any) are preventing you or others from improving, expanding, or developing new employment lands in Lincoln? (please check all that apply)

- Other (please specify) 30%
- Municipal non-residential property tax too high 30%
- Municipal planning & development fees too high 49%
- Construction costs too high 30%
- Insufficient rental revenue to justify new or additional investment 14%
- Issues with connecting to services (highway, water, etc.) 30%
- Utility costs too high (e.g. electricity, water, etc.) 46%
- Building Code compliance issues 27%
- Issues with quality and/or adaptability of existing building(s) 8%
- Redevelopment issues due to potential contamination/land condition 14%

‘Other’ constraints and/or individual comments on this question included:

Green belt zoning too restrictive; building code compliance requirements challenging; municipal non-residential tax too high for smaller businesses; development process too onerous; and work required to submit grant applications sometimes better spent being applied in the business (cost/benefit for small-medium sized enterprises)
Public Online Survey Results – CIP Questions

‘Based on the issues/needs of your property, what financial incentives program(s) might you take advantage of should they be available? (Please rate your top 3 choices in terms of priority)’

* 1st Priority = Highest priority
** These programs were cited as examples only, and are not approved
THANK YOU

Jonathan Hack, Director
jonhack@sierraplan.com
(416) 363-4443 x20
RECOMMENDATION:

1. That report AD 18-07 regarding Team Niagara be received for information.

EXECUTIVE SUMMARY:

The purpose of this report is to provide Committee of the Whole with an information update regarding the Economic Development Officer’s work with Team Niagara.

HISTORICAL BACKGROUND:

Team Niagara was formulated out of a Memorandum of Understanding (MOU), signed in 2012, between the Niagara Region and the twelve Local Area Municipalities (LAMs) to define the roles and responsibilities as it relates to economic development throughout the region. Building upon that MOU, an Action Plan was created in 2014 to help drive a collaborative environment to ensure LAMs and the Region were working collectively for the betterment of all Niagara as it pertains to economic development.

Team Niagara consists of the Region of Niagara’s Economic Development Division, economic development officers from St. Catharines, Niagara Falls, Fort Erie, Port Colborne, Welland and Lincoln, and from time-to-time, representatives from LAMs that do not have full-time economic development staff.

The 2014-2018 Action Plan identified three key pillars that Team Niagara would focus on for this term of Council:

- Investment Attraction/Lead Generation and Innovation & Entrepreneurship
- Economic Research and Analysis
- Advocacy

Since joining Lincoln in April 2017, the Economic Development Officer has been working closely with counterparts throughout the Region on various economic development files and issue. As a rule of thumb, is covered by the Region for the whole
of Niagara, business retention and expansion is covered off by the EDO in the local municipality, however, it is in our best interest to continue to focus on both investment attraction and business retention and expansion as roles and responsibilities tend to blur across Team Niagara.

**FINANCIAL – STAFFING – LEGAL CONSIDERATIONS:**

**Financial**

N/A

**Staffing**

N/A

**Legal**

N/A

**RELEVANT CONSULTATION:**

The Economic Development Officer is in close communication with counterparts throughout the Region when it comes to economic development, this also includes speaking to our local businesses that have ties overseas to ensure Lincoln’s businesses feel that they have a voice at Town Hall.

**STAFF COMMENTS:**

**Team Niagara Activities Throughout 2018**

**March 2018 – Consulate Visits – United States of America**

In March 2018 the Region of Niagara’s Economic Development Division organized 3 separate visits to Canadian consulates in the boarder states to build relationships with consular officials to ensure the Niagara Region was on their radar when it comes to foreign direct investment, as consulates in our neighbouring states are the first line of investment coming from the U.S. into Ontario.

Visits to the boarder states included consulates in the following cities:

- Chicago/Minneapolis – *Lincoln attend*
- Detroit/New York
- Boston/Washington D.C.

Lincoln’s Economic Development Officer, along with staff from Niagara Falls and the Region of Niagara visited Chicago/Minneapolis on March 13 – 15th to meet with consular officials. Several topics were discussed to help position Niagara as an ideal location for foreign direct investment when it comes to agriculture, manufacturing, farm
tech, food and beverage processing, as well as tourism and financial technology. In addition, consular officials provided Team Niagara with an update on NAFTA negotiations and provided a list of potential companies looking to expand north.

The goal of these consular visits was to ensure Niagara is top of mind for consular officials working in lead generation and foreign direct investment for the Government of Canada.

**September/October 2018 – European Lead Generation Mission**

The Niagara Region has engaged a local European agency to arrange a staff led lead generation mission to Europe in September and October 2018. This mission will be split up into two visits with a goal of arranging 10 meetings with companies looking to invest in Canada per mission, for a total of 20 meetings. The local consultant engaged by the Region will focus on arranging meetings in the following EU countries: Germany, Czech Republic, Poland, Denmark, Netherlands (at the request of Lincoln) and Belgium.

