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Trent Hills Economic Development Strategic Plan  
2005-2008



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MUNICIPALITY OF TRENT HILLS  
ECONOMIC DEVELOPMENT STRATEGIC PLAN  
2005-2008  
DECEMBER 2008

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## INTRODUCTION

The purpose of this document is to provide a guideline for taking actions that will strengthen economic growth in the communities of Trent Hills. This strategic plan is intended to sustain the quality of life that is enjoyed by residents and to attract new investment that expands and diversifies the economic base of the community.

Much of the efforts in economic development are directed and supported by community leaders. This document is designed to capture the ideas and input of the community members and combine it with the current competitive advantages of Trent Hills. The outcomes and benefits are to be shared by all areas of Trent Hills. Sustainable economic growth involves healthy and thriving urban centres of Hastings, Warkworth and Campbellford with innovative agricultural and rural areas of Seymour and Percy.

### **Factors of Success**

Successful implementation of the economic development strategy depends upon the following key factors:

- Leadership
- Community support
- Resources
- Infrastructure
- Vision

### **Process**

- Review of existing Community Strategic Plan (1999) and Marketing Action Plan (2000).
- Ongoing leadership and support from the Trent Hills Economic Development Advisory Committee.
- Guidance and facilitation from Bonnie O'Neill, Ontario Ministry of Agriculture and Food.
- Analysis of Economic Base.
- Definition of vision, action plan, and benefits from community leaders.
- Market plan to the community. Gather support and resources.
- Implementation support from Brenda Otto, Community Development Officer.
- Capture outcomes.
- Evaluate success of implementation. Gather feedback from community.



## SWOT ANALYSIS

### Overall SWOT

- Strengths
  - Central Ontario location with convenient access to Highway 401 and Highway 7. Within a 2.5 hour drive to the National Capital, Greater Toronto Area, and 45 minutes to Peterborough, Cobourg, and Belleville.
  - Waterfront, trail and natural landscape asset for recreation, tourism and lifestyle – valued quality of life for residents.
  - Strong heritage, arts and cultural community.
  - High speed internet access in Campbellford, Hastings, and Warkworth.
  - Diverse recreational organizations and services.
  - The economic base of the community has diversity in manufacturing, agriculture, retail, tourism, construction, and institutional employment.
  - Cohesive and supportive community – strong volunteer commitment, business community actively support organizations and projects.
  - Access to quality education – secondary education within driving distance.
  - Access to health care – Campbellford Memorial Hospital.
  
- Weaknesses
  - Limited public transportation into community.
  - Low household income – seek opportunities of skill development and increased employment opportunities.
  - Lack of effective branding and marketing plan - Municipal website and marketing materials.
  - Need to develop opportunities that will provide positive environment for youth to participate in the community. Also, need to address employment opportunities for youth within the community – to balance increasing retirement population.
  - Consider options that will extend the stay of visitors – most are currently daytrips and 1 or 2 nights.
  - Limited public swimming access to Trent River.
  - Local business support services need to be better coordinated and promoted.



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■ Opportunities

- Build on the work of previous strategies and plans. Work with Council and Economic Development Committee.
- Available business park land and vacant commercial properties need to be promoted in a coordinated approach.
- With a higher seniors and retirement population in the community there is an opportunity for additional health care, service providers, and housing development.
- Recreation facilities and activities can be coordinated and marketed.
- Waterfront commercial properties should enhance and add to the natural landscape – identify and market tourism investment opportunities.
- Focus on retaining and expanding business community.
- Downtown revitalization projects have created momentum that should be maintained.
- Community Foundation has created a youth organization that should be supported and enhanced.
- Development of image and brand that can be applied to promotional tools (website, signage, and brochures) – need to ensure community buy in and support.
- Work with Ontario Tourism and Northumberland County Tourism to enhance our local tourism efforts.
- Work with Northumberland County Economic Development and Ontario East Economic Development to enhance business growth and investment opportunities.
- Heritage preservation and façade improvement to commercial and downtown buildings.

■ Threats

- Health care issues need to be addressed – continued doctor shortage.
- Increase in seniors and retiring population creates continue demand on limited health service and transportation services.
- Competition for business development investment is aggressive.
- Downturn in the tourism industry continues.
- Agricultural industry continues struggle with effects of BSE.
- Residents traveling outside of community for recreation and business services.
- Youth leaving the community for continuing education and not returning.
- Downtown properties that remain unutilized and maintained.



## VISION, MISSION AND PRIMARY OBJECTIVES

### **Economic Development Vision**

Trent Hills is a community of communities that values our heritage, quality of life and natural landscape and will strive to enhance our diverse and dynamic economy.

### **Economic Development Mission**

A diverse and dynamic community that fosters a positive economic environment for growth and prosperity.

### **Primary Objectives**

- Business Development Team
  - to discuss & create recommendations regarding actions to support the existing business community and to attracting new business to Trent Hills.
- Branding
  - to discuss & create recommendations regarding actions to support the increase in awareness of the Trent Hills brand and to attract new visitors and residents to Trent Hills.



