

Haldimand County Rural Development Strategy



Planning & Economic Development

Presentation Themes

- Having a Strategic Vision
- Creating Structures to Support the Objectives
- Deploying Personnel
- Developing Strategic Initiatives
- Alignment Across the Organization
- Involving Key Stakeholders and Creating Partnerships



Planning & Economic Development

Key Economic Development Strategies

1. Business Recruitment

- Responding to Inquiries
- Marketing the County
- Serviced Land Availability

2. Business Retention

- Grants / Beautification
- Business Support
- Networking
- Process / Regulatory Improvements

3. Rural Development

- Capacity Building
- Branding / Marketing
- Events
- Business Support
- Regulatory Improvements

4. Tourism

- Targeted Marketing and Partnerships
- Tourist Infrastructure & Events
- Connecting Operators and Businesses

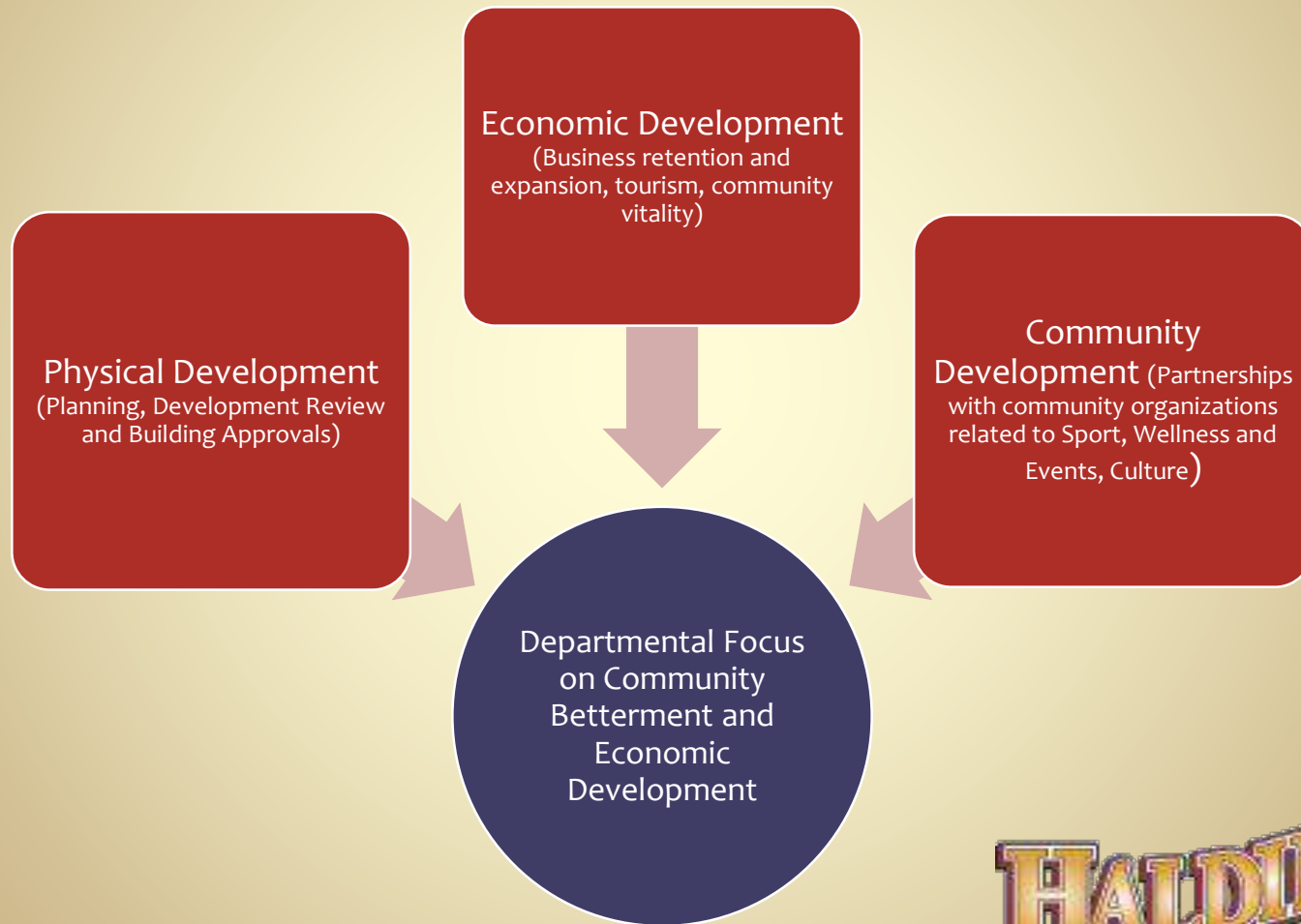


Creating Structures to Support the Strategy



Planning & Economic Development

Creating the Opportunity for Cross-Divisional Collaboration



Planning & Economic Development

Overall Goals and Objectives of Rural Development

- Ensure that ongoing dialogue exists between the County and the agricultural community
- Encourage the continue development of value-added agriculture and specialty crops.
- Encourage future employment in agriculture.
- Promote the local and global selling of agricultural products.



Planning & Economic Development

Capacity Building

Haldimand County Agricultural Advisory Committee



- Day of the Honey Bee
- Surplus Farm Dwelling Severances
- Roadside Ditching and Brush Cutting
- Ontario Fresh
- Sunday Gun Hunting

Accomplishments to Date

- Slowing Moving Vehicle Signs
- Input into non-source agriculture materials
- Capacity Building Workshops
- Caledonia Farmers' Market background
- Rabies
- Plastic Recycling
- Greenbelt Assessment
- MDS
- Renewable Energy
- Volunteer Firefighter Green Lights
- Cayuga Bridge
- Municipal Bio-solids
- Nuisance Coyotes
- Harvests of Haldimand
- Haldimand Beef Event
- Source Water Protection