The Region has requested that EDOs from across the region participate in one of the missions and have offered to cover a substantial portion of the costs incurred on this mission. Dates for the mission are tentatively set for September 17th to 28th and October 2nd to 12th.

The goal of these missions is to advance the Niagara Region as a location for foreign direct investment by focusing on the strengths of Niagara (proximity to the US and GTHA markets), as well as the value proposition that the recently signed Canada-European Union Comprehensive Economic and Trade Agreement brings to helping facilitate trade between our two jurisdictions. In addition, there is an opportunity to meet with businesses already situated in Lincoln to help foster closer relationships to ensure continued investment in our community.

**November 2018 – Follow-up visits to Canadian Consulates in the United States**

As a follow-up from the March 2018 visits to Canadian Consulates in the United States, the Region of Niagara is organizing visits to Michigan, Indiana, Illinois and Wisconsin to build on the relationships established and to meet with the leads generated in the previous visit. The focus of the meetings will be on the following sectors: Transportation Equipment, Metal Fabrication Products, Food and Beverage Production and Agriculture.

Similar to the previous mission in March, this will be a staff led visit and the costs will be substantially covered by the Region. The goal will be similar to the last time, generate leads, follow-up on previously generated leads and meet with Canadian consular officials that deal with American investment into Canada.

**Why Europe and Canada?**

Overall, 57% of foreign direct investment into Ontario comes from the U.S. with 30% coming from the U.K./Europe. These numbers substantiate the Region’s focus on these two markets for 2018, as it is important to focus where our FDI strengths have been, as well as establish new relationships and leads.
ALTERNATIVES FOR CONSIDERATION:

n/a

COMMUNICATION/ENGAGEMENT OVERVIEW:

The Economic Development Officer continues to engage local businesses and assist in their expansion efforts in Lincoln. In addition, participating in Team Niagara missions will help ensure Lincoln’s voice is heard both throughout the region, but more importantly, internationally.

ALIGNMENT TO CORPORATE PLAN:

Economic development is a priority area for this term of Council, specifically, “Build our economic capability by creating an investment-friendly environment, securing our economic future and improving the quality of life for our residents”. Lincoln’s participation with Team Niagara helps ensure we are top of mind when it comes to the economic development and assistance from other levels of government.

ATTACHMENTS

N/A
THE TOWN OF Lincoln

Chief Administrative Officer’s (CAO’s) Office

TO: Council Business Planning (Committee of the Whole) Economic Development

MEETING DATE: June 20th, 2018

SUBJECT / REPORT NO: Economic Development Strategy, Employment Lands Analysis and Whole Community CIP, Update AD 18-08

PREPARED BY: Paul Di Ianni, Economic Development Officer

SUBMITTED BY: Michael Kirkopoulos, CAO

RECOMMENDATION:

1. That report AD 18-08 regarding the Economic Development Strategy, Update be received for information.

EXECUTIVE SUMMARY:

The purpose of this report is to provide Council with an update regarding the development of the Economic Development Strategy, Employment Lands Analysis and CIP as well as timelines for completion and presentation to Council.

HISTORICAL BACKGROUND:

As Council will recall, in October 2017 Council approved the awarding of the Economic Development Strategy, Employment Lands Survey and Whole Community CIP to Sierra Planning and Management and Global Investment Attraction Group. Staff has had numerous touch points with the consultants on a consistent basis to ensure the project is moving forward as a reasonable rate.

*Sierra Planning and Management*

Lead: Employment Lands Survey and Industrial CIP

Sierra is a broad-based management consulting firm that specializes in land use planning and market economics. Sierra will be leading the charge on the Employment Lands Survey and the creation of the Whole Community CIP. Sierra’s strengths, as it relates to these projects, include: identifying market opportunities and feasibility, community and business consultation, development feasibility, implementation practices and strategic planning and urban regeneration.

*Global Investment Attraction Group (GIAG)*

Lead: Economic Development Strategy
GIAG is a highly skilled and specialized firm that was formed in 2013 to provide economic development consulting assistance to Canadian economic development agencies and municipalities. Key services include the preparation of comprehensive economic development and investment attraction strategies and action plans, which focus on the strengths and benefits of the municipality.

**FINANCIAL – STAFFING – LEGAL CONSIDERATIONS:**

**Financial**

As per Report AD 17-20, Economic Development Strategy, Employment Lands Survey and Industrial CIP – Project Award, Sierra Planning and Management and Global Investment Attraction Group (GIAG) were awarded the contract. Table 1.0 is a summary of estimated costs for the three (3) projects, amount spent to-date, as well as remaining budget, as of May 2018.

