The Corporation of the Municipality of Mississippi Mills

COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday May 21, 2019
8:00AM
Council Chambers, Municipal Office

A.   APPROVAL OF AGENDA

B.   DISCLOSURE OF PECUIARY INTEREST

C.   DELEGATIONS/PRESENTATIONS/TOURS

E.   BUSINESS ARISING OUT OF MINUTES

F.   ROUND TABLE

G.   REPORTS

b. Beautification Committee Update (Verbal)
c. Business Breakfast Report

H.   INFORMATION/CORRESPONDENCE

I.   OTHER/NEW BUSINESS
1. Committee Code of Conduct and Police Reference Checks
2. 2019 C&EDC Summer Students
3. Filming Policy & Permit Update
4. OVRT Update

J.   MEETING ANNOUNCEMENTS
CEDC Meeting Dates

K.   ADJOURNMENT

CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

April 16, 2019
8:00 a.m.
Municipal Office - Council Chambers

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PRESENT: Scott McLellan
                  Deputy Mayor Minnille
                  Councillor Gerard
                  Vic Bode
                  Sanjeev Sivarulrasa
                  Greg Smith
                  Ron MacMeekin
                  Mary Rozenberg
                  Helen Antebi

STAFF/OTHERS: Tiffany MacLaren, Community Economic & Cultural Coordinator
                  Bonnie Ostrom, Recording Secretary

REGRETS: None
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The Community Economic & Cultural Coordinator called the meeting to order at 8:05a.m.

A. APPROVAL OF AGENDA
Moved by Mary Rozenberg
Seconded by Vic Bode
THAT the following items be added to the agenda; Sub- committee appointments, Rail Trail update and BR&E update;

AND THAT item 1. Election of Committee Chair be brought forward as the first item of business.
                                                                          CARRIED

Moved by Mary Rozenberg
Seconded by Vic Bode
THAT the April 16, 2019 agenda be accepted as amended.

I. OTHER/NEW BUSINESS
  1. Election of Committee Chair
  Moved by Vic Bode
  Seconded by Mary Rozenberg
  THAT Scott McLellan is nominated as the Community Economic Development Committee Chariperson.
                                                                          CARRIED

B. DISCLOSURE OF PECUNIARY INTEREST OR GENERAL NATURE THEREOF

None

C. DELEGATIONS/PRESENTATIONS/TOURS

None

D. APPROVAL OF MINUTES

E. BUSINESS ARISING OUT OF MINUTES

None

F. ROUND TABLE
- Almonte Fair Ladies Night Fundraiser will take place on May 24.
- Fantastic feedback from the Volunteer Appreciation Event held on April 11, 2019!
- Mill Street will hold an Easter Egg Hunt on April 20th
- Hyw 29 in Pakenham was flooded, waters have receded. The lack of traffic through Pakenham was very noticeable to residents and merchants alike.
- Arbour Week events will take place April 23-27. Ads are in the April Humm, local Metroland newspapers and can be found on the exploremississippmills.ca website.
- Downtown Pitch In will take place on Saturday April 26.

G. REPORTS
- **2019 C&EDC Budget**
  The Community Economic & Cultural Coordinator provided an overview of the draft 2019 budget and the proposed budget allocated for CEDC.

H. INFORMATION/CORRESPONDENCE
- **2019 Mississippi Mills Visitor Guide**
  Visitor Guides were handed out to the committee members. Staff asked for feedback and suggestions for the next edition.

I. OTHER/NEW BUSINESS
  2. Filming Policy & Permit
  Council requested a Filming Policy and Permit be drafted. Members briefly discussed options regarding the research and drafting of the policy. A working group was proposed to investigate the Filming Policy and Permit, a draft policy will be developed and brought forward to the committee for further consideration.
  Moved by Vic Bode
  Seconded by Mary Rozenberg
  THAT the Film Policy development working group be created;

AND THAT the following members be appointed to the working group; Helen Antebi, Vic Bode, Sanjeev Sivarulrasa and Tiffany MacLaren.

3. Sub-Committee appointees:
Moved by Helen Antebi
Seconded by Mary Rozenberg
THAT Ron MacMeekin be appointed to the Beautification Working Group.

CARRIED

Moved by Ron MacMeekin
Seconded by Vic Bode
THAT Tiffany MacLaren be appointed to the Riverwalk Working Group.

CARRIED

4. Rail Trail
Members discussed the OVRT regarding the following matters: garbage pickup/cans, dog poop pickup/receptacles, benches, local businesses would like to install signage to promote their business locations, trail maps, additional parking spaces along the trail, and public washrooms. Staff will bring forward further information from the County.

5. BR&E update
The Community Economic & Cultural Coordinator provided an update on the BR&E process to date. Staff will advise the committee details of the upcoming action planning.

J. MEETING ANNOUNCEMENTS

Next meeting: Tuesday May 21st at 8:00AM.

Next Business Breakfast: Thursday, May 23rd at 7:00AM.

K. ADJOURNMENT
Moved by Mary Rozenberg
Seconded by Rick Minnille
THAT the April 16 C&EDC meeting be adjourned at 9:36 a.m.

CARRIED

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Bonnie Ostrom, Recording Secretary

Notes on Third Meeting of Riverwalk Working Group
held at AOTH at 10 AM, May 2, 2019

Attendance:

The meeting was attended by: Alex Gillis, Tiffany Maclaren, Michael Rikley- Lancaster, Nancy Scott and Lea-Anne Solomonian

The following is the approved agenda:

Approved Riverwalk Working Group Agenda for May 2, 2019

1. Review of Notes on Feb 15, 2019 Meeting (Attachment A)
2. Working Group Organizational Aspects
3. Financial Items:
   - 2019 Budget & Funds Available Update (Attachments B & C)
   - Accounting Clarification (Attachments D & E)
4. HP Engineering Quote for Staircase Redesign (Attachment F)
5. Report on Meeting with Scott Newton MRPC (Verbal Update by Alex)
6. Review 2019 Fundraising Plan Table (Attachment A)
7. Review Ongoing Fundraising Items:
   - Trivia Night (Attachment G)
   - House Tour
8. Accessibility

   (Note: Attachments are available from Bonnie Ostrom for those who could not attend meeting)

1. **Review of Feb 15 Notes:**

The Notes on the Feb 15, 2019 Meeting were reviewed. Updates are included in the rest of the Agenda.

2. **Working Group Organizational Aspects**
   a. The Riverwalk Working Group now is reporting to C&EDC.
   b. Tiffany has been appointed the C&EDC member of the Working Group.
   c. *Tiffany agreed to advertise for one or two new members*.
   d. It was agreed that meetings will be scheduled as best possible and as required.

3. Financial Items:

a. Council has approved the 2019 budget which includes Riverwalk line items: $7,500 (trail development) & $20,000 (matching

b. The Apr 23 email update from the Treasurer (Rhonda) shows $59,473.80 in available funds and total 2019 funding of $66,973.80 including the $7,500. When the $12,000 from the County grant is added, the total available will be $78,973.80, or just under $79,000.

c. The question of $3,288.73 in matching has been clarified by the Treasurer; this amount was an overage amount for HP Engineering work and is not eligible for matching since it is a debt. It is important to note that matching occurs at budget year end and that overages are to be avoided.

d. *The Treasurer has asked to clarify sharing arrangements and accounting for collaborative fundraising. Tiffany and Michael agreed to meet with Rhonda, as soon as possible.*

4. HP Engineering Quote for Staircase Redesign:

a. HP Engineering sent the following quote to the Director of Roads & Public Works (Guy): "We reviewed the comments below *(our Feb 27 – 19 email)* and are confident that we can adjust / revise the design to bring the costs down utilizing the ideas below *(our Feb 27 – 19 email)*. Our proposed fee to complete the work would be #3,500 (excluding HST) and would include a revised set of drawings.

b. The quote was ½ the first design amount and was considered to be acceptable. The decision to contract for a second design was approved unanimously.

c. *Guy advised, after the meeting, that HP Engineering has been contracted to complete the work by end May.*

5. Report on Meeting with Scott Newton (MRPC):

a. Alex met with Scott on Apr 26 to discuss MRPC's requirement to reinstate the Coleman Island Park area from Wellington St along the River. He advised that the MRPC Board will meet on May 22 and something might result regarding the Riverwalk.

b. Scott confirmed that he had received some useful information, from Tiffany, about the Greystone Trail (constructed of 100 mm of granular 'A' capped with 225 mm of stone dust) that might be applicable to the Riverwalk which is to extend 225 m from Wellington St to the Bridge. Alex confirmed after the meeting that the Lashley design includes a trail width of 1.8 m or ~ 6 feet.