IMPLEMENTATION

**Action Plan – Goals & Resources**

- Business Development Goals & Resources

<i>Activity</i>	<i>Description</i>	<i>Timeline</i>	<i>Resources</i>	<i>Update</i>
Community Improvement Plan	Official Plan Amendment & Implementation of incentive programs - Market Feasibility Study and BR+E Results Recommendation  Downtown & Brownfield Plan	January 2005 – amendment February 2007 – incentive implementation	Downtown Plan - \$75,000	Downtown CIP full implemented 16 projects funding in 2007 4 projects funded in 2008
Workforce Skill Development	Develop a Workforce Skill Development Strategy Origin – Business Retention & Expansion Survey Recommendation	2007 – Identify partners and launch strategy	Lead: Community Living/Campbellford Resource Centre	Northumberland County will launch the Northumberland Employment Network in 2009 to create a forum for workforce development issues.
Business Development Services	Raise the level of awareness of business development services Origin – BR+E Results Recommendation	2007 – Identify partners 2008 – Launch communication program	Funding Sources: municipality, Community Futures Development Corporation Time and expertise of local financial service providers Development and distribution of marketing materials Partnership with WBA, HBA, CBIA, Community Living Resource Centre and Chamber of Commerce	Created a matrix of Business Service Resources and Contacts in 2008. Will require annual update and distribution.
Commercial Development	Inventory available storefronts, vacant and commercial property Survey land owners - Market Feasibility Study and BR+E Results Recommendation	January 2005 and ongoing	- Input from real estate listings and property owners	- Inventory database updated monthly - Provide updates to Northumberland County and inquiries



<p>Business Park Development - Campbellford</p>	<p>Service and market the sale of land for business development - Market Feasibility Study and BR+E Results Recommendation</p>	<p>Servicing and marketing implemented by September 2007</p>	<ul style="list-style-type: none"> <li>- Campbellford Business Park Working Group formed in 2007 to lead servicing plan</li> <li>- input from the business community</li> <li>- funding for signage from the Campbellford Seymour Community Foundation,</li> <li>- marketing support from Northumberland County</li> </ul>	<ul style="list-style-type: none"> <li>-Meeting with area businesses Oct 2005</li> <li>-Submitted request for funding from Community Foundation to Council</li> <li>-April 2005 - Set up a page featuring the business on the website</li> <li>-April 2005 – Community Foundation funding for signage - \$25 000</li> <li>- September 2005- approval for Market Feasibility Study &amp; Hotel/Casino/Conference Centre Study from Northumberland CFDC \$12,500</li> <li>- December 2005 -Environmental Assessment Complete</li> <li>- March 2006 – Market Feasibility Study Final Report presented to Council</li> <li>- Service Design Plan to be developed in 2007</li> <li>- Tender for construction of water &amp; waste water services to be completed in 2009</li> <li>- Market plan to be developed for Phase 1 in 2009.</li> </ul>
<p>New Business Openings &amp; Milestones</p>	<p>Acknowledge and profile business openings and milestone celebrations</p>	<p>ongoing</p>	<ul style="list-style-type: none"> <li>- Input from the business community</li> <li>- support from local and area media, support</li> <li>- participation from Economic Development Committee (also Chamber, BIA, WBA, and Hasting Business Community)</li> </ul>	<p>2008 inquiry stats summary: Request for Info: 49 Business Openings: 17 Business Closures: 3 Business Park: 1 Commercial Property: 16 Total: 86</p>
<p>First Response Team</p>	<p>Creation of a guideline and process for new business inquiry</p>	<p>January 2005 and ongoing</p>	<ul style="list-style-type: none"> <li>- New Business team - community leaders to provide support and input</li> </ul>	<ul style="list-style-type: none"> <li>-Draft guideline sent to Team</li> <li>-Guideline prepared – June 2005</li> <li>- Review Guideline 2007</li> </ul>
<p>Improve Technology Infrastructure</p>	<p>Identify service gaps and lobby service providers for improvement Origin – BR+E Results Recommendation</p>	<p>Ongoing</p>	<p>Committee, staff and Council time to identify issues and communicate to service providers</p>	<p>Municipality partnered with Northumberland County to complete Rural Connection funding application in September 2008. Rural Connections funding announced in November 2008.</p>



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				Broadband project to be implemented in 2009 through ISP Xplornet.
Transportation	Lobby for government services only offered outside of Trent Hills to be offered locally Origin – BR+E Results Recommendation	Ongoing	Committee, staff and Council time to identify service gaps and communicate to government	Northumberland Business Advisory Centre Satellite office opened in the Campbellford Resource Centre in fall 2008.
Parking	Origin – BR+E Results Recommendation	Ongoing	Partners (HBA, WBA, CBI), staff and Council time to identify opportunities to improve parking	Encourage Business Associations to identify parking improvement strategies for each downtown area/community.
Agricultural Community	Strengthen relationship with the Agricultural Community Origin – Market Feasibility Study Recommendation		-BR+E team -Northumberland County Agricultural Representative	Northumberland County completed Agricultural Study in 2008 and developed terms of reference for Agricultural Advisory Committee.



