

# Key Result Progress Report - Community Development, Tourism and Culture Advisory Committee.docx

Strategic Plan Completed Actions and Planned Actions for Quarter 3, 2021



**KR1**

**Prosperous City:** Reduce commercial vacancy in the River District by 10%

KR Status: Proceeding as Anticipated

Undertake inventory and estimated baseline of vacancy based on square footage	✓
Promote start-up space CIP grants and other CIP programs	✓
Eliminate commercial vacancy unit rebate program	✓
Complete business needs analysis with County/OMAFRA (RDAP)	□
Encourage animation of the River District; encourage new and continued programming; encourage new activities and attractions to engage visitors and locals	✓
Create an annual promotional tactical schedule & social media content calendar; outline an annual social media content calendar to guide social media content and future content development, ensuring it is on brand, on topic, and delivered in a timely manner	✓
Deliver a campaign designed to attract people who work from home to the City	✓



**KR2**

**City Building:** Increase pedestrian counts in the River District by 10%

KR Status: Proceeding as Anticipated

Install pedestrian counters	✓
Identify events for the River District	✓
Hire musicians for Music at the Market	✓
Develop communications plan for events	✓
Gather sponsorship for events	✓
Cross-promote the River District during Canada Day event	✓
Install cross-walk at Farmers' Market	□
Upgrade cross-walks on 2nd Avenue East	□
Undertake a waste and cleanliness audit.	□
Continue to offer complimentary parking for River District patrons.	✓
Create a River District consumer website	✓



**KR3**


**City Building:** Undertake a city-wide public art strategy by June 2022

KR Status: Proceeding as Anticipated

No actions for this quarter	□
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**KR4**

**City Building:** Complete two adaptive re-uses of heritage buildings that serve the public interest by April 2023

KR Status: Proceeding as Anticipated

Complete chapel business case	✓
Procurement process – sale of courthouse	✓
Clerks to assist with notice and comments where necessary	✓
Procurement process – roof on courthouse	<input type="checkbox"/>

Key Result Status Legend	
Proceeding as Anticipated	Progressing according to the planned quarterly milestones.
Monitoring Progress	Not progressing according to plan given an internal or external factor/issue.
Not Yet Commenced	Activity not yet started or on hold.
Under Review	Not progressing as planned, significant issues. Further escalation required.
Complete	Activity is fully completed and there are no further actions required.

Action Status Legend	
<input type="checkbox"/>	Action planned or in progress but not yet complete
✓	Action complete