6. **Review 2019 Fundraising Plan Table**:

Item	2019	Location	Progress	Lead Person	Worker Team	$ Goal
Music Trivia Night	May 16	AOTH	Final stage of preparation	George	Tiffany &Joy	1,000.00
House Tour	Jul 27	Almonte	Program & Advertising ongoing	Lea-Anne Jill Moxley	Michael	5,000.00
Walk the Walk (?)	?	Riverwalk Extension	Possible Fallback	Alex	Vamos?	
Buntline Concert	Sep	AOTH	Group Confirmed	Nancy		3,000.00 (+)
Dinner (?)	?	AOTH?	Possible Fallback	Kathe Tasse?		
Paddling Film Festival	Oct 27	AOTH	Event scheduled – Confirmed proceeds for Riverwalk	Tiffany	Riverwalk Acct will fund film rental	2,000.00
Revisit Donor List			List prepared	Eric & Alex		4,000.00
Follow-up Non Donors			List prepared	Eric & Alex		4,000.00
Lanark County			$12,000 approved	Michael & Tiffany		12,000
Government Canada Legacy Fund			Approved to submit	Michael	Alex, Tiffany	?
Farm Credit Canada AgriFund			Submitted	Michael	Tiffany	
Crowd Funding? https://ca.gofundme.com/			TBD	Tiffany		

7. **Review Ongoing Fundraising Items**:
   a. <u>Trivia Night :</u> Tiffany has arranged Special Occasion Permit; cash bar may need server; tickets are on sale at Mill St Books; Crooked Mile & Vodcow are helping; there is a Facebook page and posters need to be distributed.
   b. <u>House Tour</u>: There is a lot of activity with Michael leading: Lea-Anne & Jill are working on programs and posters. A large number of volunteers will be needed to act as house guides-hosts.

8. *<u>Accessibility</u>*: The OVTR is not accessible because it is not capped with compacted stone dust; this is important because the Riverwalk relies on the OVRT to provide access to the staircase from Main St and Union St (with the workers' walk). *Tiffany agreed to raise this issue with Director of Roads & Public Works, etc.*

Meetings:

Riverwalk Working Group – June 6 at 10 AM.

C&EDC – Alex to brief on June 18.

Mississippi Mills
Neighbourhood Micro Grants

What are **Micro Grants**?

Neighbourhood Micro Grants is a unique program in Mississippi Mills.

Micro grants of up to $150 were made available to residents to develop projects that help build a welcoming, inclusive and fun community.

To be approved, projects had to meet one of these goals:

Connect Residents
• block party
• movie night

Share Skills
• cooking class and potluck
• free yoga classes

Build Community Pride
• community clean up
• history tour

Promote Diversity
• story telling project
• multicultural fashion show

The Micro Grant program by the numbers:

40 applicants
19 project leads
21 co-applicants

Pakenham

Almonte

25 events
15 in 2017
10 in 2018

23 venues

MORE THAN 1000 participants

Renewing Our Friendship
Reconciliation and the Birch Bark Canoe
A day of learning and sharing with Indigenous Wisdom Keepers
Speakers ❧ Conversations ❧ Birch Bark Canoe
Plenty Canada (PlentyCanada.com)
August 19, 9AM–5PM
($25, includes lunch)
Or come for lunch and a chat with canoe builder Chuck Commanda ($10, 12–1:30PM)
62 Clyde Street, Almonte
by the river at St. Paul's Anglican Church
Details and registration at mmallmyrelations.ca

COME JOIN YOUR **NEIGHBOURS** FOR A POTLUCK
Sunday, July 23rd at 11:30am
The court on Stanley Brothers
*** Rain date is Sunday, July 30th.
RSVP: By signing up for a dish to bring or a task on perfectpotluck.com
In the find field enter Amanda as the coordinator's name and the password is 2017.

Canada's 150th Birthday Pakenham Event
July 2nd 11AM to 4PM
Antique Cars-Trucks-Tractors
Show Coordinator: Dave Richardson 613-624-5303

Yoga in the Park • 2017

Measuring success through engagement

The main goal of the Micro Grant program is to foster community engagement. By this measure, the program was a success.

What project leads said

"Neighbours helped set up, clean up, brought food, provided hydro..."

"Sent message saying need help, four showed up with golf cards, trailers, got everything ready."

"People wanted to supply food, desserts etc."

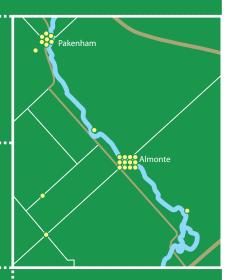*"...lots of neighbours volunteered to do event planning, design kid's game, etc."*

Movie Night • 2018

What events were held?

6 FOOD SHARING EVENTS

3 Canada 150 CELEBRATIONS

3 Community CELEBRATIONS

4 Heritage & Culture EVENTS

3 MOVIE NIGHTS

2 PHYSICAL ACTIVITIES

PLUS: Civic improvement activity • Car show • Craft fair • Community garage sale

Pig Roast • 2017

Blueberry tea• 2017

Potluck • 2017

Back by Popular Demand: Applications are now being accepted for the Mississippi Mills Neighbourhood Micro Grant Program

This program was created in 2017 to help build community and strengthen connections right where people live - in their neighbourhoods. Knowing your neighbours helps increase quality of life. Mississippi Mills recognizes the value of building an inclusive, welcoming and fun community. In recognition of this and in and based on the success of our 2017 micro grant program, the Municipality committed $2500 in 2018 to provide micro grants to encourage residents to get out, meet each other, and celebrate!

Micro grants of up to $150 are available for residents to develop projects that meet the needs of their neighbourhood community and meet the following goals:

1. Connect and engage neighbourhood residents of all ages and abilities
2. Share residents' skills and knowledge within the community
3. Build sense of ownership and pride
4. Respect and celebrate diversity

Some examples of eligible projects include: street parties, yoga lessons in a park, neighbourhood art lessons, historic tours, or even a community snowman building contest! The possibilities are endless.

The goal of this grant is to support a diverse range of community-focused projects. Please keep the following in mind:

- Applicants must live in Mississippi Mills.
- Your project must be accessible and welcoming to all.
- With the exception of community gardens, projects involving infrastructure building, upgrading or maintenance are not eligible.
- You must begin your project after the grant decision is made. Projects are not supported retroactively.

IMPORTANT – before applying please download the full **MISSISSIPPI MILLS NEIGHBOURHOOD MICRO GRANTS 2018** information sheet and carefully read all criteria, eligibility rules and application details.

The document can be found at 8888888 or you can pick up a copy at the Recreation & Culture Department office at Almonte Old Town Hall - 14 Bridge St.

Applications are now being accepted. Deadline to apply is June 15th. Applicants will receive confirmation within 48 hours of submitting their application. Decisions will be announced no later than June 20th. For more information please contact Tiffany MacLaren, Community Economic & Cultural Coordinator at 613-256-1077 or tmaclaren@mississippimills.ca.

Visit this news story via the link below to download the attachment.

-30-

Mississippi Mills Neighbourhood Micro Grant

Program Evaluation Research

Patricia Wallinger

PECO 5907

Winter 2019

Placement Supervisors: Jeff Mills and Warren Thorngate

Academic Supervisor: Cristina Rojas

Introduction

The Mississippi Mills Neighbourhood Micro Grant Program is a community development program run by the Community Economic & Cultural municipal department of Mississippi Mills. This municipality is formed by the townships of Ramsay, Clayton, Appleton, Blakeney, Pakenham and Almonte, with Town Hall located in Almonte. The neighbourhood-Micro Grant program is open to residents who whish to organize community activities such as potluck meals, family bike rides, and picnics with the goal of strengthening neighbourly connections. It awards $150 to qualifying applicants through a straightforward application process. This program was run in 2017 and 2018, awarding grants to a total of 25 applicants during these two years.

As a placement student working with the Mills Community Support Centre and the Community Economic & Cultural Coordinator at the Mississippi Mills Town Hall, I had the opportunity to evaluate this program from January to April 2019. The purpose of this evaluation was to examine the processes and outcomes of this micro grant program and to provide some recommendations regarding its strengths and weaknesses as well as the merit of its continuation.

This paper first outlines some of the relevant literature on community building, then describes the research work conducted and the findings. Finally, it concludes with a brief discussion on recommendations based on the findings and feedback collected from participants. A short version of this evaluation research was prepared for circulation among community stakeholders shown in Appendix A.

