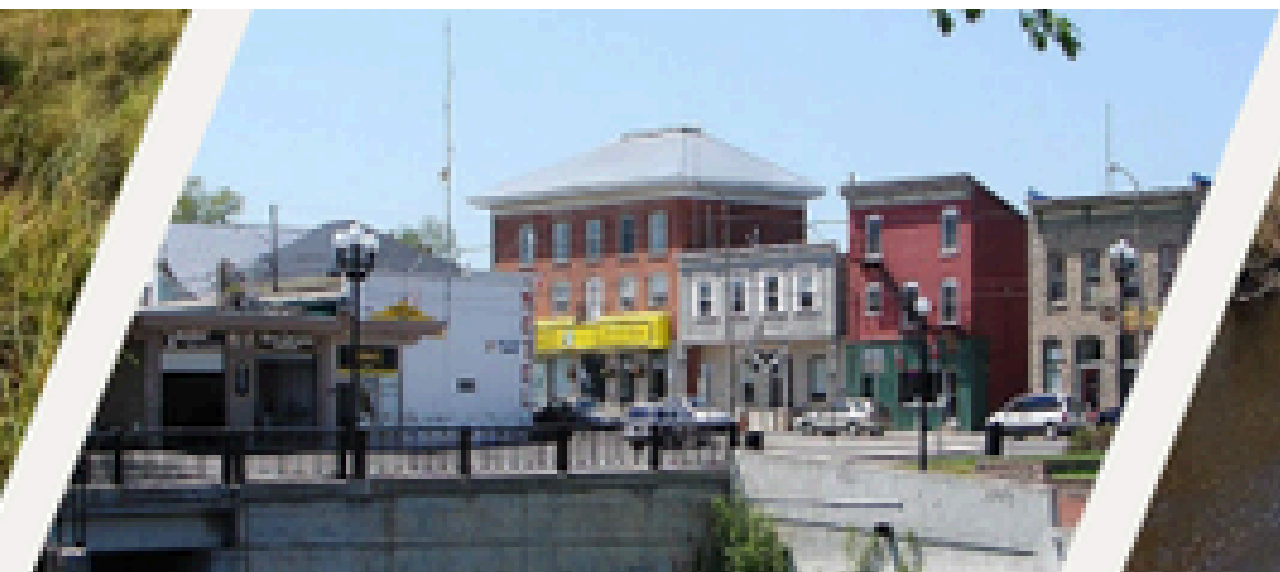
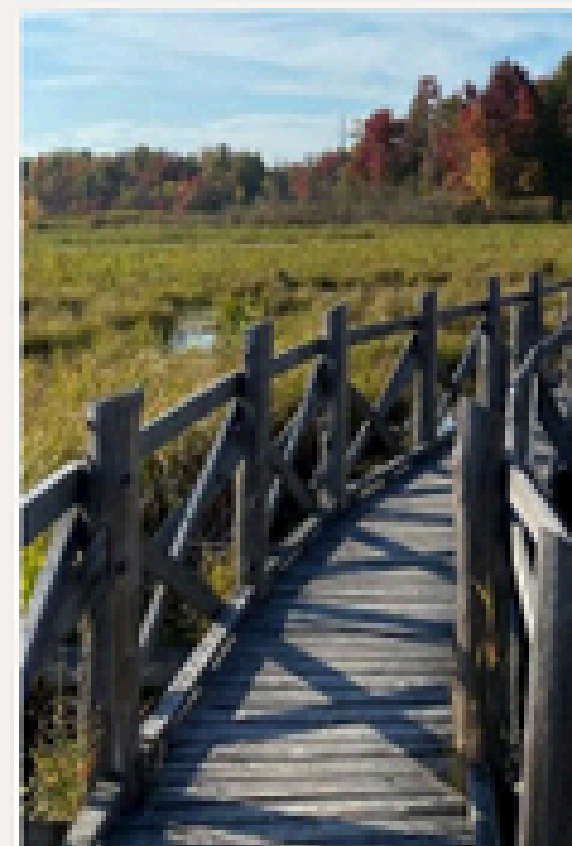


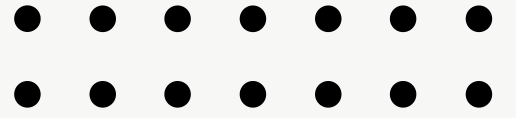


Vitality Planning

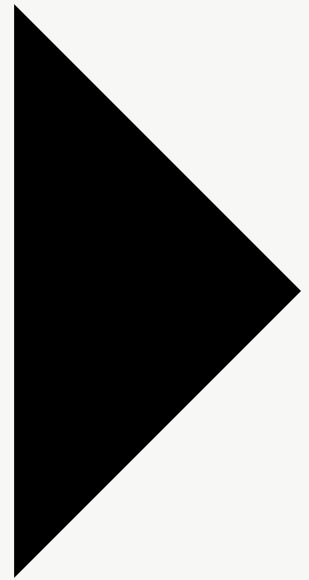
Municipality of North Grenville
**Tourism Community Improvement
Plan Project**

Community and Economic Development Advisory Committee
April 13, 2026





TODAY'S AGENDA



- Welcome and Introductions
- What is a CIP?
- Project Overview
- What We've Heard So Far
- North Grenville Context
- Possibilities for North Grenville
- Discussion
- Next Steps



WELCOME & INTROS

Project Team

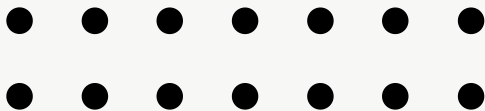
Vitality Planning (Nancy Reid Oldridge and Natasha Gaudio Harrison)
Explorer Solutions (Charlene Godfrey)

Municipality of North Grenville

Amy Martin, Director of Planning and Development
Matt Gilmer, Manager, Economic Development
Marta Zwart, Tourism Administrator

Participants

That's you!



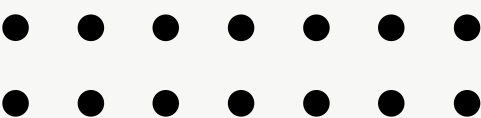
WHAT IS A CIP?