<table>
<thead>
<tr>
<th>Item</th>
<th>Total Budget</th>
<th>Amount Spent to Date</th>
<th>Remaining Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Development Strategy</td>
<td>$56,677.50</td>
<td>$34,906.50</td>
<td>$21,771.00</td>
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<tr>
<td>Employment Lands Survey</td>
<td>$61,022.50</td>
<td>$38,944.96</td>
<td>$22,077.54</td>
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<td>Whole Community CIP</td>
<td>$46,527.50</td>
<td>$15,747.69</td>
<td>$30,779.81</td>
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<tr>
<td><strong>Total Cost:</strong></td>
<td><strong>$164,227.50</strong></td>
<td><strong>$89,599.15</strong></td>
<td><strong>$74,628.35</strong></td>
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**Staffing**

Staff from both Economic Development and the Planning Department have been leading this project.

**Legal**

N/A

**RELEVANT CONSULTATION:**

Staff and the consultants have engaged, and will continue to engage, members of the business community to ensure appropriate and proper input is solicited in the formulation of the Economic Development Strategy, Employment Lands Analysis and the Whole Community CIP. Members of the public also had input which was taken into account in the creation of the Strategy.

**STAFF COMMENTS:**

**Economic Development Strategy – Phased Approach**
GIAG are the primary consultants on the formulation of the Economic Development Strategy, and have proposed the following phased approach:

- Phase 1: Situational Analysis
- Phase 2: Stakeholder Consultations
- Phase 3: Building the Economic Development Strategy

**Phase 1: Situational Analysis**

Phase 1 of the project includes a comprehensive review of Lincoln’s economy and labour force. The data gleamed from this phase will help lay the groundwork for the development of the Strategy and will include a:

- High-level investment readiness assessment
- Demographic and Labour Force Trends and Analysis
- Economic Base and Sector Analysis
- Preliminary SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis

Timelines: Completed

**Phase 2: Stakeholder Consultations**

Phase 2 of the project will include extensive stakeholder consultations which includes: Town Council, Lincoln’s Senior Management Team, leaders of the for-profit and not-for-profit business community, as well as the citizens of Lincoln. Consultations will be conducted via a variety of methods, including: online surveys, a roundtable discussion, and one-on-one conversations. Representatives from Lincoln’s main economic sectors will be consulted: agriculture (greenhouse, tender fruit, beverage productions and food processing), tourism, manufacturing, business associations and real estate and development.

In addition, representatives from the province and post-secondary and research sectors will also be engaged.

Timelines: Completed

**Phase 3: Building the Economic Development Strategy**

This phase of the project will build on the findings from the previous phases and will drill down on the opportunities, initiatives, strategies and actions that will guide Lincoln’s future economic development and growth for the next five years.

Timelines:
- Interim Report – Completed
- Final Report and Presentation to Council – September 2018

Employment Lands Analysis – To be completed and presented in September 2018
New Timelines and Project Scope

As the Committee is aware, when Staff first developed the parameters of the three-phase project we envisioned the CIP to focus solely on the industrial area of Lincoln. However, we quickly realized that our focus was too narrow, and we were missing out on the opportunity to help all sectors of our economy, not just industrial – i.e. support for our agricultural and tourism industries as well. Therefore, Staff spoke to the consultants and Senior Management and changed the focus of the CIP which has resulted in a pushing back of the deliverables for the Economic Development Strategy and the Employment Lands Analysis, as all three elements of the project were designed to have information that feed into the other.

Therefore, our new timelines for the completion and presentation to Committee will be September 2018.

Next Steps:

A CIP specific roundtable will occur on June 21st in the evening at the Fleming Centre with local businesses from all sectors of our economy. The purpose of the roundtable will be to discuss integral elements that the new CIP should focus on to ensure it benefits the business community in Lincoln, thereby helping to grow our economy through investment attraction and business retention and expansion.

ALTERNATIVES FOR CONSIDERATION:

n/a

COMMUNICATION/ENGAGEMENT OVERVIEW:

Throughout the development off all three phases of the project (Economic Development Strategy, Employment Lands Analysis and CIP, Staff have been engaging and will continue to engage both the public and members of our business community.

ALIGNMENT TO CORPORATE PLAN:

Economic development is a priority area for this term of Council, specifically, “Build our economic capability by creating an investment-friendly environment, securing our economic future and improving the quality of life for our residents”. Creating an Economic Development Strategy and Action Plan, Employment Lands Analysis and a new CIP will help guide our work and development over the next five (5) years.

ATTACHMENTS

N/A
RECOMMENDATION:

That report AD 18-09 regarding The Magic Wine Bus be received for information.

EXECUTIVE SUMMARY:

Attracting new business ventures that help position the Town of Lincoln as a top tourist destination, thereby supporting our wineries and our community remains a key imperative within Economic Development’s mandate.