Literature Review

General

An overemphasis on economics, together with ubiquitous need-base approaches to research, has led to skewed perceptions of the existence and importance of non-financial, non-market driven activities that are essential for the functioning of society (Eisler 2014). Social and economic shifts challenge communities by undermining the uniqueness of place through urban

2

sprawls, gentrification, and socio-economic segregation (G. P. Green and Goetting 2010). These challenges, in turn, weaken civic participation and other measurements of social capital (Putnam 1995; Newton 2001). Combined with a retraction of the state, community organizations and local governments are tasked with responding to these challenges through new approaches to social policy.

Over the past twenty years, community-based development has grown as a response to these challenges (G. P. Green and Goetting 2010). Following the work of Kretzmann and McKnight (1993) Green and Goetting argue that assets building from within a community are far more valuable and resilient than technical solutions brought by outsider professionals (2010, 3). Assets are defined as the gifts, skills, and capacities of individuals, associations, and institutions within a community (G. P. Green and Goetting 2010). Asset-building approaches to social policy, i.e. policies that promote social engagement, have been deemed better suited to the post-industrial economy (Williams 2008, 12). The most important characteristic of these type of policies is the focus on building assets that "increase the capacity of residents to improve their quality of life" (G. P. Green and Goetting 2010). Following this line of research, this paper explores the literature from the perspective of grassroot activities that enhance the life at a community level.

Social capital and social cohesion

The literature on social cohesion seeks to research the social dynamics related to trust, such as values of fairness and reciprocity, and a sense of belonging, measured by community participation and integration. In general, the field of research looks at the various norms, interactions, and institutions that 'hold societies together' and studies "the effects of social change in the social fabric" (A. Green and Janmaat 2011). In Canada, the concept of *social cohesion*, "was prominent in federal political discourse in the late 1990s" although there is no consensus on its definition (Taylor and Foster 2015). Exemplifying this point, Beauvais and Jenson (2002) presented *social cohesion* as "a *quasi-concept* with a variety of definitions, inserted in a range of theoretical frameworks, and operationalized in a variety of ways" (as quoted in Taylor and Foster 2015). Some authors use the term *social capital* interchangeably

with *social cohesion* while others define them separately (Dayton-Johnson 2001). The elusive definitions come from attempts to merge conceptual frameworks from the fields of economics and sociology. Coleman, for example, attempted to bridge both fields and theorized *social capital* defined by its function, drawing parallels with other forms of capital, and describing "social capital as productive, making possible the achievement of certain ends that in its absence would not be possible" (Coleman 1988). Abdolmohammad Kazemipur conducted a literature review of the existing state of research on social capital in the Canadian context, and noted the sparse and compartmentalized nature of existing research in the field, with either having social capital as a secondary variable, narrow regional or target population groups, or lacking empirical data to support the theorization (Kazemipur 2008).

Earlier research on social cohesion and diversity found a troubling negative correlation between social diversity and social cohesion, meaning that the more diverse society becomes, the less trust and sense of belonging is observed, 'threatening social stability' (Hooghe 2007). These findings have been challenged by some authors arguing that increased levels of distrust are a consequence of increased levels of inequality and competition which are misinterpreted and confounded with other demographic measurements reaching erroneous and social damaging conclusions (Newton 2006, 2001; Rothstein et al. 2006).

Community resilience

There has be considerable growth in the scholarship on resilience, a term originally belonging to the field of ecology to measure of the capacity of an ecosystem to withstand disturbance without qualitatively shifting to a different state (Bhamra, Dani, and Burnard 2011). Resilience is used in social sciences to describe communities' levels of strength and health in the face of adversity (Kulig et al. 2013, 759). However some authors challenge the use of resilience, understood as a "return to normality" as an always-beneficial concept while pointing that although that may be a desirable outcome in cases of natural disasters, it is not a useful conceptualization when addressing community health given that a return to an "as-is" state might not be as desirable as a transition to an "as-should-be" state (Allmark, Bhanbhro, and Chrisp 2014). Mathbor and Rodgers propose that community resilience is better understood

not only as function of a robust civil society, but also of the mechanisms that are in place to overcome inevitable features of everyday life associated with social cleavages and conflicts (as cited in Barrett et al. 2011).

The practices related to building resilience are co-evolving with those of community development. This has led some scholars to engage key concepts in both fields such as capacity building, empowerment, and building networks as constituent parts of community development while enabling resilience to help communities deal with changes in the socio-economic system (Cavaye and Ross 2019).

Community development

Community development from an asset-base approach looks at practices that identify, promote, and mobilize their existing resources (G. P. Green and Goetting 2010). Mapping strengths in the community is a key practice of this approach to development. In doing that, different forms of capital are identified (not only financial) such as environmental, cultural, and social capital to offer collective solutions to community needs. This approach to development emphasizes common interests and values as the mobilizing force in the community (G. P. Green and Goetting 2010). However, some scholars criticize this approach as suffering from a naïve view of the civil society and downplaying or ignoring micro-dynamics of conflicting interests in a given community (Barrett et al. 2011; Allmark, Bhanbhro, and Chrisp 2014).

Provided that careful attention is paid to the interest dynamics within a community, manifest in civic participation and factional affiliations, can enhance the potential of the asset-based community development approach. In a recent comparative study conducted on Canada, Brazil and Chile on issues related to community building and resilience, researches found that communities can show signs of a robust civic participation but be highly factionalized at the same time (Barrett et al. 2011). They found that "organizational diversity is a necessary condition for community vitality, but organizations can become captive to factional interests" but that the intervention of "keystone bridging agents" is critical to neutralizing the effects of fragmentation by providing a cohesive capability (3-4). These keystone bridging agents are individuals, groups, or organizations that "tie together" individuals who are otherwise

disconnected, and effectively cut across divides in the community (Barrett et al. 2011, 351–53). Neighbourhood building projects such as the Mississippi Mills Micro Grant Program, described below, are examples of asset-based community development initiatives. Promoting civic participation through neighbourhood grants effectively empowers individuals in fostering organizational diversity and resilience.

Micro Grant Programs in Canada

The Mississippi Mills Neighbourhood Micro Grant Program offers small, neighbourhood-development grants to residents of Ramsay, Clayton, Appleton, Blakeney, Pakenham and Almonte, Ontario. These micro grants are accessed through a simple and fast application process run by the Municipality's Community Economic & Cultural Department. The municipality has offered these grants for two consecutive years, in 2017 and 2018. A total of 25 projects received $150 each in these two years to assist community members in their efforts to organize neighbourhood-building events. The goals of the Micro Grant Program include helping build community and strengthening neighbourly connections. The program aims at encouraging neighbours to "get out and meet each other" to increase the quality of life of residents by building neighbourhood social networks. This program does not yet have a dedicated website and information is instead hosted within the municipality's website. Page 1 of the Mississippi Mills Micro Grant Program Guidelines document acknowledges the program is an adaptation of the Vancouver Foundation's Neighbourhood Small Grants.

The Vancouver Foundation started operations in 1943 and launched its Neighbourhood Small Grants program in 1999. This precursor in Western Canada states its objective is to "support people who want to make their communities better places to live." The Vancouver Foundation (http://neighbourhoodsmallgrants.ca) states its small grant program "is based on a simple but powerful idea – that everyone is a valuable member of the community and that we all have something to share." The program offers small grants between $50 and $500 through an online application process in a user-friendly website. The Neighbourhood Small Grants website contains an extraordinary amount of resources and success stories to inspire neighbours seeking to get engaged in their community. The resources available include multilingual

6

application forms, step-by-step instructions on how to "share your story" online, digital promotion tools (logos, social media tools, accessibility checklists, etc.)

In Kitchener, Ontario, a similar program called Love My Hood offers ten types of neighbours grants under different categories and application processes:

1. Community Development Infrastructure Program (CDIP) for up to $10,000
2. Community grants (unspecified amounts)
3. Community environmental improvement (amounts vary depending on applications)
4. Community garden grants (unspecified amounts)
5. Heritage grants for grants between $500 and $3,000
6. In-kind facility grants
7. Neighbourhood Matching Grant for grants up to $15,000
8. Placemaking Challenge Grant for $1,000 and $2,000 grants
9. Safe and Healthy Community Advisory Committee Inclusion and Belonging Neighbourhood Grant, also for $1,000 and $2,000 grants
10. Travel assistance grant for grants between $50 and $1,000

The Love My Hood program is run by the municipality through their Neighbourhood Development Office. Their website (https://www.lovemyhood.ca) is user friendly and contains practical examples and "cool ideas" for activities shared by other neighbours, some that may not require a grant but rather the community organization tools to get started; the categories listed are: "Neighbourhood Matching Grant," "Neighbourhood Placemaking Challenge Grant," "Community Garden Grant," "Inclusion and Belonging Grant," and "Community Grants."