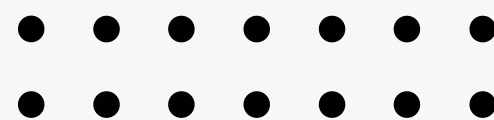
A Community Improvement Plan (CIP) is permitted under Section 28 of the Planning Act.

A CIP allows the Municipality to:

- Offer financial incentives (grants, loans, rebates)
- Help prioritize municipal investment in land and infrastructure
- Target priority areas for reinvestment

A CIP is one of the only tools municipalities can use to financially support private investment





PROJECT OVERVIEW

The Municipality is creating an innovative Tourism CIP, an opportunity that was identified in its 2020 Tourism Strategy. It is committed to supporting tourism products and experiences that leverage rural character, historic charm, recreational assets, and agri-tourism.



We want to identify:

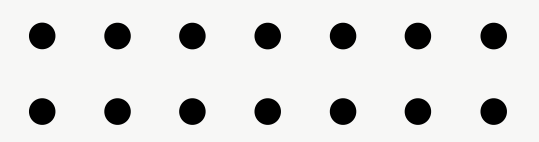
- Key tourism assets and opportunities
- Barriers to investment and growth

We want to define:

- Priority areas for improvement (CIPAs)
- Targeted financial incentives and municipal initiatives



PROJECT OVERVIEW





BACKGROUND REVIEW

Strong foundation for tourism:

- Waterfronts, trails, rural landscapes, events, and local food
- Tourism is a municipal priority consistently identified across plans and strategies

Gaps limiting growth:

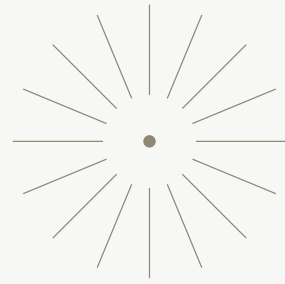
- Limited accommodations
- Wayfinding and visitor services
- Seasonal tourism patterns

Opportunities to build on strengths:

- Agri-tourism and experiential tourism
- Waterfront activation
- Events and cultural experiences

A CIP provides a mechanism to support on-the-ground investment.

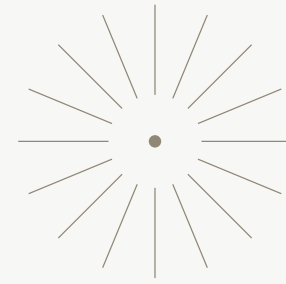
NORTH GRENVILLE CONTEXT



North Grenville Today
Growing community with strong connections to the Ottawa/National Capital Region

Mix of:

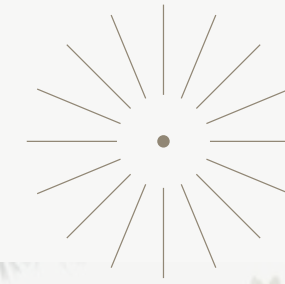
- Urban services (Kemptville)
- Rural and agricultural landscapes, hamlets
- Waterfront and natural areas



Tourism & Visitor Economy

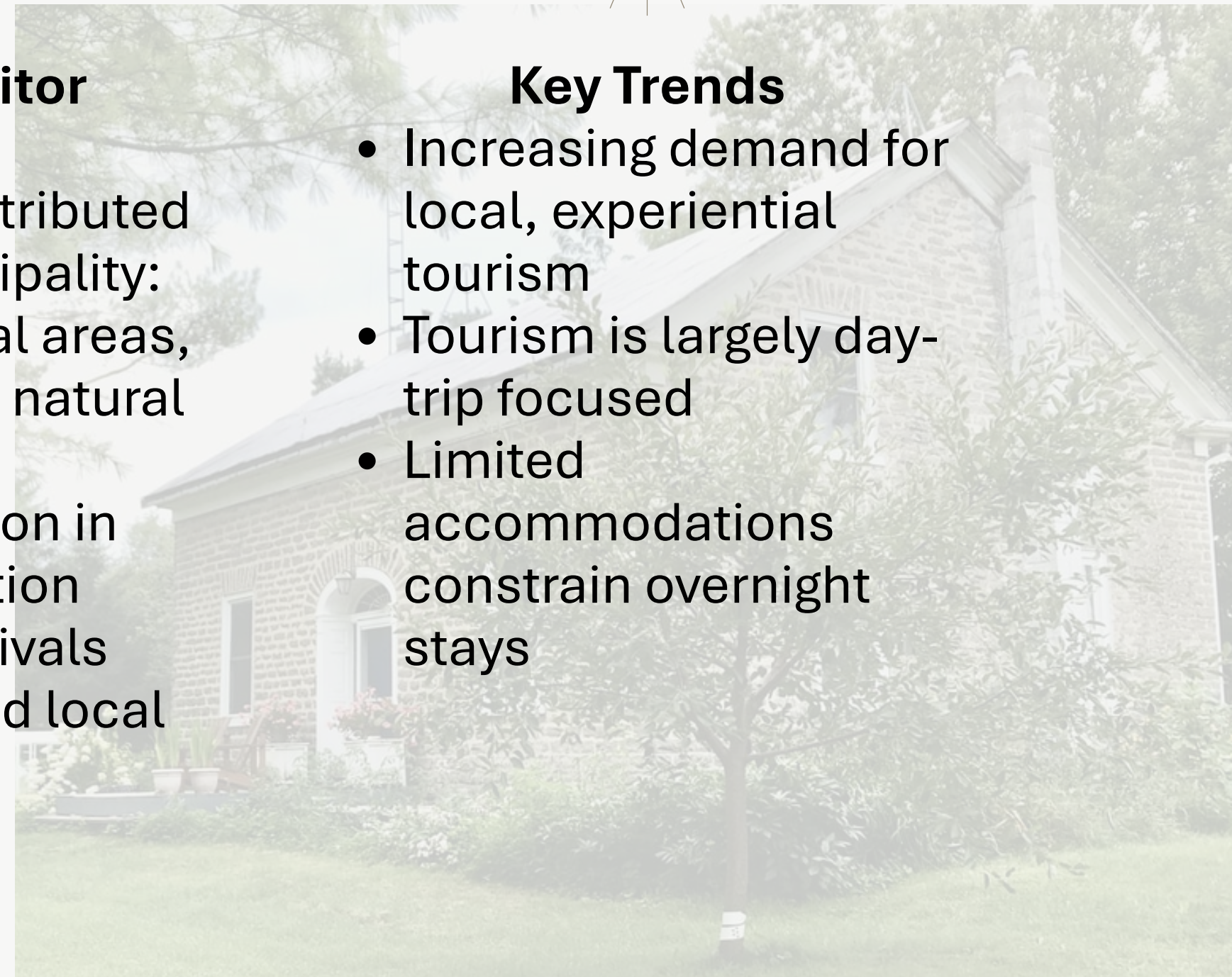
Tourism assets distributed across the municipality:

- Downtown, rural areas, waterfront, and natural areas
- Strong foundation in outdoor recreation
- Events and festivals
- Agri-tourism and local food



Key Trends

- Increasing demand for local, experiential tourism
- Tourism is largely day-trip focused
- Limited accommodations constrain overnight stays



How Ontario Municipalities Are Using CIPs to Support Tourism:

- Tourism and visitor-serving uses
- Accommodations (hotels, inns, short-term stays)
- Agri-tourism and rural diversification
- Downtown and waterfront revitalization
- Public realm and placemaking improvements

Common Incentive Tools:

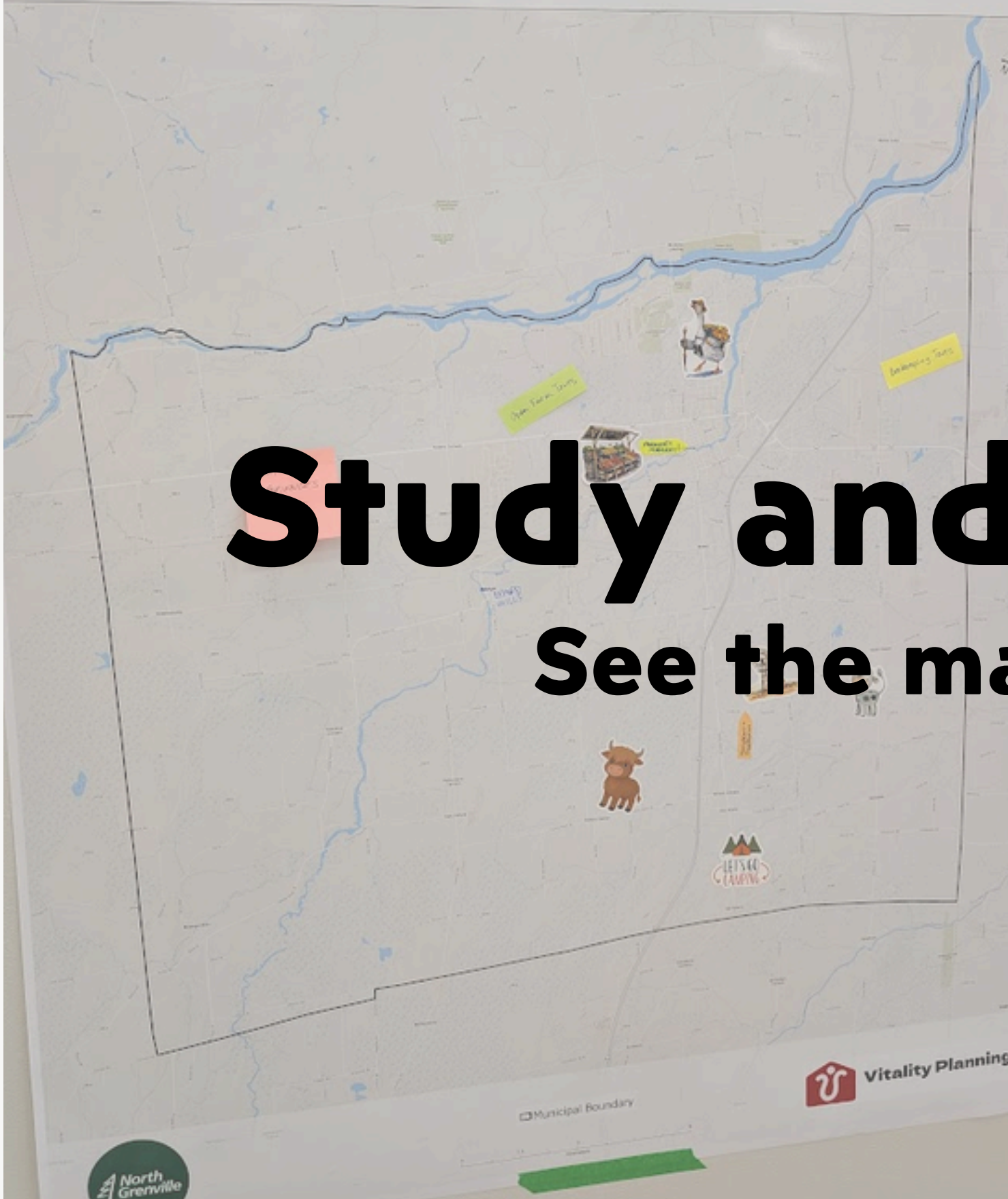
- Façade and building improvement grants
- Tax Increment Equivalent Grants (TIEGs)
- Development charge and fee rebates
- Accessibility and retrofit programs
- Support for adaptive reuse and redevelopment

Key Takeaways:

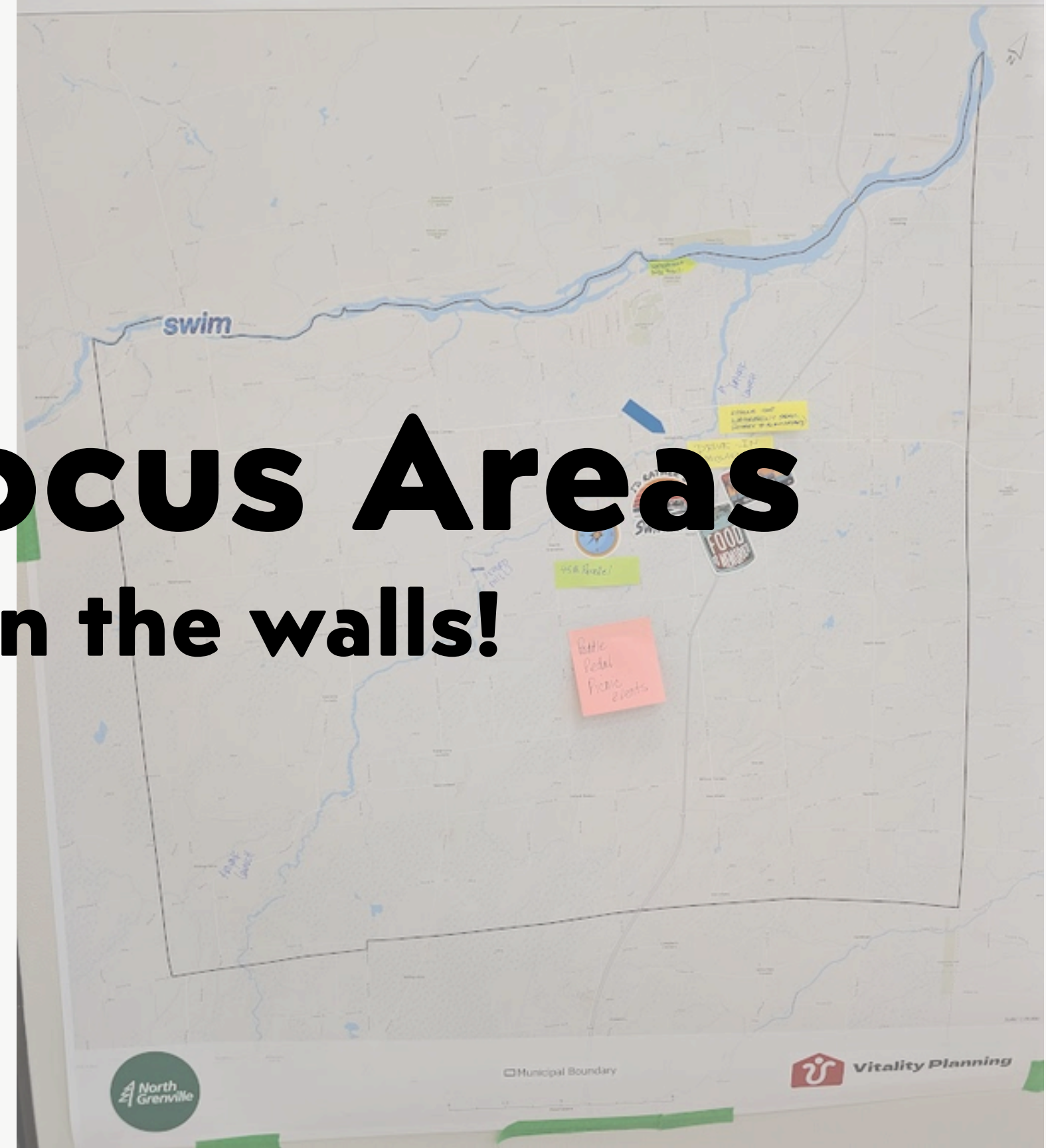
- CIPs are flexible and scalable tools
- Often applied municipality-wide or in targeted areas
- Used to leverage private investment and support local priorities



How can we enhance on-farm experiences?
Place a sticker and share your ideas on the map.



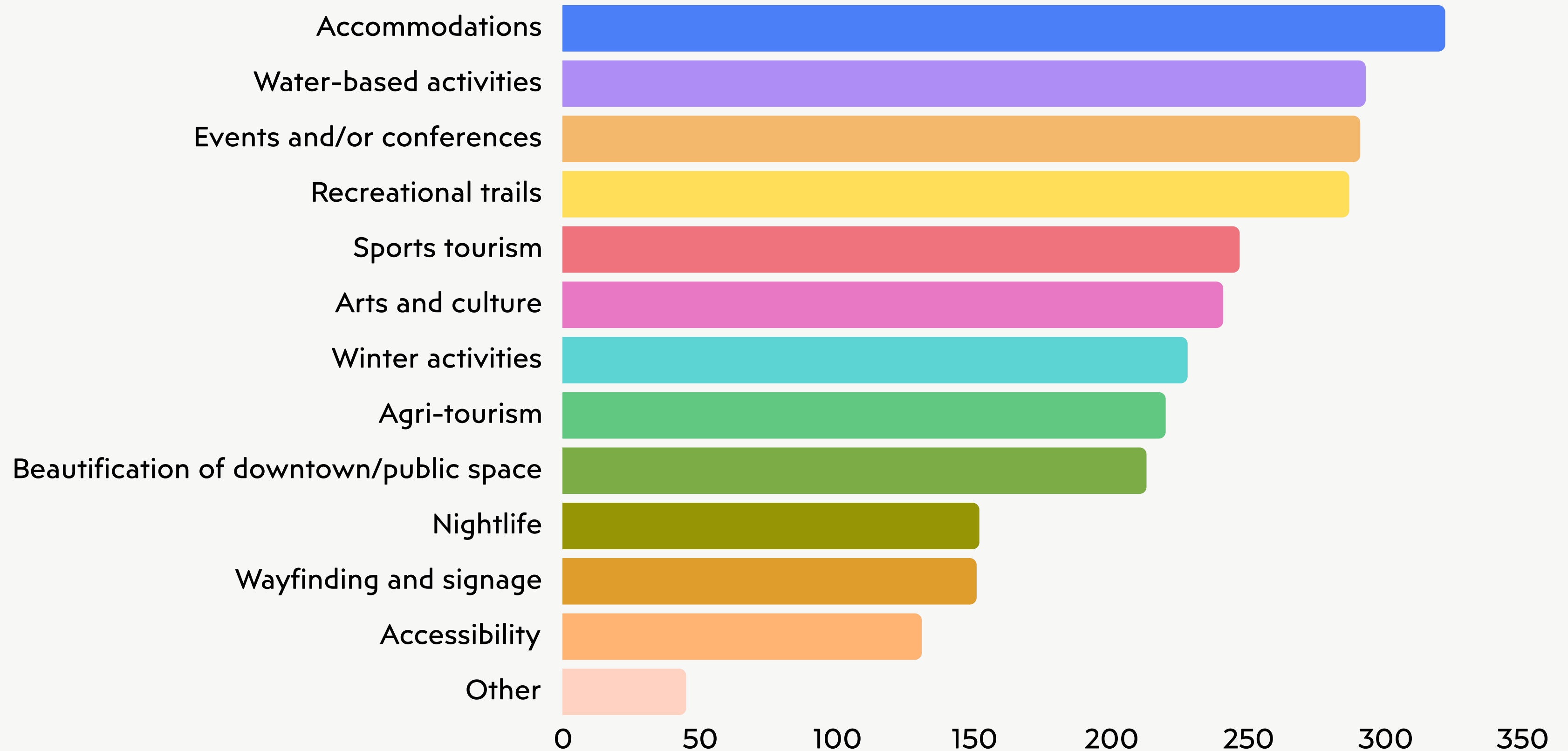
How can we enhance waterfront experiences?
Place a sticker and share your ideas on the map.