- Road Widths
- RBTCIP



Planning & Economic Development

Agricultural Advisory Committee

Role:

The Agricultural Advisory Committee is a Standing Committee of Haldimand County Council. The Agricultural Advisory Committee will advise Council on matters, issues and policies pertaining to agriculture and agribusiness in Haldimand County, in order to sustain the vitality of the municipality's economic base.



Planning & Economic Development

Economic Development Staff Role

- 1st point of contact and principal liaison for local and external
- Agricultural industry and businesses and internal business functions.
- Assist with the development of appropriate policy alternatives and recommendations relative to Agriculture and Rural Community Development.
- Promote the County as an area for agri-food and agriculture business development and rural community investment



Planning & Economic Development

Economic Development Staff Role

- Assist in the creation of an economic development program supportive of agriculture and rural development.
- Establish and maintain an effective network of media contacts and develop a media relations and communication program
- Act as the Staff resource to the County appointed Agricultural Advisory Committee.
- Work closely on building and developing community partnerships with agriculture/rural organizations.



Planning & Economic Development

Alignment of Rural Development Efforts



Planning & Economic Development

Building Capacity and Interest for Value-Added Uses



Planning & Economic Development

Capacity Building Initiatives

[illegible]

LOCAL FOOD SUMMIT

PROUDLY SHOWING OUR ROOTS



FREE Workshop
Tuesday, March 23, 2011
8:30am - 1:00pm
Haldimand County Museum & Archives
11 E. 4th Street, Cayuga
(Just West of the Junction of Highway 104)

Featuring Guest Speakers:
• Robynne Goffman
• Christine Collier & **Stephanie Johnson**

Who Should Attend?
 Professionals, Local Businesses, Homeowners, Homeowners Associations, Neighbors, Farmers, Businesses looking to tap into the growing market.