A non-Canadian example is cited in the Program Guidelines document (page 3). The US-based foundation Better Block (http://betterblock.org). Better Block Foundation has "a two-fold purpose": a) to show the community members that "they have the power to make changes in their neighborhoods," and b) to show City Hall "how these changes would work." This program does not offer grants but helps neighbours advocate for small grant programs in their cities. Better Block offers a section of their website to "recipes" for community action that include "how to create a green bike lane," "how to build a garden plaza," and "how to activate a vacant

lot." These recipes include design steps, lists of materials, how-to instructions, and a budget. However, these recipes do not advice neighbours on possible by-laws contraventions, private property trespassing, and other necessary considerations for these projects to be feasible.

There are only four examples of existing small-grant programs that target neighbourhood initiatives and effectively enable grassroot civic participation outside the purview of institutional planning departments. Given the community-engagement multiplying effect these grants claim to have, it is important that data is systematically collected and evaluated to better understand the variables that determine success and failure at a grassroot level.

Background

Hoping to increase community engagement, the Mississippi Mills Town Council approved on April 4, 2017 a motion presented by the Community & Economic Development Committee to allocate $2,500 for a Neighbourhood Micro Grant Program. This program awarded qualifying applicants $150 to engage neighbours in community enhancing activities during the summer of 2017 as part of the 150th Canada anniversary celebrations. The news about the program was promptly announced in the media, including *The Ottawa Valley News* and *The Millstone News* (online, April 7), and *Issuu: Almonte Carleton Place* (April 20, page 34, online magazine).

At the August 8 Council meeting the Community & Economic Development Committee reported that 12 of 13 submissions had been awarded. A few weeks later, three additional grants were awarded for a total of 15. The committee recommended the continuation of the micro grants on an annual basis.[1]

In 2018, a year after the anniversary celebrations of 2017, the Municipal budget maintained the Micro Grant program with the same grant amount per applicant. Announcements were made in the media in early April. Twelve new applications were received, and 10 grants were awarded.

During the January 15, 2019 Special Council meeting of the Municipality, the Community & Economic Development Committee proposed again to fund the Micro Grant Program under the

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[1] PRATAC, August 8-2017 Council Meeting Report

Promotion budget item,[2] which also includes other community event grants and various other projected costs. As of April 4, 2019, the draft budget still includes the Micro Grants Program.[3]

As part of my Master's program with the Institute of Political Economy at Carleton University, I applied for a course placement at the Mills Community Support Corporation [The Mills]. Jeff Mills, the Community Development Coordinator at the Mills is currently undertaking a broader research initiative on neighborhood engagement. In discussing these initiatives, the Micro Grant Program presented itself as an excellent starting point for assessing the level of engagement in the community. A meeting was then arranged with Tiffany MacLaren, the Community Economic & Cultural Coordinator at the Mississippi Mills Town Hall to discuss the possible evaluation of this program. In the meeting, we agreed that I would conduct a small evaluation of the Micro Grant program, utilizing semi-structured interviews, under the supervision of Carleton Emeritus Professor Warren Thorngate and Jeff Mills. The present report outlines the steps taken in collecting and compiling relevant data, the main findings from the data collected, and some recommendations for the future of the program.

Method

Participants

I first interviewed two main stakeholders: Tiffany MacLaren, the Community Economic & Cultural Coordinator at the Mississippi Mills Town Hall, and Jeff Mills, the Community Development Coordinator at the Mills Community Support Corporation. From the group of neighbours who received micro-grants, I was able to contact 18 of the 19 project leaders. Thirteen of them agreed to be interviewed, three from the 2017 cohort, four from the 2018 cohort, and six who participated both years. Nine of the 13 lived in Almonte, three in Pakenham, and one in Blakeney. Three were leaders of two projects and one was a leader of three.

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[2] Mississippi Mills Council Meeting January 15, 2019 Budget Document, page 129.
[3] Mississippi Mills Council Meeting April 4, 2019 Budget Document, page 128.

Interview Procedure

Nine interviews were conducted face-to-face in the home of the respondent or at a meeting room in Town Hall, and four interviews were conducted over the phone. The interviews included four background questions, five questions related to grant application, four questions about experience in community engagement and outcomes, and six open-ended questions about their event planning and execution, and about their recommendations for improving the micro-grant programme. The questions are shown in Appendix B.

Two interviewers came to each interview. One of them asked the questions while the other wrote down the answers or synopses of the answers. A typical interview took about 45 minutes. The research was conducted between January and March 2019.

Results

The results represent the findings for the data collected on 19 neighbourhood leaders (i.e. main applicant for the grant) representing a total of 40 community members (co-applicants) who applied for the Micro Grants, either as principal or co-applicants. A total of 25 projects were carried out during the period 2017-2018 by these 19 leaders. All projects are marked in a map of the area in Appendix C. Two leaders engaged in more than one project in 2017. This was a part of the Pakenham Village Celebration program that involved a sequence of weekends with various activities planned during the 150 anniversary celebrations.

A total of 25 projects were recorded over the two years the program has run; 15 in 2017 and 10 in 2018. Each project received the same amount of $150. The initial data set spreadsheet was provided by the Community Economic & Cultural office. These data included the application guidelines, the applications received, the list of the approved applications and the ones rejected. Ten reports were provided together with posters and photos of the events.

Themes of events

Of the 25 projects carried out, seven were related to a food sharing activity (a potluck, a picnic, or a barbecue); two were outdoor movies and one was a combination of potluck and movie.

There were two projects to engage neighbors on outdoor physical activities: cycling and yoga. Other projects were specific to the Canada 150 celebrations such as open houses, parades, and family dance night. Finally, there were other projects related to crafts, park improvements, an indigenous-settler relations event, a heritage celebration, and a retirement party.

Application process

Five of the 11 participants interviewed reported the application process was easy (N = 3) or very easy (2); two participants indicated that although they had no problems, they would have liked to have a one-page template to complete the application process. Four grant recipients indicated they saw no problems in applying for the Micro Grant.

Continuity of projects

Leaders of seven projects indicated a continuity of their events from one year to the next one. Two of these were the same event both in 2017 and in 2018 (Napier Lane Street Party and Annual Pig Roast) while other two projects proposed different but similar events each year (Reconciliation and the Birch Bark Canoe/ Harvest Celebration, and Almonte Mews Potluck/ Almonte Mews Walk-in Theater and Potluck). For Clayton Fest, although being an annual event, the applicants for event in 2017 did not re-apply in 2018. Another annual event, the Blueberry Tea application was declined on 2018. Finally, the Packenham Garage Sale[4] and Potluck that took place in 2018 has been set up as an annual event in the neighbourhood.

Of the 11 participants interviewed, 8 indicated with certainty that they would apply again in 2019 if the program were to be offered again. Two participants were unsure, one participant did not respond to the question of whether they had plans to apply again in 2019. One participant clarified that they would organize the same event again in 2019 but without the need for the Micro Grant given the community donations received. However, due to the success in engaging the neighbours they indicated their intentions to apply for the Micro Grant program for a new (different) project.

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[4] Although the event included a garage sale, the Micro Grant was requested for the potluck portion of the day's event, for the neighbours who participated in the activities.

Budget for the projects

Nine project leaders indicated the budget for the events exceeded the Micro Grant allocation of $150. Four participants responded that the cost of running their events were between $800 to over $1,000. Three project leaders limit their event to purchases and other expenses up to $150.

Those who exceeded the $150 expenses covered by the Micro Grant indicated the rest of the costs were covered by community or businesses' donations. Four events covered their costs by asking for donations to the community. Four events did not request donations and any expenses exceeding the $150 were covered out of pocket by the organizers. Two events charged a ticket price (ranging from $10 to $30) to offset costs and one project leader (responding on two different events) indicated a combination of donations and ticket sales were used to cover costs.

Project Outcomes

There were 12 concrete spin-offs reported by interviewees as a result of the neighbourhood event they organized; five subsequent neighbourhood's gatherings, five digital groups formed; and two neighbourhood groups were planning to start sports' teams. One group formed a baseball team and they have plans to create an outdoor hockey rink. This group also invigorated an "Annual Gathering" that had been taken place early December for the past few years and after the Micro Grant, they added a second gathering, a "Cookie Exchange" with neighbours, now another annual event. A "parsnip patrol" was organized in one of the Almonte neighbourhood groups to address the spread of wild parsnip in public green spaces. Within this same group of neighbours, a "loosely connected group" of garden enthusiasts was formed and they plan on getting a gazebo and benches in the neighbourhood park to invite school children and seniors from nearby institutions to enjoy some quite time in the gardens. Two other follow-ups were a potluck and an open house party. These were held to use left over supplies (disposables, snacks, drinks) from the funded event. Five digital neighbourhood Facebook groups and email lists have been created among participants to enable easier communications and organization of future events.