Study and Focus Areas

See the maps on the walls!

What we've heard so far...

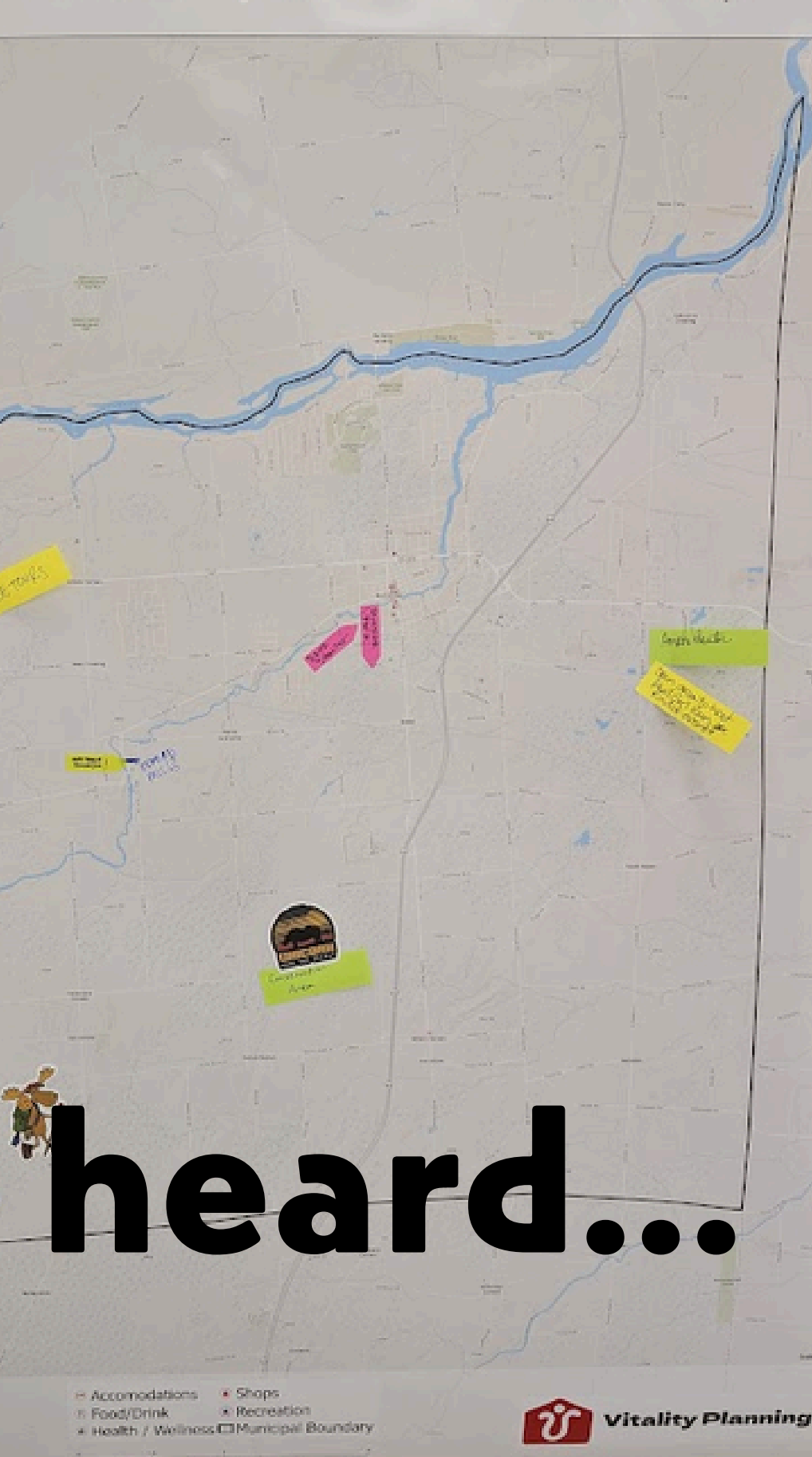