▪ Branding

<i>Activity</i>	<i>Description</i>	<i>Timeline</i>	<i>Resources</i>	<i>Update</i>
Fee for Tourism Service Agreement – Trent Hills & District Chamber of Commerce	Liaison and support for the Chamber to deliver effective tourism service and campaign on behalf of the Municipality	Annual agreement and quarterly reporting	- New Visitor & Resident team - Chamber staff and Board input - funding from the municipality - cooperative support from municipal tourism operators - cooperative support from Northumberland County Tourism	- Annual Report to Council March 2007 - Renew annual agreement in May 2007 - Chamber to host annual workshop to discuss upcoming marketing plans in Oct 2007 - Chamber to coordinate ongoing Tourism Committee
Community Profile, Portfolio Folder, Website, Relocation Brochure and Welcome Package	Maintain and distribute marketing materials	Ongoing – with annual review and update	- Statistical information from federal government, provincial government, municipal staff - professional design support - funding from municipality, federal and provincial government	Redeveloped the website in 2008 – to be launched in 2009. Held Photo Contest – collect 430 photos
Business Directory/Database	Partner with Northumberland County to create a Trent Hills Business Directory/Database - Market Feasibility Study Recommendation	Summer 2007	Municipal funded Northumberland County, Breken Group Representative	Launched the online business directory in October 2008. 740 businesses profiled on the directory.
Community Events	Coordinate a municipality wide approach to events Origin – Market Feasibility Study Recommendation			Chamber hosted Community Event workshop in Feb 2008 in Hastings. Chamber coordinating join radio ad campaign to profile tourism events for the past 3 years with The Breeze radio.
Communications Plan	Defines target audience both internally and externally to support economic development goals		- Consider examples of plans from other communities - Funding from external sources, ie: Eastern Ontario Development Program	
Signage	Develop and implement signage improvement program-	2007-2009	Time and expertise of staff and Branding team staff to	Updated the Sign Bylaw in April 2008



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	community/ municipal/ commercial signage -Sign By-Law -Community Improvement Plan Origin – Market Feasibility Study and BR+E Results Recommendation		address signage improvements Partnership with HBA, WBA, CBIA	
Summit Meeting	Stakeholder meeting to outline goals and activities of the EDC. Also the opportunity to gather feedback from the business community	Spring 2008	- Input and support from EDC - Guest speaker – business success story - funding support from Municipality & CFDC	Hosted the Summit in April 2008. Profiled 5 local business leaders.



**BENEFITS**

**Outputs, Outcomes & Impacts**

- Business Development Team

<i>Activity</i>	<i>Outputs – work progress</i>	<i>Outcomes – strategic effectiveness</i>	<i>Impacts – client benefit</i>
Community Improvement Plan	<ul style="list-style-type: none"> <li>- Community Improvement Plan added to Official Plan</li> <li>- 2-3 public meetings to outline process and objectives</li> <li>- Draft Downtown CIP to be presented to Council in Dec. 2006</li> <li>-Draft Brownfield CIP being prepared for Hastings Tannery property</li> <li>- Downtown CIP approved by Council Feb 2007</li> <li>-\$75,000 for Downtown CIP projects in 2007</li> </ul>	May 2007 – 4 project approved by Council for program incentives	Downtown CIP full implemented 16 projects funding in 2007 4 projects funded in 2008
Workforce Skill Development	<ul style="list-style-type: none"> <li>- Identified lead: Community Living/Campbellford Resource Centre</li> <li>- Scheduled potential partners meeting May 17<sup>th</sup></li> </ul>	Workforce Skill Development Strategy	Project is now being considered at Northumberland County level.
Business Development Services	<ul style="list-style-type: none"> <li>Create matrix/catalogue of business service providers</li> <li>Create a communication plan</li> </ul>	Communication Plan to raise awareness level of services to business community.	2008 inquiry stats summary: Request for Info: 49 Business Openings: 17 Business Closures: 3 Expansion: 1 Business Park: 1 Commercial Property: 16 Total: 86
Commercial Development	<ul style="list-style-type: none"> <li>- Detailed list of properties available</li> <li>- Work with area real estate agents to provide updates to municipal office</li> </ul>	- Number of inquiries for 2008 -16	Rezoning & sale of the Masonic Hall in Warkworth – potential of 10 new jobs in 2009 Expansion of Giant Tiger to 22,000 sq ft. Need to identify new tenant/buyer for old downtown location



Business Park Development - Campbellford	<ul style="list-style-type: none"> <li>- 25 acres of service land available for purchase and development</li> <li>- Business Park sign installed with funding support from CSCF Municipal Fund – Dec. 2006</li> <li>- Participated in the Northumberland Investment Readiness Project March 2007</li> </ul>	<ul style="list-style-type: none"> <li>- Number of inquiries 2008- 1</li> <li>- Number purchases of land - 0</li> </ul>	
New Business Openings & Milestones	<ul style="list-style-type: none"> <li>- Acknowledge with ceremonies involving press and partners</li> </ul>	<ul style="list-style-type: none"> <li>- Number of business openings – 17</li> <li>- Media coverage – stories</li> </ul>	57 business development media stories, majority with local press. A few provincial media stories – focusing on the village of Warkworth as a shopping and artisan destination.
First Response Team	<ul style="list-style-type: none"> <li>- Guideline for new business inquiries</li> </ul>	<ul style="list-style-type: none"> <li>- Consistent and timely approach to business inquiries, direct inquiries for new business – 49</li> <li>- Business community aware of Community Development Officer and referral potential business inquiries – 86, increase from 2007 - 72</li> </ul>	Increase in inquires by 15% over 2007
Improve Technology Infrastructure	<ul style="list-style-type: none"> <li>- Identify gaps service gaps and lobby service providers for improvement</li> <li>- Attended the Broadband for Rural Ontario Workshop hosted by the Ontario Rural Council March 20<sup>th</sup></li> </ul>	<ul style="list-style-type: none"> <li>- completed high speed internet survey of residents in August 2008</li> <li>- participate in the Northumberland County Broadband Working Group</li> </ul>	Partnership with Northumberland County for provincial funding for broadband.
Transportation	<ul style="list-style-type: none"> <li>- Lobby for government service that are only offered outside of Trent Hills to be offered locally</li> <li>- Northumberland United Way has launch a County transportation study</li> </ul>	<ul style="list-style-type: none"> <li>- Identify service gaps and communicate to government</li> </ul>	
Parking	<ul style="list-style-type: none"> <li>- Encourage Business Associations to identify parking improvement strategies for each downtown area/community</li> </ul>		Adding public parking lot signs in Hastings. Review and amendments to parking bylaw related to 2 hour downtown street parking in all three urban centres.