12

Participation

Estimated attendance at the events ranged from 12 to 200 neighbours (median 75). Two events were reported with low attendance: a picnic and a family dance. The organizers of these events reported some disappointment for the low level of attendance, approximately 12 people and 150 people respectively. The picnic had the misfortune of a stormy weather and the family dance coincided with other Canada celebrations and a weekend when many families were suspected to be away from town. Although having a large number of attendees compared to other Micro Grant events, the family dance was perceived to have low attendance given the size of the hall rented for the event, which had a much larger capacity. All other events reported attendance that vary from 25 to "hundreds" of people, the later was the case of a Heritage Celebration event hosted at the Textile museum and a retirement party for doctors in the community.

All participants interviewed reported positive outcomes from the events held and commented enthusiastically on the feedback received from attendees. Comments included: "people loved it," "families loved it," "we all had a great time," "great outreach, " "One of the best things I've done in my life," and "you can buy an awful lot of ice cream!"

Transparency

All participants demonstrated a keen interest in disclosing all details about the handling of the grant money. Some had kept physical files with them, containing all receipts, notes, and communication records exchanged throughout the planning and execution of the projects. This speaks highly of the neighbour's commitment to the transparency of the program. However, the Program Guidelines document is not specific on whether organizers can request monetary donations from participants or whether asking for specific dollar amounts to cover costs (set contribution amount or ticket price) was allowed. However, all participants were eager to discuss the minutiae of the costs, expenditures, donations received, and any surplus in their budget including how that surplus was spent or would be spent in future events. Transparency on the use of the Micro Grant was brought up by participants on repeated occasions as an important element to build trust and support this program. Only one participant reported

concerns about mismanagement of funds awarded but declined to elaborate on the source of such concerns.

Reporting of the events

The office of the Community Economic & Cultural Coordinator provided eight project reports from 2017 and two reports of events carried out in 2018. All written reports expressed the gratitude of applicants, organizers and extending the gratitude of the community members that took part on the activities for the support provided by the municipality through the Micro Grant program.

Of the 11 project leaders interviewed, eight had submitted reports, one declared not being aware of the requirement to send a written report, one only sent the receipts of all purchases made with the $150, and one participant acknowledged not sending the report but emphasized the relevance of participants sending their reports to maintain accountability.

All the participants who sent their reports indicated they would have liked to see their reports and photos published in the local newspapers or bulletins.

Community engagement

There was a great involvement of different stakeholders in the community. Participants reported not only on the engagement of neighbours but many other community partners such as churches, local businesses, indigenous groups, and civic associations.

Comments gathered include:

"lots of neighbours volunteered to do event planning, design kid's game, etc."

"Neighbours helped set up, clean up, brought food, provided hydro"

"Town people donated time, mulch, and flowers; a local tree trimmer did the service at a discounted rate when he heard that the project was funded only for $150. Men trimmed trees, weeded, put new flower beds"

"A majority of adults stayed to clean up"

"Sent message saying need help, 4 showed up with golf cards, trailers, got everything ready"

"Curling club, churches, Civitan volunteering to help out […] Local merchants are very generous for the silent action."

"People wanted to supply food desserts etc."

"Always people want to help out I start at 7 am and all day people show up to help."

"Trucks provided by church volunteers free of charge, 2 or 3 drivers […] to pack bikes and transport them back for those that couldn't do the ride both ways."

Challenges

In addition to the majority of comments gathered being positive, participants provided some feedback on how to improve the program. A repeated issue that was brought up by participants was a concern over the clarity of qualifying criteria. The following are some contentious points identified in the application process:

"Main applicants can apply for one Neighbourhood Micro Grant project per year." Five neighbours indicated being very active in the community, helping with the organization of many projects throughout the year. This was particularly true during 2017 when many small events were being held to celebrate the Canada 150 anniversary. The concerns were that the grant money available in the Town budget would go unused while same organizers could put it to good use by applying for a second Micro Grant in the same year. There was a clear acknowledgment that first time applicants should be given priority while applicants requesting a second grant should be given consideration until all Micro Grant dollars were put to good use.

"Two applicants from different households are required on every application. Both applicants are responsible for managing the event & grant money." In 11 cases participants responded indicating a clear division of tasks for the sake of efficiency in logistics. Given the small size of the grant allocated per event, participants felt it was too cumbersome to have two people handling the money. Ten participants resorted to having one person being in charge of handling

15

the money and tracking expenses while the other was in charge of other logistical issues such as communications with neighbours, procuring donations or borrowing items for the event, etc. Two participants mentioned the co-applicant "was just a name" for the application but that all the work from application to reporting was conducted by themselves.

"You must begin your project after the grant decision is made. Projects are not supported retroactively." All but one applicant indicated the ideation, plans, and in some cases activities themselves, had already started by the time the Micro Grant was awarded. They felt the grant provided "additional" support. This criteria in the Program Guidelines posed a challenge for applicants who saw it as hindering already occurring neighbourhood activity. Two reported this was felt as a penalty for the most active neighbourhood leaders.

"Applicants may not profit financially from the project. Registered organizations and businesses are not eligible to apply." While the "profit" aspect was understood unequivocally, ideas about "asking for donations" and "charging participation fees" vary greatly between respondents. Ten participants felt that given that no individual was financially benefiting from the activity, coming up with ideas to collect money to cover the costs beyond the $150 awarded by the Town Hall was a fair way to make the event happen. Two felt that the expenses had to be kept within the $150 budget. One participant felt that no money should be asked or charged for the community event. In all cases the amounts requested in participation fees were calculated based on a cost-recovery logic, not on a market-price logic. Three participants were unclear on what qualifies as "registered organizations." This raised questions on whether condominiums, churches, and civic associations should have been considered qualifying applicants. However, no questions were raised on whether the activities themselves aligned with the goals and purposes of the Micro Grant, that is building community and strengthening neighbourly connections.

"Applications that have already received funding through the municipality." There was one case that challenged this criterion based on the premise that the municipal funding received annually is insufficient to support their activities. This led them to request the support from the Micro Grants for one particular activity; an annual social tea gathering. The declining of their application was reported to be hindering the purpose of the helping neighbours organize public

16

gatherings despite understanding the idea behind the criterion in preventing duplication of funding that could lead to other projects going unfunded.

"Grant money may be used to pay people (also called honorarium) for services needed for the project. Examples include paying someone to lead a workshop or to do carpentry work, with a maximum allowable amount of $50 per person." A participant challenged this criterion claiming that it is common practice to compensate guest speaker at higher rates, depending on the event and the speaker. The rationale provided was that as long as the purpose and planning of the event aligns with the goal of building community and strengthening neighbourly connections, the internal allocation of the $150 should not be an issue of concern.

Recommendations

Based on the feedback received by stakeholders and participants, the following recommendations are made for improving the program.

Online platform

The program will benefit from having an online user-friendly platform where neighbours can access community organization tools such as:

* templates for communications (posters, letters to neighbours, etc.),
* ideas for neighbourhood activities, including previous events held on previous years,
* step-by-step project guides,
* tool kits to facilitate the work of those taking the first step into community engagement.

A user-friendly platform can have a twofold aim: publicize the work of neighbours working on community building projects; and serve as an inspiration for prospective applicants. Examples of such platforms are discussed in 'Micro Grant Programs in Canada' section, pages 6-8 this report.

Application process

A one-page grant application template is recommended as a way to streamline applications. This will be faster and easier both for applicants and for those reviewing applications by

standardizing fields and length of applications. The application template is to contain all essential elements required such as: names of applicants, contact information, and description of event. This template application form can be complemented with a check-box list of acknowledgements on the criteria and eligibility requirements including acknowledgment of being aware of activities not allowed, agreeing to reporting requirement, being inclusive, and accommodating different needs.

I also recommend the Program Guidelines document be revised to ensure unambiguous interpretations and address the challenges discussed on pages 16-17 above. This would also include a simplification of the guidelines to include only those elements that can be enforced. It is encouraged to leave out unnecessary criteria specifications such as restrictions on honorariums or restriction on how to divide tasks between applicants on a given project and other unenforceable criteria or any criteria that does not otherwise go against the main objective of the program, i.e. building an inclusive and actively engaged community.

Based on the interest of participants, I suggest that consideration be given to the possibility of extending the program to run year-round, whether ongoing as a first-come-first-served basis or through consecutive selection processes throughout the year. Suggestions received included:

* a two-tier system with different deadlines for 'first timers' and 'returning applicants' setting an earlier deadline for first-time applicants, and a second (later) deadline for anyone wanting to run a project despite having run other projects before,
* seasonal cycles; four deadlines throughout the year, one for each season (spring, summer, fall, and winter),
* an initial deadline in early May for projects to be carried out throughout the summer and a second call for applications later in the year if there are remaining funds available in the Micro Grant budget.

