



The Corporation of the Town of Tecumseh

Development Services

To: Mayor and Members of Council

From: Brian Hillman, Director Development Services

Date to Council: September 26, 2023

Report Number: DS-2023-19

Subject: Rural Economic Development (RED) Contribution Agreement –
Tecumseh Lakeshore Commercial Area Branding Study
Our File: D02 Tecumseh Lakeshore Commercial Area Branding
Study

Recommendations

It is recommended:

That a by-law authorizing the execution of the “Rural Economic Development Program” Contribution Agreement between the Minister of Agriculture, Food and Rural Affairs (the “Province”) and the Corporation of the Town of Tecumseh, Town of Tecumseh Business Improvement Area and Municipality of Lakeshore, satisfactory in form to the Town’s Solicitor, **be adopted**, subject to the following occurring prior to the Town’s execution of the Agreement:

- i) The Corporate Leader, Chief Financial Officer of the Municipality of Lakeshore signing the Agreement; and
- ii) The BIA Coordinator signing the Agreement;

And that the execution of such further documents as are called for by the Agreement approved above including, but not limited to, the execution of the acknowledgement/direction required to register the Agreement and such other acknowledgements/directions contemplated by the Agreement, by the Mayor and Clerk, **be authorized**.

Background

Tecumseh-Lakeshore Shared Economic Development Strategy

In January of 2022, Council endorsed the Tecumseh-Lakeshore Shared Economic Development Strategy (“Shared Strategy”) by way of Report [CAO-2022-02](#). This Shared Strategy was prepared by McSweeney & Associates, economic development consultants, under the direction of an Administrative Steering Committee comprising Tecumseh and Lakeshore staff as well as a representative of the Invest Windsor-Essex Small Business & Entrepreneurship Centre.

This strategy was prepared in response to concerns regarding the effects of the COVID-19 pandemic on local retail and service businesses in the community and was intended to create a development strategy to support the viability of the following primary commercial districts:

1. **Tecumseh Main Street**, which corresponds with the Tecumseh Road Community Improvement Plan area;
2. **Lesperance South**, located on Lesperance Road south of County Road 22 including both the Tecumseh Town Centre plaza and Home Hardware developments; and
3. **Manning Road – Amy Croft**, which includes commercial areas south of St. Gregory’s Road to County Road 22 and extends westerly along Tecumseh Road and easterly along Amy Croft Drive.

The strategy identified top actions for the two communities to undertake which included:

- The identification of priority areas of focus that will sustainably and successfully generate wealth, investment and employment and enhance the viability of existing business, expand existing business, and attract new investment and businesses; and
- Immediate, short, and long-term action items identifying innovative strategies and actions necessary to draw on Tecumseh and Lakeshore’s strengths, competitive advantages and priority opportunities, as well as address any challenges.

Report [DS-2022-46](#), received by Council in November 2022, outlined a short-term strategy for operationalizing components of the Tecumseh-Lakeshore Shared Commercial Economic Development Strategy and prioritizing action items for Council’s consideration and approval. One of the top priorities of the strategy was to brand the three distinct commercial areas within the Study Area.

An application for funding was subsequently made to the Rural Economic Development (RED) Program through the Ministry of Agriculture, Food and Rural Affairs to undertake a Commercial District Branding Study (“Branding Study”). In June of this year, the Town and its partners, the Municipality of Lakeshore and the Tecumseh BIA, were awarded a matching grant of \$30,000 to apply to the estimated \$60,000 Branding Study. In order to receive these funds, the Province requires the Town and its partners to enter into a Contribution Agreement (“Agreement”) (See Attachment 1).

Comments

The Agreement stipulates that the Province will provide funds up to the maximum of \$30,000 for eligible costs based on the cost-sharing funding percentage, being 50% from the Province and 50% from the benefitting parties. The Town has allocated \$20,000 to the Branding Study while the Municipality of Lakeshore has committed \$10,000. The Tecumseh BIA has committed to providing in-kind services.

The project activities that are eligible for funding under the Agreement include:

- Third party fees for the creation of three distinct brands, communication and marketing materials for use by and to promote Tecumseh Main Street, Lesperance South and Manning Road – Amy Croft commercial districts;
- Printing and design costs for the design and development of marketing assets including banners and print materials to promote the three commercial districts;
- Third party fees for the creation and implementation of and advertising campaign for traditional, non-digital and social media; and
- Event costs for a launch event and digital marketing campaign to introduce new branding and promote the three commercial districts.

The funds will not be advanced and will only be paid out once the eligible expenses are approved. The Branding Study is anticipated to commence in November of this year and, in accordance with the Agreement, is to be completed by September 30, 2024. However, an extension of up to six months may be approved by the Province.

Consultations

Financial Services
Legislative Services & Clerk
Municipality of Lakeshore
Town of Tecumseh BIA

Financial Implications

The 2023 Approved Budget includes a Town allocation of \$25,000 from the Tax Rate Stabilization Reserve to fund the Town’s share of the Branding Study.

Following the successful award of the RED grant funding, the Town’s contribution towards the Branding Study, funded through the Tax Rate Stabilization Reserve, is now reduced to \$20,000.

Link to Strategic Priorities

Applicable	2023-2026 Strategic Priorities
<input checked="" type="checkbox"/>	Sustainable Growth: Achieve prosperity and a livable community through sustainable growth.
<input type="checkbox"/>	Community Health and Inclusion: Integrate community health and inclusion into our places and spaces and everything we do.
<input type="checkbox"/>	Service Experience: Enhance the experience of Team Tecumseh and our citizens through responsive and respectful service.

Communications

Not applicable

Website

Social Media

News Release

Local Newspaper

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Chad Jeffery, MA, MCIP, RPP
Manager Planning Services & Local Economic Development

Reviewed by:

Tom Kitsos, CPA, CMA, BComm
Director Financial Services & Chief Financial Officer

Reviewed by:

Robert Auger, LL.B.
Director Legislative Services & Clerk

Reviewed by:

Brian Hillman, MA, MCIP, RPP
Director Development Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
1.	RED Contribution Agreement