			Negotiate lease agreements for off street parking in Hastings & Campbellford.
Agricultural Community	<ul style="list-style-type: none"> <li>- Strengthen relationship with the agricultural community</li> <li>- Northumberland County has launched “Proudly Northumberland” to brand and support buy local</li> </ul>	Northumberland County completed the Agricultural Study and developed Committee to implement.	Strategic direction and role for the community to support agriculture.

▪ Branding Team

<i>Activity</i>	<i>Outputs – work progress</i>	<i>Outcomes – strategic effectiveness</i>	<i>Impacts – client benefit</i>
Fee for Tourism Service Agreement – Trent Hills & District Chamber of Commerce	- Annual agreement outlining budget and activities	<ul style="list-style-type: none"> <li>- decrease in visitor &amp; boater traffic through tourism office</li> <li>- 25,000 visitor guide distributed</li> <li>- launch of Trent Hills tourism website</li> <li>- 3 tradeshow attended</li> </ul>	<ul style="list-style-type: none"> <li>- Focused on regional visitors and visiting friends &amp; relatives.</li> <li>- Updated tourism strategy.</li> <li>- Developed new website and web marketing</li> </ul>
Community Profile, Relocation Brochure, Portfolio Folder, Website and Welcome Package	- maintain and distribute marketing materials	<ul style="list-style-type: none"> <li>- Number distributed – 1000 per year</li> <li>- Number of inquiries due to materials – 86</li> <li>- Number of number businesses due to materials – 10 per year</li> </ul>	<ul style="list-style-type: none"> <li>- Consistent marketing message</li> <li>- Direct use of materials by potential businesses</li> </ul>
Coordination of Trent Hills Community Events	- Events workshop hosted by the Chamber – June: “Turning Community Events Into Business Sales”	<ul style="list-style-type: none"> <li>- Cooperative ad campaigns - radion</li> <li>- Coordinated use of events calendar and planning – new online event calendar for Municipal &amp; Chamber website</li> </ul>	<ul style="list-style-type: none"> <li>- Increase in tracking of data at events: attendance, where visitors are from, other things they will do while in Trent Hills, etc.</li> <li>- Use of data for funding applications.</li> </ul>
Communications Plan	- Identify where, how and when to effectively utilize marketing materials	<ul style="list-style-type: none"> <li>- Number of marketing mediums utilized</li> <li>- Effectiveness of the promotional plans – response rates</li> <li>Needs to be addressed.</li> </ul>	<ul style="list-style-type: none"> <li>- Partnership with business community on marketing campaign – buy in</li> <li>- Marketing message reaching target audience.</li> </ul>
Signage	<ul style="list-style-type: none"> <li>- Define signage improvement and authority for the improvement               <ul style="list-style-type: none"> <li>• Municipal Sign Bylaw – Commercial</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Define signage improvements for each &amp; communicate with authority.</li> <li>Needs to be addressed</li> </ul>	<ul style="list-style-type: none"> <li>- Track signage improvements to each.</li> </ul>