Reporting

In order to increase the reporting rate of participants, it is recommended changing the current requirement to submit reports "within eight weeks of the completion of the event" to a set deadline for all reports to be submitted. Creating a one-page template report form to submit

18

online can also streamline the reporting process. The reports could then be featured in the Micro Grant Program platform, as discussed under 'online platform' recommendation on page 17 above.

Considering the limited resources available to the municipal Community Economic & Cultural department, a student-placement position is recommended to work as program assistant and to generate an annual report on the aggregate outcomes of the program. A model for this annual report can be fashioned from program reports prepared by other neighbourhood grant initiatives discussed on pages 6-8 above.

Additional considerations

There were three specific cases where participants indicated a) neighbours are enthusiastic about repeating the event on an annual basis; b) the grant will not be requested for that same activity next year; c) new activities will be proposed and new applications (for different activities) will be presented for the Micro Grant program. For example, one applicant indicated that her application was for renting equipment and buying supplies for a movie in the park, however, neighbours and a community organization offered lending all resources and equipment needed to run the event. They use the grant to expand the activities offered instead (games for kids, popcorn, bubbles). Based on this experience, they stated they will not need the Micro Grant in the future to run movies outdoors as they realized they can do that themselves. They do see this as an opportunity to apply for other activities, in that way effectively expanding the number of neighbourhood events carried out in that area.

Another applicant had requested funds to plant some flowers on a neglected green space, however, at the time of the event, community members donated not only flowers but all other materials such as soil, mulch, etc. They indicated how helpful it was to have a grant program that is flexible enough that allowed them to repurpose the award to expand the scope of work in the park. This later evolved into regular yet informal meet-ups do continue working on the gardens despite no longer being part of the Micro Grant event.

A third case is a neighbourhood barbecue that in seeing they were going to go over budget due to the number of attendees, put on a donation jar hoping to get a toonie or a loonie form

19

people coming to the barbecue gathering. However, to their surprise, people's donations were five, ten, and even twenty-dollar bills. This resulted in a collection beyond what was needed to cover the costs for that event and resulted in sufficient funds to run it again the following year without need for a grant. Encouraged by the neighbourhood engagement observed in this event, the organizers stated they plan to canvas the neighbourhood again to ask for other ideas to pursue using the support of the Micro Grant program.

These examples indicate the Micro Grant program has effectively functioned as 'seed money' for community building that extends beyond the one-time event for which neighbours initially solicit the funds. Providing participants with toolkits to seize the opportunity generated by the Micro Grant and enable them to further engage with neighbours outside the framework of this program is the next step to continue to grow this program.

April 2019

MISSISSIPPI MILLS NEIGHBOURHOOD MICRO GRANT PROGRAM

EVALUATION RESEARCH 2017-2018

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21

Background

The Mississippi Mills Neighbourhood Micro Grant Program offers small, neighbourhood-development grants to residents of Ramsay, Clayton, Appleton, Blakeney, Pakenham and Almonte. These Micro Grants are accessed through a simple and fast application process run by the municipal Community Economic & Cultural department. The goals of the Micro Grant Program include helping build community and strengthening neighbourly connections. The program aims at encouraging neighbours to "get out and meet each other" to increase the quality of life of residents by building neighbourhood social networks.

The municipality offered these grants in 2017 and 2018 to applicants seeking to organize neighbourhood events such as picnics, street parties, and open-air family movie nights. There was a total of 25 projects funded over the two years the program has run; 15 in 2017 and 10 in 2018. Each project received the same amount of $150. The present report is the summary of the evaluation research conducted by as coursework for the Master's program with the Institute of Political Economy at Carleton University. The Mills Community Support Corporation in partnership with the Community Economic & Cultural Department at the Mississippi Mills Town Hall made possible this research evaluation under the supervision of Carleton Emeritus Professor Warren Thorngate and Jeff Mills, the Community Development Coordinator at the Mills Community Support Corporation. The present report outlines the steps taken in collecting and compiling relevant data, the main findings from the data collected, and some recommendations for the future of the program.

Objective

This evaluation aimed at compiling all existing data and gathering feedback from stakeholders on the value of the program for the community, the outcomes of these micro-funding interventions, and the interest in the community on the continuation of the program and suggested improvements. This report presents the findings of the evaluation research conducted between January and March 2019.

Methodology

The research involved compiling and analysing existing data on the project including public announcements of funding available, application guidelines, submitted applications, and written reports sent by applicants. Fifteen semi-structured interviews were conducted during the evaluation period. The stakeholders interviewed were Tiffany MacLaren, the Community Economic & Cultural Coordinator at the Mississippi Mills Town Hall, and Jeff Mills, the Community Development Coordinator at the Mills Community Support Corporation. From the total of 19 project leaders (main applicants) who received micro-grants, 18 were contacted, and 13 of them agreed to be interviewed; three from the 2017 cohort, four from the 2018 cohort, and six who participated both years. Nine of the 13 lived in Almonte, three in Pakenham, and one in Blakeney. Three were leaders of two projects and one was a leader of three. Nine

interviews were conducted face-to-face in the home of the respondent or at a meeting room in Town Hall, and four interviews were conducted over the phone. The interviews with applicants and co-applicants captured participant's opinions about the Micro Grant program, including their experience with the application process, the type of activities carried out, the level of engagement in their neighbourhood, how the grant money was spent, and how the application process might be improved.

Key Findings

Themes

Of the 25 projects carried out, seven were related to a food sharing activity (potluck, picnic, or barbecue); two were outdoor movies and one was a combination of potluck and movie. There were two projects to engage neighbors on outdoor physical activities (cycling and yoga). Other projects were specific to the Canada 150 celebrations such as open houses, parades, and family dance night. Finally, there were other projects related to crafts, park improvements, an indigenous-settler relations event, a heritage celebration, and a retirement party.

Continuity

Leaders of seven projects indicated a continuity of their events from one year to the next one. Two of these were the same event both in 2017 and in 2018, while other two projects proposed different but similar events each year. Of the 13 participants interviewed, 10 indicated with certainty that they would apply again in 2019 if the program were to be offered again.

Budget

Nine project leaders indicated the budget for the events exceeded the Micro Grant allocation of $150. Four participants responded that the cost of running their events were between $800 to over $1,000. Three project leaders limit their event to purchases and other expenses up to $150.

Those who exceeded the $150 expenses covered by the Micro Grant indicated the rest of the costs were covered by community or businesses' donations. Four events covered their costs by asking for donations to the community. Four events did not request donations and any expenses exceeding the $150 were covered out of pocket by the organizers. Two events charged a ticket price (ranging from $10 to $30) to offset costs and one project leader (responding on two different events) indicated a combination of donations and ticket sales were used to cover costs.

Participation

Estimated attendance at the events ranged from 12 to 200 neighbours (median 75). All participants interviewed reported positive outcomes from the events held and commented enthusiastically on the positive feedback received from attendees. Participants reported not only on the engagement of neighbours but many other community partners such as churches, local businesses, indigenous groups, and civic associations.

23

Transparency

All participants demonstrated a keen interest in disclosing all details about the handling of the grant money. Some had kept physical files with them, containing all receipts, notes, and communication records exchanged throughout the planning and execution of the projects. This speaks highly of the neighbour's commitment to the transparency of the program.

Recommendations

Based on the feedback received by stakeholders and participants, and the research conducted on similar programs run at other municipalities, it is recommended that an online user-friendly platform is created, exclusively dedicated to this program. A user-friendly platform could have a twofold aim: publicize the work of neighbours working on community building projects; and serve as an inspiration for prospective applicants. To streamline applications, a one-page grant application template is recommended.

The pronounced interest of participant suggests that consideration be given to the possibility of extending the program to run year-round, whether ongoing as a first-come-first-served basis or through consecutive selection processes throughout the year.

Concrete examples of subsequent activities originated through the Micro Grant program indicate the program has effectively worked as 'seed money' for community building that extends beyond the one-time event for which neighbours initially solicit the funds. Providing participants with toolkits to seize the opportunity generated by the Micro Grant and enable them to further engage with neighbours outside the framework of this program is the next step to continue to grow this program. Measured against the goals of the program, the collected data offer evidence supporting the effectiveness of the Micro Grant Program in achieving its goals.

