



## TOWNSHIP OF EDWARDSBURGH CARDINAL ACTION ITEM

**Committee:** Council

**Date:** August 26, 2024

**Department:** Community Development

**Topic:** Community Futures Grenville CED Grant Application to support a new Community Improvement Plan

**Purpose:** As we begin to prepare a new Community Improvement Plan, funding from CF Grenville's Community Economic Development initiative can help us enhance our community engagement. Council's support is required in order to submit an application for funding.

**Background:** The Township of Edwardsburgh Cardinal is embarking on a new Community Improvement Plan (CIP) project to update and enhance our strategic approach to local development. The existing CIP, established in 2012, has served the township well but is now outdated given the significant economic and social changes that have occurred over the past decade. A new CIP will provide a refreshed, strategic approach that aligns with current realities and future goals, ensuring that the township's development efforts are both relevant and effective in meeting the needs of its residents and businesses.

A key element of the new CIP project is ensuring robust community engagement. The township recognizes the importance of involving residents, business owners, and other stakeholders in the planning process to create a plan that truly reflects the community's needs and aspirations. Engaging the community requires extensive outreach efforts, including public meetings, surveys, focus groups, and targeted communications. These activities are essential to gather diverse perspectives, build community support, and ensure the plan's success.

The Community Futures Grenville Initiatives offers non-repayable contributions for community economic development projects, covering up to 50% of eligible project expenses, to a maximum of \$3,000. This program supports projects that:

- Address strategic economic development priorities
- Support the business community
- Have a significant, measurable impact
- Demonstrate collaboration with community economic development partners
- Enhance community capacity for economic development.

Projects must have their primary impact in Greenville County (Prescott, Augusta, Edwardsburgh Cardinal, and North Greenville). Municipalities, Business Improvement Areas and not-for-profit organizations are eligible to apply.

To fully realize the potential of the new CIP, it is suggested that we seek CF Greenville funding to support vital community engagement activities by covering additional consulting fees. This additional support will enable us to engage the community and businesses more comprehensively and gather valuable feedback, ensuring that the CIP is as impactful and inclusive as possible. Recognizing that business owners and entrepreneurs have busy schedules, we will tailor our communication to fit their needs, providing information in formats and through channels that align with their business and lifestyle, thereby maximizing their engagement.

**Policy Implications:** The Planning Act requires at least one Public Meeting prior to the adoption of a Community Improvement Plan. Staff recommend additional engagement with our residents and businesses throughout the process.

**Strategic Plan Implications:** An updated Community Improvement Plan will support many objectives within our Strategic Plan. Enhanced community outreach aligns with the objectives of our Good Governance priority by improving communication with the community using new tools and marketing to expand outreach (objective 2.2).

**Financial Considerations:** The Township of Edwardsburgh Cardinal will issue an informal RFP to consulting firms to prepare the new Community Improvement Plan. There is a current budget for this project of \$30,000.

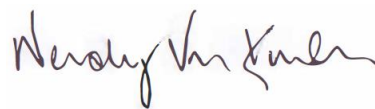
By leveraging this grant, up to \$3000, we can make certain that the CIP is truly reflective of the community's needs and aspirations, ultimately leading to a more successful and impactful plan that benefits everyone in Edwardsburgh Cardinal.

**Recommendation:** THAT Municipal Council endorse the submission of an application to Community Futures Greenville's Community Economic Development Initiative for funding to support additional community engagement.



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Economic Development and  
Communications Consultant



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Community Development Coordinator