8:30am Registration
8:45am Presentation: Growing a Growing Region
 • *Robynne Goffman, Co-Owner, The City Table*
9:45am Antiquarian Market
10:00am Harvest: Importance of Haldimand • *Stephanie Johnson*
10:30am What are Today's Opportunities and Challenges?
Christine Collier, President of Haldimand County Farmers' Market Association

11:00am Lunch • *Local food vendors and refreshments will be available*
11:30am Presentation: Growing a Growing Region
Robynne Goffman, Co-Owner, The City Table
12:00pm Presentation: Growing a Growing Region
Christine Collier, President of Haldimand County Farmers' Market Association

Phone: 8224-4444 or Email: March23_2011@HCA-Haldimand.org
or 1-800-888-8887 or to RSVP to www.haldimandcounty.ca

About Our Speaker

Robynne Goffman, Antiquarian Owner of The City Table

Robynne Goffman is the co-owner of The City Table, a unique antique and vintage store located in the heart of downtown Cayuga. She has a passion for all things vintage and antique, and she is always looking for new pieces to add to her collection. Robynne is also a member of the Haldimand County Farmers' Market Association and is proud to support local agriculture.



QUEST FOR NEW FARM VALUE

April 19thth
8:00 AM - 12:00 PM

Location:
 Washington State Fairgrounds
 4000 1st Avenue, Everett, WA 98201

Fee: \$400 (includes \$50
 One-on-One Farm Visit)
 Registration: 1-800-451-7424 or 425-255-1234
 Email: info@nwfarmvalue.com

Intensive Farm Visit and Farm Income Study

1. A 1-day intensive on-farm visit and income study with a local expert.
2. A 1-day intensive on-farm visit and income study with a local expert.
3. A 1-day intensive on-farm visit and income study with a local expert.
4. A 1-day intensive on-farm visit and income study with a local expert.
5. A 1-day intensive on-farm visit and income study with a local expert.
6. A 1-day intensive on-farm visit and income study with a local expert.
7. A 1-day intensive on-farm visit and income study with a local expert.
8. A 1-day intensive on-farm visit and income study with a local expert.
9. A 1-day intensive on-farm visit and income study with a local expert.
10. A 1-day intensive on-farm visit and income study with a local expert.

One-on-One Farm Visit and Income Study

1. A 1-day intensive on-farm visit and income study with a local expert.
2. A 1-day intensive on-farm visit and income study with a local expert.
3. A 1-day intensive on-farm visit and income study with a local expert.
4. A 1-day intensive on-farm visit and income study with a local expert.
5. A 1-day intensive on-farm visit and income study with a local expert.
6. A 1-day intensive on-farm visit and income study with a local expert.
7. A 1-day intensive on-farm visit and income study with a local expert.
8. A 1-day intensive on-farm visit and income study with a local expert.
9. A 1-day intensive on-farm visit and income study with a local expert.
10. A 1-day intensive on-farm visit and income study with a local expert.



Washington State Fairgrounds
 4000 1st Avenue
 Everett, WA 98201
 Phone: 425-255-1234
 Email: info@nwfarmvalue.com



Hartman
 1000 1st Avenue
 Everett, WA 98201
 Phone: 425-255-1234
 Email: info@nwfarmvalue.com

QUEST FOR NEW FARM VALUE

Washington State Fairgrounds
 4000 1st Avenue, Everett, WA 98201
 Phone: 425-255-1234
 Email: info@nwfarmvalue.com

Successful Marketing VENDORS WORKSHOP

Tuesday, March 27, 2012
8:30 am to 4:30 pm
Event 314

It gives opportunities for farmers, vendors, florists, florists and local craft that just don't do enough. This workshop will teach you:

- How to effectively market your products
- Understanding customer service

Local Farmers, Florists, florists and local craft that just don't do enough. This workshop will teach you:

The workshop will be held at:

Springfield Community Center & Convention Center

4000 South Main St.

For more information, contact:

at info@springfieldcommunitycenter.com
or 405.522.5555, ext. 123







HALDIMAND
COUNTY

Planning & Economic Development

Changing Regulations to Support Value Added Agriculture



Planning & Economic Development

Value Added Agriculture

- Agri-tourism – on farm stores, stands, processing
- Festivals and Events – experiential activities
- Alternate /Specialty Crops
- Renewable Energy Products
- Direct to the Consumer Marketing
- Fibre (wool)
- Local Food and Community Supported Agriculture
- New Opportunities for Traditional Products
- Organics
- Small-Scale Food Processing
- Co-operatives
- Culinary Tourism/Taste Trails



Regulatory Improvements

- Amended Zoning Bylaws in 2009 to allow certain value-added agricultural businesses as of right.
- Examples – Farm Stands, On-Farm Stores/Markets, Farm-Related Processing, Experiential Activities
- Overall goal to eliminate unnecessary red tape and support economic development where possible.
- As a result several businesses have been able to establish without requiring planning approvals.