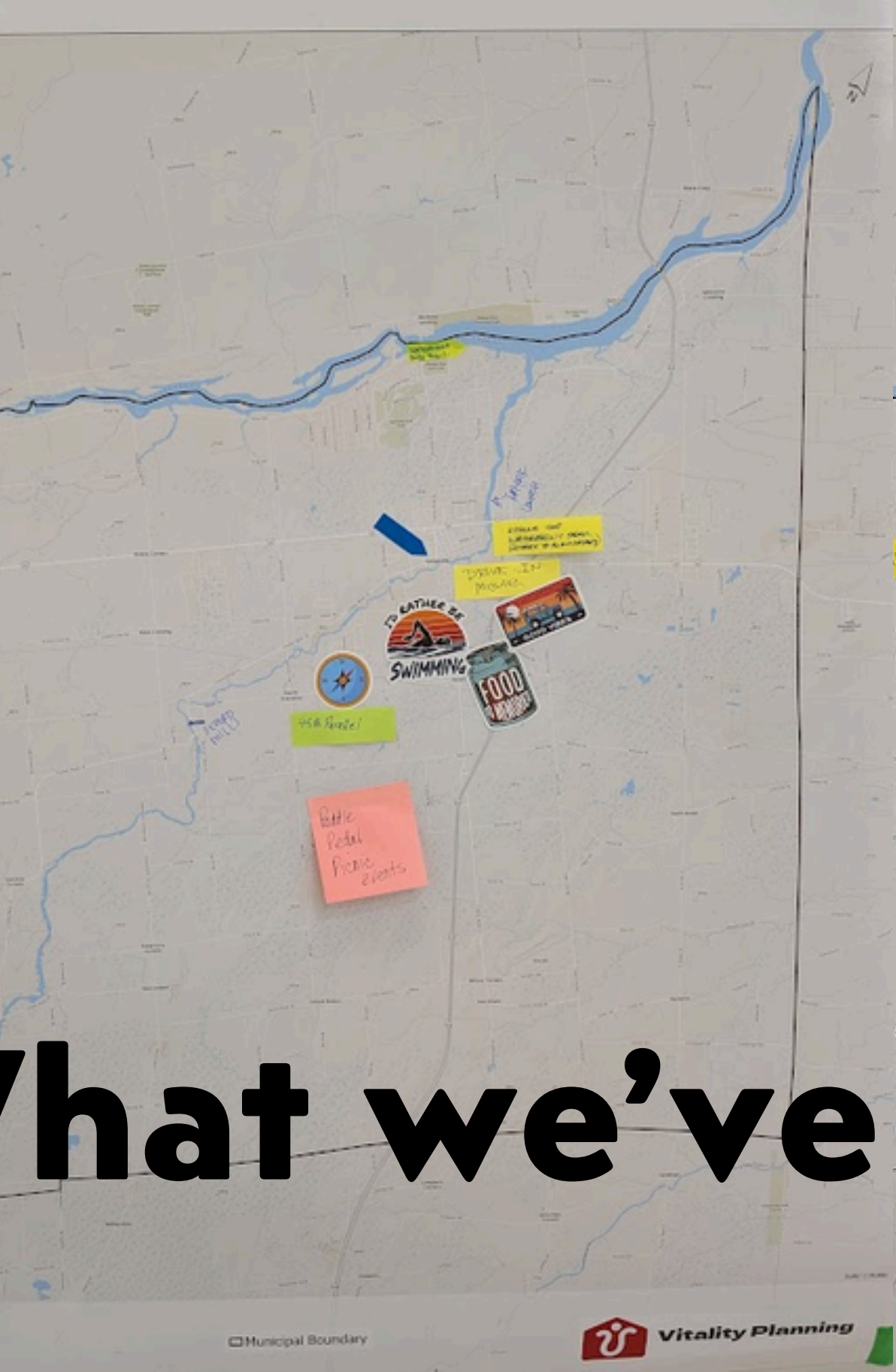
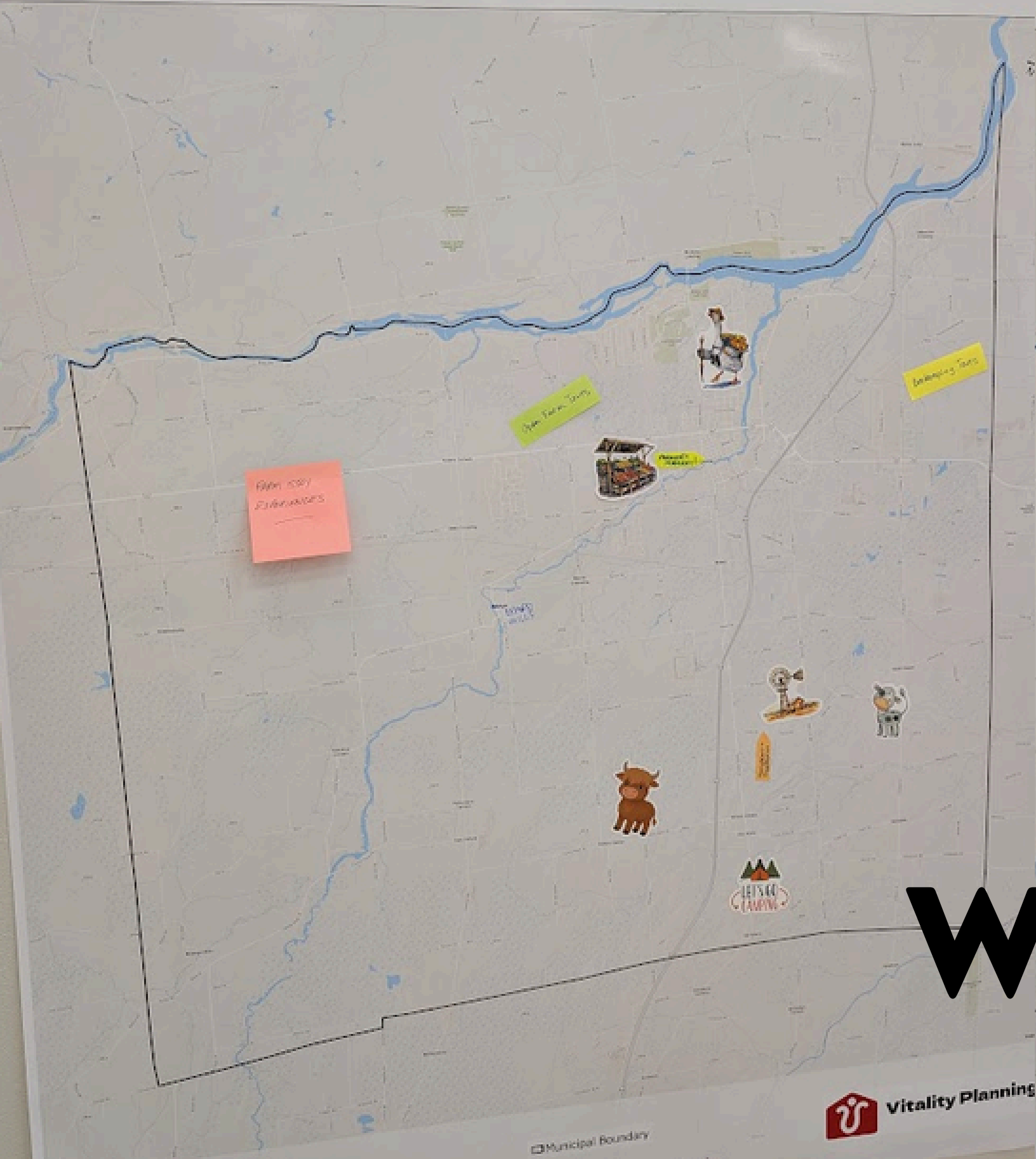


How can we enhance on-farm experiences? Enhance waterfront experiences?