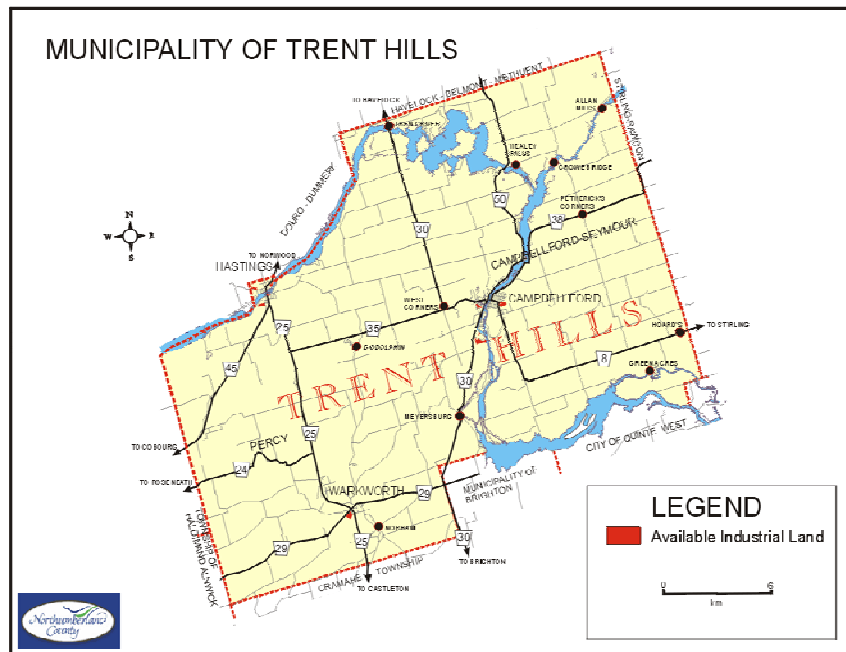


	& Temporary Signs <ul style="list-style-type: none"> <li>• County 401 Signage Plan</li> <li>• Municipal Sign</li> </ul>		
Business Directory/Database	- Launch online business database/directory in partnership with Northumberland County, Campbellford BIA, Trent Hills Chamber, & WBA	- Single database for Trent Hills businesses - launched in October 2008	- Track use of the database by external clients - Communication with business community - Ongoing maintenance by both business and organizations
Summit Meeting	- meeting with business community stakeholders 2008	- Number of stakeholders attending - 100 - Materials distributed – 500 - Guest speaker message	- Consistent marketing message - Presentation and update of ED strategic plan

## ECONOMIC BASE

Based on information and data provided by the Statistics Canada and the Municipality of Trent Hills, the following is a demographic and economic profile of Trent Hills.

### Location & Access



The Municipality of Trent Hills is comprised of the urban communities of Hastings, Warkworth and Campbellford and the rural communities of Seymour and Percy. Trent Hills is conveniently located within a reasonable driving distance of the GTA and National Capital Region. Trent Hills can be accessed via Highways 7 & 401 and County Roads 45, 29, 24, 25, 30, 8, 38, 50, and 2.

<b>Distance in Miles and Kilometres to the Five Nearest Metro Areas from Trent Hills via Highway 401</b>	
Metro Area	Miles (km)
1 Oshawa-Durham	35 (56 km)
2 Toronto	135 (218 km)
3 Ottawa	151 (244 km)
4 Montreal	240 (388 km)
5 Windsor	311 (296 km)
<b>Distance in Miles and Kilometres to the Five Nearest Metro Areas from Trent Hills</b>	
Metro Area	Miles (km)
1 Buffalo, New York USA	165 (264 km)
2 Syracuse, New York USA	220 (352 km)
3 Rochester, New York USA	240 (384 km)
4 Detroit, Michigan, USA	290 (464 km)
5 New York, New York, USA	470 (752 km)



## Demographic Profile

- # of Households – 5,582 (Source – Statistics Canada)
- Population (Source – Statistics Canada)

### Population in 2001 – 12,569 (Seasonal Population – 1,080)

(1996 – 12,437) – 1.1% change

Characteristics	TOTAL	MALE	FEMALE
All persons	12,570	6,070	6,500
Age 0-4	520	265	255
Age 5-14	1,590	800	790
Age 15-19	845	425	420
Age 20-24	570	290	280
Age 25-44	2,750	1,325	1,425
Age 45-54	1,910	910	1,000
Age 55-64	1,540	760	780
Age 65-74	1,525	740	785
Age 75-84	1,015	450	565
Age 85 and over	310	110	200
Median Age of the Population	45.1	44.2	45.8
%of the population ages 15 and over	83.3	82.5	83.9

- Population by Education (Source – Statistics Canada)

	1991	1991%	1996	1996%	2001	2001%
Grade 9 or less:	1,305	13.58	1,400	14.11	885	9.39
Grade 9-13 Without Secondary Certificate:	2,935	30.54	3,070	30.93	2,380	25.25
Grade 9-13 With Secondary Certificate:	1,645	17.12	1,365	13.75	1,600	16.98
Trade Certificate or Diploma:	480	4.99	525	5.29	1,200	12.73
Other Non-University Education Without Certificate or Diploma:	515	5.36	715	7.2	575	6.1
Other Non-University Education With Certificate or Diploma:	1,600	16.65	1,745	17.58	1,700	18.04
Some University without Diploma:	300	3.12	230	2.32	330	3.5
Some University with Certificate:	325	3.38	310	3.12	130	1.38
University Degree:	485	5.05	560	5.64	630	6.68



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■ Labour Force (Source – Statistics Canada)

	1991	1991%	1996	1996%	2001	2001%
Total In Labour Force:	5,625	58.56	5,555	55.97	5,770	56.4
Total Out of Labour Force:	3,985	41.49	4,365	43.98	4,460	43.6
Total Population (15years+):	9,605	*100.00	9,925	*100.00	10,230	*100.00
Total Employed:	5,125	91.11	4,995	89.92	5,265	91.25
Total Unemployed:	500	8.89	555	9.99	505	8.75
Participation Rate:						56.40%
Employment-Population Ratio:						51.50%
Unemployment Rate:						8.80%

2001:

Median Family Income: \$43,994

Median Individual Income: \$18,034

■ Labour Force by Industry (Source – Statistics Canada)

	2001
Mining:	35
Agricultural:	440
Manufacturing:	820
Construction:	425
<b>Selected Services</b>	
Finance & Insurance:	175
Real Estate:	25
Wholesale Trade:	255
Retail Trade:	710
Transportation:	330
Professional & Scientific:	255
Health Care:	585
<b>Total:</b>	5,765
Males:	3,035
Females:	2,730