24

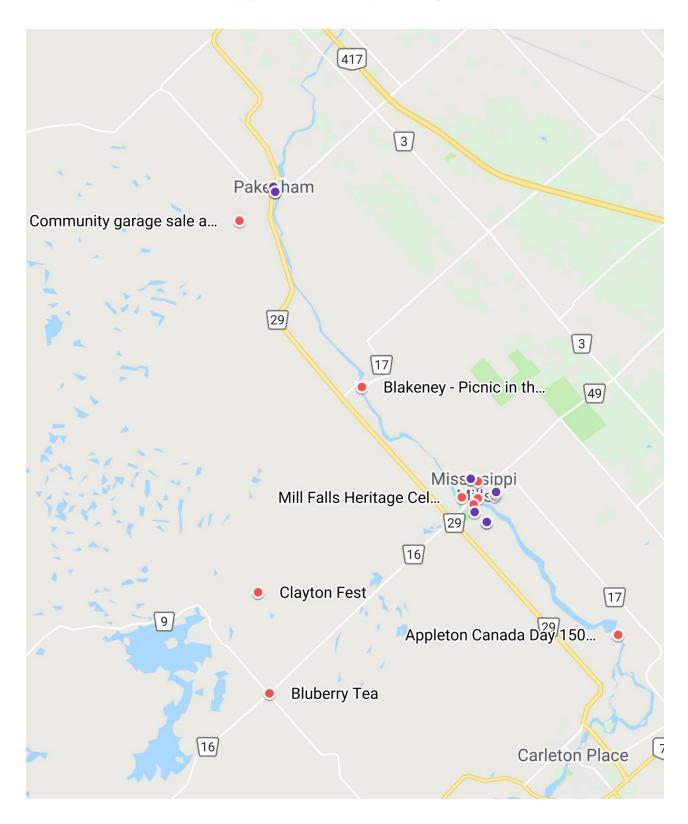# Appendix B – Interview Questionnaire

Background Questions :

    a. Applicants' names and contact information

    b. Name of neighbourhood, area, venue of event

    c. Event title

    d. Event date

Q1. Budget:

What was (roughly) the total cost of running this event?

Did you get other financial help from other organizations/people?

Q2. Purpose:

Why did you decide to apply for the grant?

What was your motivation to engage yourself and others in this event?

Q3. Previous experience:

Was this the first time you organized a community event?

Q4. Application process:

How was the application process for you?

Q5. Reporting:

Was there a written report submitted after the event?

Q6. Continuity:

Would you apply for a Micro Grant again in the future?

Q7. Volunteer engagement:

Apart from the applicant and co-applicant, were there other people involved in helping with this event?

Q8. Organization:

How were the tasks distributed between the applicant and the co-applicant?

Q9. Publicity:

How did you advertise/communicate the event to your neighbours?

Q10. Target audience:

Was this event targeted to a particular group?

Q11. Accessibility:

Was the event open to the general public?

Q12. Feedback on the event:

What was the overall feedback from attendees to the event?

Were there any complaints?

Q13. Attendance:

How many people attended the event?

Q14. Takeaway:

What was the biggest takeaway for you from this experience?

Q15. Advice:

What would you advise prospective applicants to keep in mind/ plan for?

26

27

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MISSISSIPPI MILLS NEIGHBOURHOOD MICRO GRANT PROGRAM

EVALUATION RESEARCH 2017-2018

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applicants captured participant's opinions about the Micro Grant program, including their experience with the application process, the type of activities carried out, the level of engagement in their neighbourhood, how the grant money was spent, and how the application process might be improved.

Key Findings

Themes

Of the 25 projects carried out, seven were related to a food sharing activity (potluck, picnic, or barbecue); two were outdoor movies and one was a combination of potluck and movie. There were two projects to engage neighbors on outdoor physical activities (cycling and yoga). Other projects were specific to the Canada 150 celebrations such as open houses, parades, and family dance night. Finally, there were other projects related to crafts, park improvements, an indigenous-settler relations event, a heritage celebration, and a retirement party.

Continuity

Leaders of seven projects indicated a continuity of their events from one year to the next one. Two of these were the same event both in 2017 and in 2018, while other two projects proposed different but similar events each year. Of the 13 participants interviewed, 10 indicated with certainty that they would apply again in 2019 if the program were to be offered again.

Budget

Nine project leaders indicated the budget for the events exceeded the Micro Grant allocation of $150. Four participants responded that the cost of running their events were between $800 to over $1,000. Three project leaders limit their event to purchases and other expenses up to $150.

Those who exceeded the $150 expenses covered by the Micro Grant indicated the rest of the costs were covered by community or businesses' donations. Four events covered their costs by asking for donations to the community. Four events did not request donations and any expenses exceeding the $150 were covered out of pocket by the organizers. Two events charged a ticket price (ranging from $10 to $30) to offset costs and one project leader (responding on two different events) indicated a combination of donations and ticket sales were used to cover costs.

Participation

Estimated attendance at the events ranged from 12 to 200 neighbours (median 75). All participants interviewed reported positive outcomes from the events held and commented enthusiastically on the positive feedback received from attendees. Participants reported not only on the engagement of neighbours but many other community partners such as churches, local businesses, indigenous groups, and civic associations.

Transparency

All participants demonstrated a keen interest in disclosing all details about the handling of the grant money. Some had kept physical files with them, containing all receipts, notes, and communication records exchanged throughout the planning and execution of the projects. This speaks highly of the neighbour's commitment to the transparency of the program.

Recommendations

Based on the feedback received by stakeholders and participants, and the research conducted on similar programs run at other municipalities, it is recommended that an online user-friendly platform is created, exclusively dedicated to this program. A user-friendly platform could have a twofold aim: publicize the work of neighbours working on community building projects; and serve as an inspiration for prospective applicants. To streamline applications, a one-page grant application template is recommended.

The pronounced interest of participant suggests that consideration be given to the possibility of extending the program to run year-round, whether ongoing as a first-come-first-served basis or through consecutive selection processes throughout the year.

Concrete examples of subsequent activities originated through the Micro Grant program indicate the program has effectively worked as 'seed money' for community building that extends beyond the one-time event for which neighbours initially solicit the funds. Providing participants with toolkits to seize the opportunity generated by the Micro Grant and enable them to further engage with neighbours outside the framework of this program is the next step to continue to grow this program. Measured against the goals of the program, the collected data offer evidence supporting the effectiveness of the Micro Grant Program in achieving its goals.

2018 Tourism Fam Tour Itinerary – Mississippi Mills (DRAFT)

1.	8:15AM	Coffee and Gemmill Park Campus Tour	182 Bridge St. Almonte Ontario
	8:45AM	**BUS LEAVES PARKING LOT**	
2.	8:50-9:00AM (10)	Almonte Suites	139 Reserve St, Almonte, ON K0A 1A0
3.	9:05AM-9:15 (10)	Almonte Riverside Inn	81 Queen St, Almonte, ON K0A 1A0
4.	9:25-9:40AM(15)	Mississippi Valley Textile Museum	3 Rosamond St E, Almonte, ON K0A 1A0
5.	9:45-10:05AM(20)	Equator, Crooked Mile, Dandelion Foods	451 Ottawa St. Almonte
6.	10:10-10:15AM(10)	Dairy Distillery	34 Industrial Drive, Almonte, Ontario, K0A 1A0
7.	10:20-10:30 (10)	Almonte Fitness	500 Ottawa St, Almonte, ON K0A 1A0
8.	10:40-10:50AM(10)	North Lanark Regional Museum	647 River Rd, Almonte, ON K0A 1A0
9.	11:10-11:30AM(10)	Union Hall	1984 Wolf Grove Rd, Almonte, ON K0A 1A0
10	11:35-11:50AM(15)	Clayton Hall & General Store	2862 Tatlock Rd, Clayton, ON K0A 1P0
11	NOON (20)	Mill of Kintail Museums	2854 Ramsay Concession 8, Almonte, ON K0A 1A0
	12:20-1:10PM (50)	Lunch at Mill of Kintail	
	1:10PM	**BACK ON THE BUS**	
12	1:25-1:35PM(10)	Cedar Hill School House	**270 Cedar Hill Road, Pakenham**
13	*Drive By*	Carnivic Lodge	
14	1:50-2:05PM(15)	Mount Pakenham	577 Ski Hill Rd, Pakenham, ON K0A 2X0
15	2:15-2:35PM(20)	Scoops & Penny's Fudge (Downtown Pakenham Stop) Museum on the Streets	111 Waba Rd, Pakenham, ON K0A 2X0
16	2:45PM(15)	Cartwright Springs Brewery	239 Deer Run Rd, Pakenham, ON K0A 2X0
17	3:25-3:45PM(20)	Orchardview by the Mississippi	219 Paterson St, Almonte, ON K0A 1A0
18	3:55-4:15PM(20)	Sivarulrasa Gallery, Downtown Almonte	34 Mill St, Almonte, ON K0A 1A0
19	4:20-4:30PM(10)	Enerdu	Ottawa St.
20	4:35-4:50PM(15)	Metcalf Geoheritage Park and Generating Station	97 Almonte St, Almonte, ON K0A 1A0
	4:55PM	**BACK AT THE COMMUNITY CENTRE**	182 Bridge St. Almonte, ON

Sip & Savour

A Lanark County Tourism Association Project with support from Ontario's Highlands Tourism Organization & the Ministry of Tourism, Culture & Sport

This document is intended as a guiding document for the Lanark County Tourism Association, stakeholders, and tourism operators for the Lanark County Sip & Savour Trail.