Value Added Zoning Approach

- As of Right Use Permissions – Site Plan control / Sign By-law Exemptions
- Define the use(s)
- Limitations of size and scale & secondary to principle farm use
- Produce must be local and significant component from the farm
- Owner involved in the VAA operation – limits on number of employees
- Experiential to have an agricultural theme and associated activities (i.e. Dining) related to it
- Seasonal attractions permitted sequentially
- Special events limited in duration



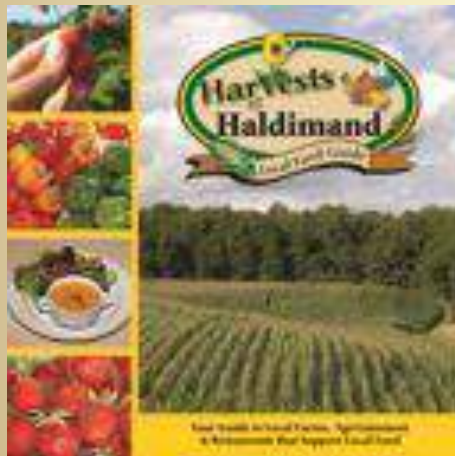
Planning & Development – Impact of Red Tape Reduction Efforts

Zoning Red-Tape Reduction Initiative	2011	2012	2013 (Jan to Nov 1st)	Total
Elimination of two step approval process for Surplus Farm Dwelling Severance Applications	15	16	10	41
Number of new or expanded Value Added Agricultural Businesses benefitting from new 'as of right' zoning provisions	1 Bains Road Cider Co. (new cider/wine processing operation)	2 Blueberry Knoll (bakery and market expansion); Hanson Meats (farm processing expansion)	3 Chanoki Cheese (new processing and retail operation); Teal's Sausage (retail expansion); Bains Road Cider Co. (retail addition and expansion for winery component)	6



Planning & Economic Development

Creating a Local Food Marketing Program



EDCO AWARD WINNER
Award of Merit
For Specialty Brochure/Map



Planning & Economic Development

Elements of the Marketing Program

- Harvest of Haldimand brochure and event launch – 2009 EDCO Award Winner
- Strategic Product Marketing – proactive
- Extensive Marketing program – local media, advertising, events, cooking demonstrations
- Farm Gate / Farmer's Market Signage
- Supporting and promoting local businesses
- Assist in establishing a Farm to school Nutrition Program



Planning & Economic Development

Marketing

- Development of Caledonia Farmers' Market
- Providing administration and marketing support for all 3 Haldimand Farmers' Markets



HALDIMAND
COUNTY

Planning & Economic Development

Caledonia Farmers' Markets



Planning & Economic Development

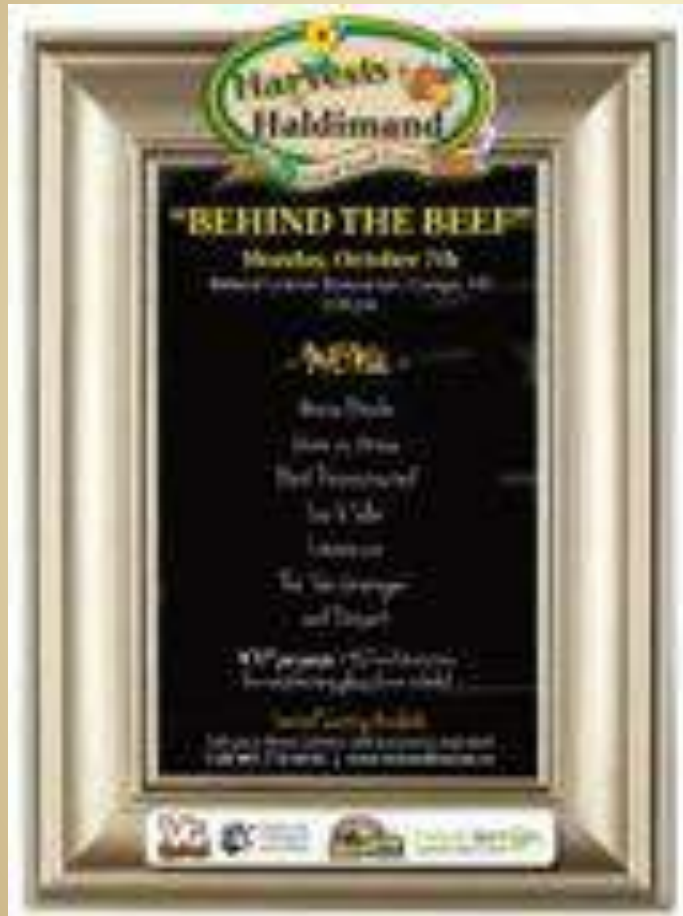
Special Events & Partnerships in Support of the Local Food Strategy