Place a sticker and share your ideas on the map.

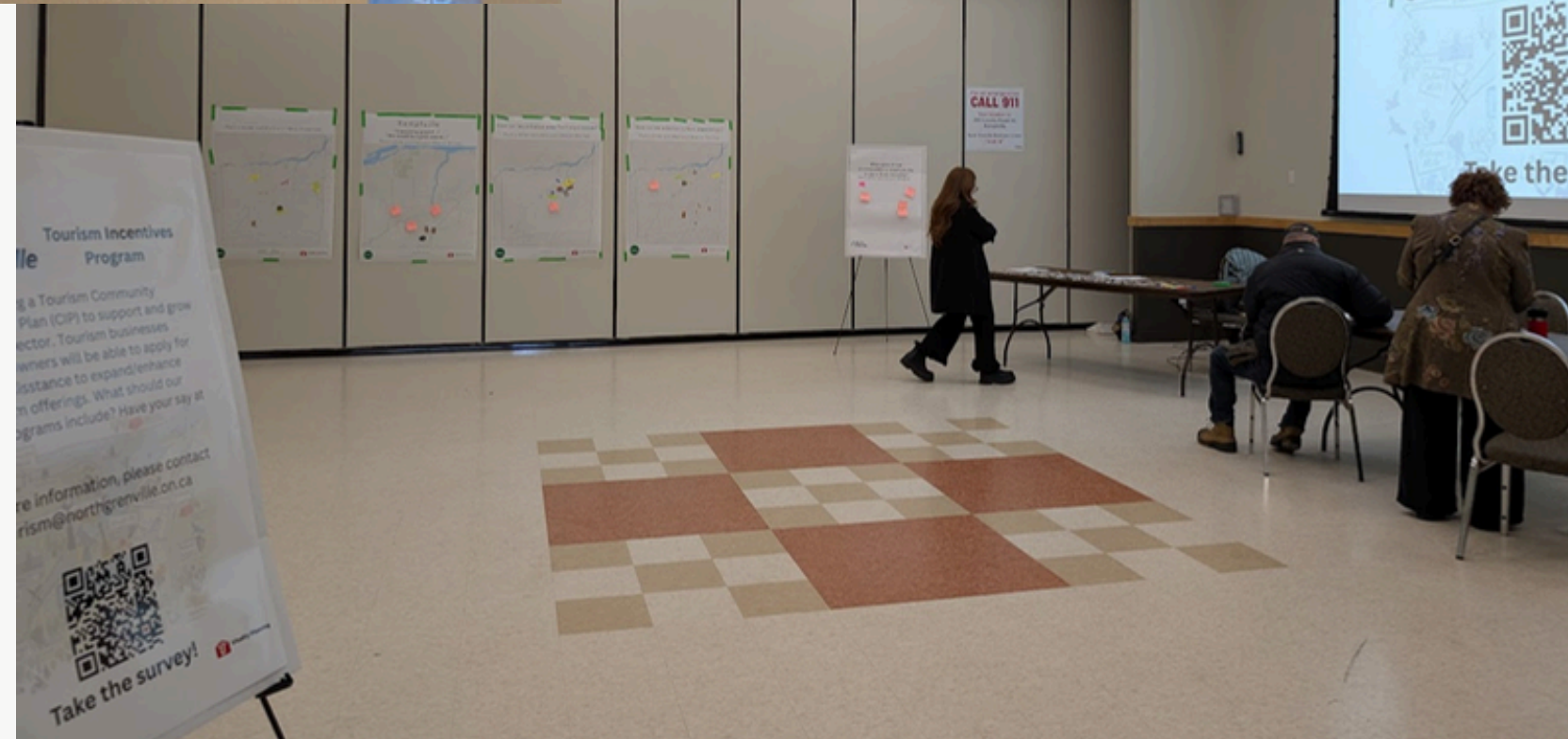
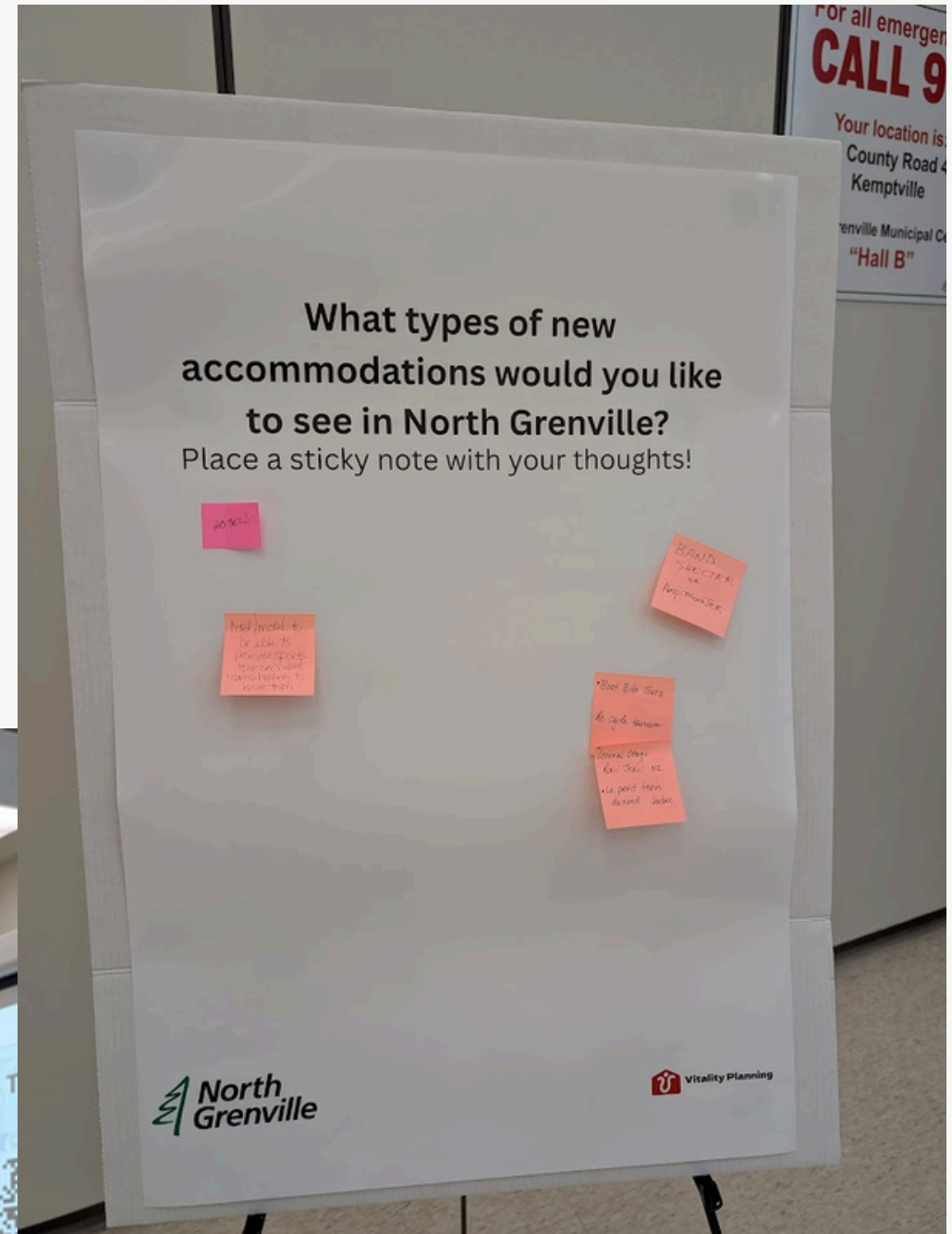
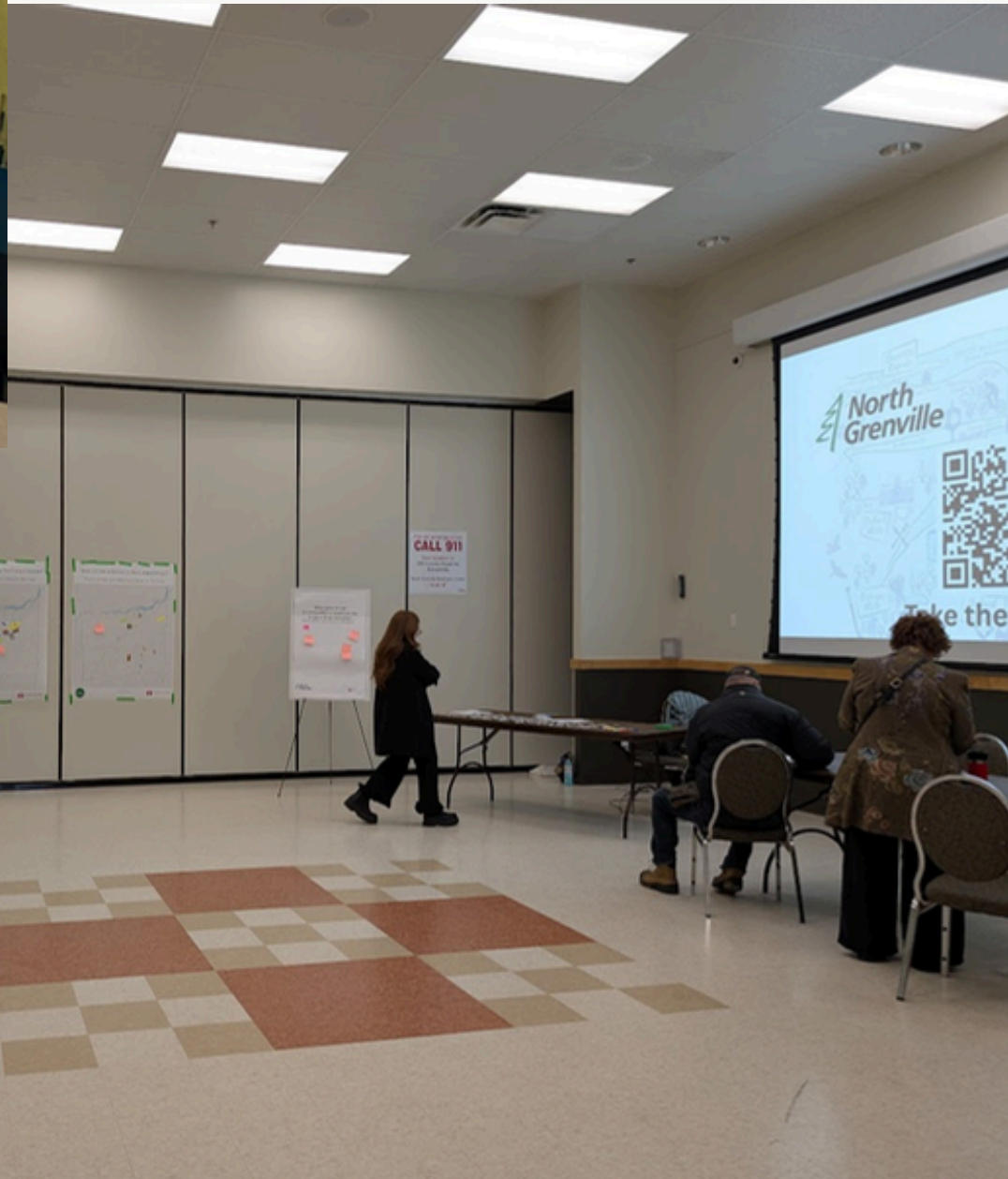
er and share your ideas on the map.

and share your ideas on the map.



What we've heard...

What we've heard...



Preliminary Program Options

- Tax Increment Equivalent Grant (TIEG) for hotels + accommodations
- Landscaping grants or loans (available to various kinds of tourism operators)
- Funds for permanent structures to house pop-ups in key areas
- On-farm diversified use funds
- Funds for waterfront activation (sheds, docks, etc.)

Discussion

What do you feel are the biggest opportunities to grow tourism in North Grenville?

**What are the biggest barriers to
tourism operators in growing their
businesses?**

**What kinds of incentive programs
would you like to see through this
CIP?**

Thanks!



Want more info? Tourism@northgrenville.on.ca