## Tourism Base

- Culture & Heritage
  - Westben Arts Festival Theatre - full concert series June, July & August. 200 seat theatre.
  - Warkworth Town Hall Centre for the Arts – venue for art exhibits, musical concerts, theatre, events and classes.
  - Campbellford, Hastings & Warkworth Historical Society (s) – volunteer organizations that preserve community heritage.
  - Trent Hills Heritage Committee – designate heritage buildings in the community and provide walking tour brochures.
  - Campbellford/Seymour Interpretive Heritage Signage – 10 sign panels placed throughout the community depicting significant icons in community history.
  - Harold Carlaw’s Memorial Military Museum – hundred of artifacts that are on display year round.
  - Events & organizations – ongoing list of activities and groups that celebrate community heritage and culture throughout the year, i.e.: Spirit of the Hills.
  - Artisan Community of Warkworth & Charlie’s Indian Motorcycle Day.
- Outdoor Activities
  - Ranney Gorge Suspension Bridge – 300 foot walking bridge over the Ranney Falls.
  - Ferris Provincial Park – 165 campsites and 600 hectares of woods and trails.
  - Trans Canada Trail – national trail that winds through Campbellford & Hastings.
  - Rotary Trail – 5 kms of walking trail along the Trent Severn Waterway in Campbellford.
  - Mill Creek Trail – 2.6km trail next to Warkworth on County Rd 29.
  - Seymour Conservation Area – trail system just south of Campbellford on County Road 30.
  - Golfing – 3 18 hole golf courses near Warkworth.
  - Fishing – over 20 cottage and resort owners offering excellent fishing and vacation destinations along the Trent Severn Waterway.
  - Boating – over 600 boaters overnight in the Trent Hills during their tour through the Trent Severn Waterway. Public docking in both Campbellford & Hastings. Private docking and rentals at a number of area resorts.
- Shopping
  - 3 downtown communities – Warkworth, Hastings and Campbellford
  - Meyersburg Flea Market – 40 vendors open year round Saturday & Sundays
- Farm Fresh/Agri-Tourism
  - Century Game Park – Bison & Elk farm
  - Sandy Flat Sugar Bush & Curle’s Maple Syrup farms



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- Hoard’s Station Sale Barn
- Campbellford, Hastings & Warkworth Farmer’s Markets – May to October
- Godden’s Whole Hog Sausage
- Rural Ramble Farm Tour – annual weekend event in August
- Campbellford & Warkworth Fairs
- Warkworth Dodge Rodeo
- Local Foods & Dining
  - Doohar’s Bakery
  - World’s Finest Chocolate
  - Church Key Brewing
  - Empire Cheese & Butter Co-op
  - Lionheart Bakery
  - Glover’s Farm Market
  - 26 restaurants offering diverse dining experience
- Accommodations
  - 18 Bed & Breakfasts
  - 3 Inns & Motels
  - 20 Resorts
- Events & Festivals
  - Over 25 annual events targeting visitor attendance

**Building Permit History** (Source – Municipality of Trent Hills)

Year	Commercial		Residential	
	Value	# of Permits	Value	# of Permits
2001	\$0.00	0	\$3.7 million	26
2002	\$6,000	2	\$4.2 million	29
2003	\$360,000	2	\$7.2 million	40
2004	\$1.9 million	32	\$11 million	51
2005	\$2.8 million	36	\$10.5 million	56
2006	\$7.4 million	27	\$15.6 million	74

**Property Taxes** (Source – Municipality of Trent Hills)

% Share of Property Tax Revenue for 2006	
Commercial (%)	: 8.3
Industrial (%)	: 3.2
Residential (%)	: 88.5
<b>Capital Expenditures for 2007 (\$ Million)</b>	<b>: 2,597,646</b>



**2006 Municipality of Trent Hills - Tax Rates** (Source – Municipality of Trent Hills)

Property Type	Municipal Rate	Education Rate	County Rate	Total Rate
CT- Commercial Occupied	0.01161587	0.01967848	0.00724806	0.03854241
CU- Commercial Vacant Units	0.00813111	0.01377494	0.00507364	0.02697969
CX- Commercial Vacant Land	0.00813111	0.01377494	0.00507364	0.02697969
FT - Farmlands	0.00191656	0.00066000	0.00119589	0.00377245
IT - Industrial Occupied	0.02016219	0.03310856	0.01258077	0.06585152
IU - Industrial Vacant Units	0.01310542	0.02152056	0.00817750	0.04280348
IX - Industrial Vacant Land	0.01310542	0.02152056	0.00817750	0.04280348
MT - Multi-Residential	0.01698837	0.00264000	0.01060038	0.03022875
PT - Pipelines	0.00918491	0.01640198	0.00573119	0.03131808
RT - Residential	0.00766623	0.00264000	0.00478356	0.01508979
ST - Shopping Centre	0.01161587	0.01967848	0.00724806	0.03854241
TT - Managed Forests	0.00191656	0.00066000	0.00119589	0.00377245

**Transportation Facilities/Services**

<b>Motor Carriers/Trucks</b>	
Common Carriers Serving the Area	Valley View Transport, Meyer's Transport
<b>Railroads (by Rail Carrier)</b>	
Name	CNR, CPR, Via Rail (passenger)
Main or Branch Line	Main
Shortline or National	National
Nearest Switching Yard (miles)	CP – Toronto Yard, Toronto, CN - MacMillan Yard, Vaughn (Hwy 7 & Keele)