- Agstravaganza Event – 500 Grade 5 students meet producers and learn about agriculture
- Support for a new Organic/Sustainable Farm – Shared Harvest Program
- High School cook-off at Caledonia Fair
- Partnerships with Local Restaurants and Caterers
- New Harvest Festival (2010) including an educational component
- Cross-promotion with existing events (i.e. Door's Open, Dunnville 150th Celebration)
- Heritage dinners at County Museums
- Development of Local Food Charter/Policy



Planning & Economic Development

Local Food Events



Planning & Economic Development

Other Programs To Support Agriculture



Planning & Economic Development

Business Support

Chanoki Cheese

On Farm Goat Gouda Farm Processing Plant and Retail Location



Business Support



Teal's Meats

Business Support

Richardson's Farm and Market (Corn Maze and Pancake House)



Planning & Economic Development

Business Support

Bains Road Cider Company

New cider/wine processing plant

Hanson Meats

Processing facility expansion

Blueberry Knoll

On farm bakery and market



Planning & Economic Development

Rural Business and Tourism Community Improvement Plan



HALDIMAND
COUNTY

Planning & Economic Development

Introduction

- Initiated following a review of the Downtown Areas Community Improvement Plan
- Builds on previous efforts: Zoning reforms, Lakescape Action Plan, “Harvests of Haldimand”
- Compliments the Rural Streetscape Plan in Hamlets



Planning & Economic Development

CIP and RBTCIP Grants to Date

Downtown Community Improvement Program

Total Value of Grants Approved \$579,225

Total Construction Value of CIP Projects \$3, 169, 441

Rural Business and Tourism

Community Improvement Program

Total Value of Grants Approved \$39,822

Total construction value of CIP Projects \$80, 266



Planning & Economic Development

Strategic Economic Development Objective	Geography Applicable	Types of Program	Grant Purpose
Improve Quality of Build Environment	Hamlets- All Commercial Uses	<ul style="list-style-type: none"> •Facade Improvement •Permit Fee Rebate 	<ul style="list-style-type: none"> •Facilitate private sector exterior improvements
Supporting Value-Added Agriculture	Agricultural Areas	<ul style="list-style-type: none"> •Facade Improvement •Building Renovation •Permit Fee Rebate •Tax-Based Redevelopment 	<ul style="list-style-type: none"> •Support reuse of farm buildings •Recognize costs associated with public use
Supporting of Roofed Accommodation	All areas outside of Downtown CIP	<ul style="list-style-type: none"> •Facade Improvement •Building Renovation •Permit Fee Rebate •Tax-Based Redevelopment 	<ul style="list-style-type: none"> •Key need for growth of tourism
Renovations of Restaurants , places of assembly	Hamlets – specific commercial uses	<ul style="list-style-type: none"> •Facade Improvement •Building Renovation •Permit Fee Rebate •Tax-Based Redevelopment 	<ul style="list-style-type: none"> •Key need for growth of tourism •Recognize costs associated with public use
Heritage Buildings, Commercial Uses	All areas outside of Downtown CIP	Heritage Grant- Commercial	<ul style="list-style-type: none"> •Help offset the costs of heritage features