In an effort to attract and retain new businesses while supporting existing business, the Town’s Economic Development Officer has since January of this year, been in discussions with The Magic Wine Bus about expanding their operations to Lincoln.

The purpose of this report is to provide Committee of the Whole with information regarding the Magic Wine Bus hop-on-hop-off wine experience, a new seasonal business that will be utilizing the Town owned parking lot in Jordan (Nineteenth Street).

HISTORICAL BACKGROUND:

The Magic Wine Bus (https://magicwinerybus.ca/) has been operating in Wolfville Nova Scotia for the past 4 years and has seen a steady increase in sales and economic impact for the region they operate in (Nova Scotia’s Annapolis Valley). Over the past 4 years The Magic Wine bus has seen the following participation and economic impact in the Annapolis Valley:

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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</thead>
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<tr>
<td>Guest Participation</td>
<td>4,687</td>
<td>5,939</td>
<td>7,063</td>
<td>8,512</td>
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<td>Economic Impact on Region</td>
<td>$602,081</td>
<td>$925,661</td>
<td>$1,412,141</td>
<td>$1,870,124</td>
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<tr>
<td>Economic Impact on Wineries</td>
<td>$292,609</td>
<td>$438,060</td>
<td>$608,372</td>
<td>$742,560</td>
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<tr>
<td>Average Spend per Guest</td>
<td>$128.46</td>
<td>$155.86</td>
<td>$192.05</td>
<td>$208.86</td>
</tr>
<tr>
<td>Guests staying in Region 2-6 Days</td>
<td>20%</td>
<td>24%</td>
<td>25%</td>
<td>30%</td>
</tr>
</tbody>
</table>
FINANCIAL – STAFFING – LEGAL CONSIDERATIONS:

Financial

The Town of Lincoln will be leasing non-exclusive use of the public parking lot located on Nineteenth Street, adjacent to the Jordan Fire Station, to the Magic Wine Bus company beginning in July and ending in September 2018. This non-exclusivity agreement will allow the company to situate a temporary trailer in the lot and promote the parking lot as a location for patrons to park their vehicles and get on the bus. The three month fixed rent, payable to the Town, is based on a cost recovery model to ensure any new services or improvements to the lot are costs that are not being absorbed by the Town.

Staffing

N/A

Legal

A lease agreement was created by the Town of Lincoln’s solicitor.

RELEVANT CONSULTATION:

The Economic Development Officer spoke to the two private residences on Nineteenth Street beside the parking lot to get their agreement on the Town's participation with the Magic Wine Bus; neither resident expressed an objection and both were happy that the Town is actively supporting the tourism sector in our community.

STAFF COMMENTS:

The Magic Wine Bus – Business Model

The Magic Wine Bus, a classic British double decker, will be promoting their service online to tourists visiting Lincoln (Twenty Valley) as a way to experience our area and some of our wineries. Tickets will be sold online for specific pickup times and for this season, they will be operating Wednesday, Thursdays and Fridays from 10 AM to 6 PM. As this year is a pilot project, the Magic Wine Bus has engaged the following wineries for the 2018 season: Redstone Winery, Megalomaniac, Vieni Estates Wine & Spirits, and Vineland Estates Winery. For the 2019 season, the Magic Wine Bus will be expanding to more wineries and other stops.

As a hop-on-hop-off bus experience, guests are encouraged to get off the bus at each winery and spend time exploring each winery in its fullest; visiting the wine shop, touring the winery and experiencing the vineyards for themselves. Guests can then get back on the bus once it returns and continue onto the next winery. It is important to note; the bus continues in a loop and only stops briefly at each winery allowing guests to get off and on at their leisure.
ALTERNATIVES FOR CONSIDERATION:

n/a

COMMUNICATION/ENGAGEMENT OVERVIEW:

The Economic Development Officer continues to engage both local and external businesses to map out activities that will move our economy forward. The engagement of the Magic Wine Bus was a way of supporting our tourism sector by attracting a company into our community that will assist in bringing additional tourist dollars into Lincoln through the support of our existing wineries. In addition, locating the Magic Wine Bus in Jordan will help contribute to the economic wellbeing of Jordan Village, which last year saw a significant investment from Vintage Hotels. Vintage Hotels have been asking their employees to use the parking lot and Staff will be communicating with them to ensure there are no surprises once the Magic Wine Bus begins operations.

ALIGNMENT TO CORPORATE PLAN:

Economic development is a priority area for this term of Council, specifically, “Build our economic capability by creating an investment-friendly environment, securing our economic future and improving the quality of life for our residents”. By allowing non-exclusive use of the parking lot off of Nineteenth Street in Jordan, we are helping to support our existing businesses in Town, which assists in the retention and expansion of our business community.

ATTACHMENTS

N/A