<b>Commercial Airport</b>	
Name	Lester B. Pearson International Airport
<b>Nearest General Aviation Airport</b>	
Name	CYPQ Peterborough Airport
Name	Oshawa Municipal Airport
<b>Nearest General Aviation Airport</b>	
Name	Canadian Forces Base 8 Wing Trenton (YTR)

<b>Ports</b>	
Nearest Port (Name, City, Miles from Area)	Oshawa (35 mi) (56 km)
River, Lake or Ocean	Great Lakes Seaway (Lake Ontario)
# of International Courier Firms Serving Area	
<b>Custom Port of Entry in the Area</b>	
Name	Oshawa
Site Location (City & Street Address:	Richmond St.
Indicate it at a Port, Airport, FTZ, Bridge, etc.)	Port & Airport
<b>Overnight Express Service Availability</b>	
Fed-Ex, UPS, Purolator	



## Community Services

Health Care	<p>Campbellford Memorial Hospital          Campbellford Memorial Multicare Lodge          Campbellford Memorial Health Care Clinic          Hillside Medicine          Community Wellness Centre          Campbellford &amp; District Palliative Care          Hastings Chiropractic Clinic          Dr. E.R. Maraghi, Family Physician          Warkworth Medical Centre          Trent Hills Health Centre          Haliburton, Kawartha, Pine Ridge District Health Unit          Victorian Order of Nurses</p>
Family, Community & Social Services	<p>Community Living Campbellford/Brighton          Campbellford District Rural Transportation Inc.          KINARK Children's Services          Five Counties Children's Centre          Community Care          Hastings Housing Corporation          Campbellford Non-Profit Housing Inc.          Fare Share Food Bank, Campbellford &amp; Warkworth          Hastings &amp; Roseneath Ministerial Food Bank          Beehive Day Care          Ontario Early Years Centres          Warkworth Playgroup          Campbellford Playgroup          Early Literacy Specialist          Mobile Outreach Van          Campbellford Seymour Community Foundation          Warkworth Community Service Club</p>
Media	<p>The Community Press (Western Edition)          Essence Group Communications Group          The Independent          The Entertainment Link          CKOL 93.7 FM          CHEX TV (CBC affiliate)          Persona Communications, Cable Provider</p>
Seniors/Retirement Living	<p>Burnbrae Gardens Long Term Care Facility          Hampton Hills Residential Home          Warkworth Community Nursing Home          Mill Creek Manor          Island Park Retirement Suites</p>
Internet Providers	<p>Bell          Xplornet          Persona</p>
Real Estate	<p>Century 21 Eastwind Ltd.          Prudential Hometown Realty          John R. Connor          Alf Lauesen Real Estate Ltd.          Royal LePage Pro Alliance Realty          Remax Eastern Realty Inc          Gord McCracken Real Estate          Hank Willis, Broker          Sutton Group Northumberland Realty Inc.</p>
Financial Institutions	<p>TD Canada          Royal Bank          Bank of Montreal          Farm Credit Corporation</p>
Education	<p>Kawartha Pine Ridge District School Board          Hastings Public School          Hillcrest Public School</p>



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	<p>Kent Public School Percy Centennial Public School Centre For Individual Studies Campbellford &amp; District High School Peterborough-Victoria-Northumberland &amp; Clarington Catholic Separate School Board Education Centre - St. Mary's School Trent Hills Montessori School Loyalist College, Belleville Sir Sandford Fleming College, Peterborough Trent University, Peterborough Campbellford Community Resource Centre</p>
Library	Trent Hills Public Library – Campbellford Branch, Hastings Branch and Warkworth Branch
Places of Worship	<p><u>Campbellford/Seymour</u> Anglican Christ Church, 154 Kent Street Campbellford Baptist Church, 166 Grand Road Free Methodist Church, 73 Ranney Street N. Church of Jesus Christ of Latter Day Saints, County Rd 35 Glad Tidings Pentecostal Church, 71 Bridge Street W. Jehovah's Witness Kingdom Hall, RR#1 Campbellford St. Andrew's Presbyterian, 17 Ranney Street South St. John's United, 50 Bridge Street W. St. Mary's Roman Catholic, 21 Centre Street Burnbrae Presbyterian, RR#3 Campbellford United Church (Seymour Charge)</p> <p><u>Warkworth</u> Warkworth Free Methodist, 52 Mill Street St. Andrew's Presbyterian, 20 Mill Street St. Paul's United Church, Main Street St. Jerome's Roman Catholic, 77 Church Street</p> <p><u>Hastings</u> St. George's Anglican, 38 Bridge Street St. Andrew's Presbyterian, 19 Albert Street East Our Lady of Mount Carmel Roman Catholic Church, 51 Albert Street East Trinity United Church, 3 Albert Street West</p>
Recreation	<p>Forrest Dennis Seniors Centre, Campbellford Lawn Bowling Club, Campbellford Campbellford Curling and Racquet Club, Campbellford Outdoor Pool, Campbellford Trent Valley Bowling Lanes, Campbellford Tennis Courts, Campbellford Skateboard Park, Campbellford &amp; Hastings Plus 50 Seniors Centre, Warkworth Warkworth Town Hall, Centre for the Arts, Warkworth Hastings Civic Centre, Hastings Dodd's Bowling Lanes, Hastings Pine Ridge Golf and Country Club Salt Creek Golf Links Warkworth Golf &amp; Country Club <u>Campbellford – Parks &amp; Trails</u> Trans Canada Trail Old Mill Park Lions Club Park Picnic Island Park Kennedy Park Crowe Bridge Family Fun Park Campbell Park Water Tower Park Lookout Rotary Trail Seymour Conservation Area -swimming (operated by the Lower Trent Region C.A.) Ferris Provincial Park (operated by the Municipality) Kinsmen Ball Park <u>Warkworth – Parks &amp; Trails</u></p>