Incentive Summary Table

Program	Eligible Properties	Example Eligible Costs	Grant Amount
Facade, Landscape and Signage Improvement Grant	Agricultural/Rural Areas: Commercial Roofed Accommodation Value-Added Agricultural activity buildings Hamlets: Commercial Roofed Accommodation, commercial and mixed-use buildings. Urban Areas excluding the Downtown Areas CIPA: Commercial Roofed Accommodation <u>only</u> .	Replacement and rehabilitation of commercial/retail doors; Enhancement, windows, and façades Signage Improvements	<ul style="list-style-type: none"> •Grant valued at 50% of eligible costs to a maximum of \$10,000; •Landscaping improvements will be funded to a maximum 15% of the total grant.
Building Restoration, Renovation and Improvement Grant	Agricultural/Rural Areas: Renovated and new agricultural commercial or industrial use buildings Hamlets: Conversion of underutilized space to use as a restaurant, market, or other place of assembly related to arts, culture, and recreation. Commercial Roofed Accommodations across the Rural Business and Tourism CIPA.	<ul style="list-style-type: none"> •Building, fire and other code compliance •Expansion or additions; •General Retrofitting; •Potentially additional on-site development (small-scale). 	Grant valued at 50% of eligible costs to a maximum of \$25,000.

Incentive Summary Table

Program	Eligible Properties	Eligible Costs	Grant Amount
Development Charge, Planning Fees and Building Permit Grant	<p>Rural/Agricultural Areas: Value-Added Agricultural development that is not exempt from DCs (i.e. any building which is assessed as being industrial or commercial);</p> <p>Hamlets: Commercial Roofed Accommodation, commercial or mixed-use properties.</p> <p>Urban Areas excluding the Downtown Areas CIPA: Commercial Roofed Accommodation <u>only</u>.</p>	<p>Minor Variance; Site Plan approval; Building Permit fees; Plumbing permit fees; Sewage system permits; and Sign permits</p>	<p>•Grant valued at 100% of Development Charges. No maximum dollar amount.</p> <p>•Grant valued at 100% of eligible <u>Planning and Building Permit Fees</u> to a</p>
Tax-based Redevelopment Grant (TIG)	<p>Agricultural/Rural: Value-Added/Agriculture-related activity and commercial roofed accommodations</p> <p>Hamlets: commercial roofed accommodations, restaurants, markets or other places of assembly related to arts, culture, and/or recreation.</p> <p>Urban Areas: commercial roofed accommodations.</p> <p>Approval for this program makes applicant ineligible for all other incentive programs</p>	<ul style="list-style-type: none"> • Site development and infrastructure work including demolition; • Major building rehabilitation; • New construction; and • Design, engineering, legal, insurance, and other professional fees. 	<p>The maximum amount of the grant is 50% of the annual County tax increment for a maximum duration of 10 years</p> <p>At the County's sole discretion, annual rebates of up to 90%</p>

Incentive Summary Table

Program	Eligible Properties	Eligible Costs	Grant Amount
Heritage Property Commercial Use Grant	All Designated Heritage Properties located within the Rural Business and Tourism CIPA.	Improvement work to preserve, restore and enhance historic character/architectural elements of Heritage Properties which have/are being utilized for commercial enterprise.	Grant valued at 50% of construction costs to a maximum of \$10,000.



Pictured: Cottonwood Mansion
Example of Heritage Property
eligible for Grant



Impact of Changes

- Establishment of a new winery/cidery
- Establishment of a Country Farm Market – conversion of grain storage facility
- Expansion of an existing VAA operation to include an on-farm market and pancake house
- 2 New restaurants established including one featured on the Food Network – “The Opener” oriented toward local food and the other restaurant featured on “You’ve Gotta Eat Here”
- Local on-farm cheese processing plant
- Expansion of 2 local abbatoirs



Conclusions

- Prior to 2008 no defined Rural Development Program
- Significant traction has been achieved – alignment of objectives, structures, programs and regulations
- Cross-Divisional alignment toward common objective – not always easy but it is being achieved
- County is viewed positively for its efforts by Council and community stakeholders
- Still a work in progress but right direction



Discussion



Planning & Economic Development