

# Downtown Revitalization Coordinator Training



**November 6 - 7, 2018  
Celebrations  
35 Lindsay Street North  
Lindsay, ON**

**Cost:** Registration fee is \$127.00 (includes HST). The fee includes handout materials, lunches and refreshments for both days and dinner on Tuesday.

**To register go to:** [bit.ly/2ID9H3v](http://bit.ly/2ID9H3v)

This 2-day training can accommodate a maximum of 25 participants and is open to individuals from:

- Rural Ontario municipalities or organizations ready to proceed with a downtown revitalization project
- Rural Ontario municipalities or organizations already engaged in downtown revitalization initiatives, with an interest in planning tools and resources
- Other organizations with an interest in downtown revitalization or rural economic development (as space permits)

OMAFRA's **Downtown Revitalization Coordinator Training** provides participants with the knowledge and tools required to successfully undertake a downtown revitalization project.

The training will be held in Lindsay, Ontario and is being hosted by the City of Kawartha Lakes and the Ministry of Agriculture, Food and Rural Affairs.



# An Overview of OMAFRA's Downtown Revitalization Program

November 6th

Learn about:

- Recent and emerging trends in downtown revitalization
- The four-stages of OMAFRA's downtown revitalization framework

Learn how to:

- Build a team
- Get started with the first steps that need to be completed to launch the project
- Use the downtown self-assessment tools
- Collect data
- Undertake market analysis activities

Take part in:

Dinner in one of Downtown Lindsay's fine restaurants, where you will learn from representatives from the City of Kawartha Lakes four Downtown Revitalization communities about their experiences.

November 7th

Learn how to:

- Interpret the findings from a market analysis activities
- Take necessary steps to determine market positioning of your downtown
- Undertake activities that will define and identify strategic economic development opportunities in the downtown
- Develop of downtown revitalization strategic plan
- Coordinate downtown revitalization activities with other stakeholders
- Create strategies to monitor the implementation of the downtown revitalization strategic plan

Finally:

Walk downtown Lindsay and discuss challenges and opportunities for downtown revitalization.

## Accommodations:

A block of rooms has been reserved at  
**Days Inn and Suites\***  
134 Angeline Street South  
Lindsay, ON, K9V 3L6  
Phone: 705-328-0100  
Web: [daysinnlindsay.com](http://daysinnlindsay.com)

- Single or two-queen for \$130.45 + HST
- King for \$139.45 + HST

\* The block of rooms will be held until Oct. 23. Use the name "OMAFRA Downtown Revitalization" when booking by phone.

## For more information, contact:

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