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	<p>Mill Creek Trail          Mill Creek Park          Warkworth Conservation Area  <u>Hastings – Parks &amp; Trails</u>          Trans Canada Trail          Waterfront Park          Hastings Village Marina Park (swimming)          Fowlds Park          Lions Club Park          Ball Park  <u>Arenas</u>          Campbellford/Seymour Arena          Hastings Memorial Arena          Percy Arena  <u>Sports Fields</u>          Campbellford – Soccer, Baseball, Basketball, Football          Warkworth – Soccer, Baseball, Basketball          Hastings – Soccer, Baseball, Basketball          Trent River, Baseball</p>
Arts & Culture	<p>Aron Cinema          Westben Arts Festival Theatre          Campbellford/Seymour Heritage Society          Percy Historical Society          Hastings Historical Society          Campbellford/Seymour Horticultural Society          Trent Hills Architectural Heritage Committee          Northumberland Arts &amp; Crafts Association          Spirit of the Hills          Campbellford/Seymour Agricultural Society          Percy Agricultural Society</p>

## Recent Developments – 2005/2006

- Nautical Lands Group identified Trent Hills as the perfect setting for their new 85 suite retirement residents in 2003. This \$5 million project is currently under construction on Trent Drive in Campbellford. Island Park Suites will offer full services to its residents while providing 30 full time employment positions.
- The Connor family has been in business in Trent Hills for over 20 years. In 2004, they expanded their very successful Windswept Group retreat and catering services to include a newly restored 4-bedroom accommodation. The Emilyville Inn, located on Canrobert Street in Campbellford offers full bed and breakfast service to accommodate the growing tourism traffic to the area. The Windswept Group already operate a bed & breakfast and a corporate retreat facility.
- Expansion of Scott Drummond Motors in 2004. This long standing General Motors dealership has been located in Trent Hills for close to a century. Originally owned and operated by three generations of the Davidson family, the dealership was recently purchased by Scott Drummond and continues to thrive.
- Dart Cup has been manufacturing foam cups in Trent Hills since the late 1985. The plant has a staff of over 80 employees and has received numerous environmental and manufacturing awards for their unique production and recycling process. In 2003, the plant was expanded by 41,000 sq ft to accommodate a new warehousing facility. In 2005, Dart Cup celebrated its 20<sup>th</sup> Anniversary in Campbellford.



- Pine Ridge Golf & Country Club is one of three 18 hole courses in the Warkworth area. As a tourism destination and event facility, Pine Ridge has attracted increased use in the last few years. Seeing the potential for year round use and service, an 1800 sq ft expansion was completed in the spring of 2004. The clubhouse now offers a spacious lounge, deck, banquet facility, and pro shop. Pine Ridge is also continuing a successful residential develop providing the opportunity for avid golfers to enjoy views of the course from their living room.
- Through federal and provincial funding support the Municipality was able to implement a number of infrastructure projects. The Hastings Village Marina opened for business in the summer of 2004 providing premiere docking facilities for boaters of the Trent Severn Waterway and Rice Lake. Looking for an upscale Main Street for an art gallery or retail storefront? Look no further than the newly restored Warkworth Main Street. In the spring of 2004, streetscape and landscape improvements were constructed to enhance the already intriguing architecture and heritage of this booming community. Campbellford has also undergone a transformation in 2003 and 2004 with addition of the Ranney Gorge Suspension Bridge, the downtown River Walk and the expansion of the Industrial Park. The Municipality and numerous community and government partners have invested \$3 million dollars to enhance the infrastructure of our community to better serve the needs of this diverse economy.
- Campbellford completed the first phase of its face lift in 2006 with a decorative riverwalk and boat slips for travelers of the Trent Severn Waterway. The second phase of the project will begin in 2007.
- Campbellford has been home to the Canadian manufacturing headquarters for World's Finest Chocolate since the late 1950s. In early 2006, the facility was transferred to Blommer Chocolate and began a new direction in manufacturing wholesale chocolate product.
- During 2005/2006, Mintech of Campbellford expanded their recycling operation to host an additional 9,000 sq. ft. of space to respond to a growing demand for their service.
- Campbellford offers municipally owned business parkland that is being prepared for services in 2005. Currently, lots from 1 to 15 acres of prime industrial land are available for development.
- Rene's Total Home Comfort outgrew their leased space on Grand Road in Campbellford in 2006. To accommodate their growth demand for heating and cooling services and their growing staff, a new 4,000 sq. ft. building was constructed in the Campbellford Business Park to provide adequate office and showroom space.
- Allen Insurance relocated their office in the village of Warkworth in 2006. The organization chose to redevelop a vacant commercial building. The renovation resulted in an impressive transformation of a key commercial property in Warkworth.