Table of Contents

Overview

The Lanark County Sip & Savour Trail is a Lanark County Tourism Association (LCTA) program for visitors that will highlight the best that Lanark County has to offer in food and drink experiences, including (but not limited to): restaurants, breweries, distilleries, cideries, wineries, chocolateries, coffee roasters, farmers' markets, farms, specialty food stores, culinary courses, tours, hotels, bed and breakfasts, classes, inns, roadside stands, food trucks and more.

The Sip & Savour Trail will relay the story of the food and drink culture in Lanark County, sharing the story of the path food takes from farm to plate, along with the narratives of the people who make and sell food and drink experiences in the County. Any business offering a food or drink experience* within Lanark County, including the Town of Smiths Falls, is invited to apply to participate in the program.

The trail is created in partnership with the Ontario Highlands Tourism Organization (OHTO), through the Tourism Development Partnership Program funding. The project fits with OHTO's strategy to support projects that create and enhance tourism offers and build a greater emotional connection with visitors, as well as increasing length of stay, per person spending and visitor satisfaction.

*for the purpose of this project, a food and drink experience is defined as an experience in which visitors can learn about, participate in, or consume food and drink that reflects the local heritage and culture of Lanark County.

Trail Vision

The vision for the Sip & Savour Trail is a comprehensive trail that will make it easier for visitors to experience and learn more about the food and drink culture in Lanark County. Administered by the Lanark County Tourism Association, the trail will be a one-stop-shop for visitors that will assist the visitor in the following ways:

1. Make it easier for them to identify culinary tourism offerings within Lanark County.
2. Provide all the relevant information needed for the visitor both during the trip planning process, and upon arrival.
3. Highlight the "best of the best" food and drink experiences in Lanark County.
4. Give the visitor a sense of confidence that the selection has been previously vetted and the reassurance the experience will be a positive one.
5. Create an exclusive feel for visitors, and the impression that they are being invited to share in the edible secrets of Lanark County.

The goal is also to provide a platform for visitors with information on overnight accommodations and other experiences that will create a well-rounded visit to Lanark County. This will contribute to the overall goal of increasing visitor spending and encouraging overnight visits to the region since it will link the culinary experiences with places to stay and encourage more spending.

To support our vision of the trail as the best of the best of food and drink experiences in Lanark County, we will be targeting businesses that have something unique to offer the visitor, from a food and drink perspective. This will help to set the Sip & Savour Trail apart as an elite and desirable forum for the visitor to experience something unique to Lanark County.

The value for participating businesses is three-fold: Firstly, it provides businesses with a marketing tool previously unavailable to them; secondly, it provides them with the opportunity to partner and engage

with other likeminded businesses owners in the region; and thirdly, it elevates their offerings by providing a pre-vetted experience for customers, creating an exclusive feel for the visitor.

The Sip & Savour Trail will be presented to visitors through both online and through printed marketing materials. Through the stakeholder engagement process of the Sip & Savour Trail development, online materials were identified as a necessity to provide the visitor with the information needed during the trip planning process.

According to market analysis by TAMS, in 2006, 78 per cent of Canadian travellers consulted a website during the trip planning stage. Since that time, there has been a digitial revolution and internet usage has massively increased, which would make the number of visitors who turn to a website in the first stages of trip planning even more statistically relevant.

Further, an effectively presented online presence is also important in order to engage with the younger and more internet-friendly visitor who looks to the internet as their primary (and often sole) source of information for trip planning and traveling.

Conversely, also identified in the stakeholder engagement process was the need for printed marketing materials that will target the visitors who have arrived in the region and are wondering what food and drink experiences are available to them. This will also garner opportunistic interest from the visitor who hadn't planned on a food and drink experience prior to their arrival to the region, but who, with the resources in hand may decide to alter their travel plans.

Printed marketing materials will give stakeholders a physical product to hand to visitors that will help them to navigate and orient themselves in the region, and also provide an opportunity for interaction with food and drink destinations.

Trail Branding
The trail will be branded with an eye towards a fresh, progressive look that has an enduring style not likely to quickly become outdated. The trail will be marketed online through social media forums, and printed material will be distributed through the designated business and tourism destinations within the County.

Participating businesses should feel they are receiving a beneficial and exclusive service to support their needs. For viability from the LCTA's perspective as well as the visitor's perspective, the trail should have a minimum of 15-20 destinations on the trail.

The following defines the vision of what the completed trail will look like for the visitor, as presented through both the website and printed materials:

Website Branding:
The website, tentatively registered as www.ediblelanark.ca will be developed by a professional website designer with experience in creating integrated mapping on websites. The website will be geared to cater to:

a) Visitors looking to follow a mapped trail, choosing where to enter and exit the trail.
b) Visitors looking for a thematic experience, ie. Brewery or craft alcohol only, or foodie experiences only.

c) Visitors looking for food and drink options within a specific region (ie. Mississippi Mills, Carleton Place, Perth, Smiths Falls, etc.).

The vision for the website will include:

- A single, comprehensive trail that visitors can choose where to enter and depart, according to their time constraints, with mapping showing all destinations. The mapping will have the option of filtering to show only certain destinations, such as:
    - o Farmgates;
    - o Farmers' Markets;
    - o Restaurants;
    - o Coffee Roasters/Tea Rooms/Cafés;
    - o Chocolateries;
    - o Breweries/Distilleries etc.; and,
    - o Artisan Food Producers.
- Regional mapping that separates the regions of Lanark County by municipality, detailing where food and drink experiences are found. This will allow the visitor to follow the trail based on their destination.
- A limited selection of proposed thematic routes that will focus on a theme but with additional information/destinations that would be relevant for the visitor. This would allow the visitor to choose the route/tour that would most appeal to their particular interests/tourism style. This component of the trail may roll out in Phase 2 of the project, once participation has been determined. Routes could be tentatively themed (dependant on qualifying trail participants) as:
    - o Chocolate Lovers Tour (focus on chocolatery destinations);
    - o Booze and Brews Tour (breweries, distilleries, cideries);
    - o Mmmaple Tour (maple destinations, not just sugarbushes, but also destinations that carry maple inspired dishes/products) *Lanark County Maple Routes as guide;
    - o Locally Yours Tour (dining destinations with a focus on using local ingredients);
    - o Sweets and Treats Tour (ice cream, dessert, candies, bakeries);
    - o Eat 'n Play Tour (for the outdoor adventure lover, could be focused only on cycling, paddling, golf);
    - o Of Yore Tour (historical experiences and food and drink experiences that highlight these); and,
    - o Art Lovers Tour (for art lovers, including plays and dramatic performances/tours with food and drink experiences that are nearby/compatible).
- A blog component to share stories about food and drink experiences along the trail.
- Storytelling of the businesses, business owners, and their role/significance in the Lanark County food and drink culture.
- A section with information on accommodations/packaging opportunities.
- Information on gathering places near participating businesses to provide a fully rounded experience for the visitor (ie. parks/museums).

Marketing Materials:
The trail will also include printed marketing materials that can be distributed from trail destinations and tourism centres in Lanark County. The marketing materials will feature a single, comprehensive map

identifying all the Sip & Savour Trail destinations in Lanark County, with a listing of the destinations that includes: business name, address, contact information, website, and identifiers describing what experiences can be found at that location.

Criteria for Inclusion

Applications to the Sip & Savour Trail will be juried by a committee of no less than three and a maximum of five stakeholders, including a minimum of one representative from LCTA, one representative from Lanark County, and one LCTA tourism operator currently in good standing.

To be eligible, operators must:

1. Be a member of the Lanark County Tourism Association in good standing for the years 2019-2021, payment due in advance. (Please note additional marketing fees may apply)
2. Be located in Lanark County (within the municipalities of Beckwith, Carleton Place, Drummond North Elmsley, Lanark Highlands, Mississippi Mills, Montague, Perth, Tay Valley and Smiths Falls).
3. Present offerings that appeal to the visitor as a food and drink tourism experience*(as defined by the LCTA).
4. Offer the featured experience as described for a minimum of three years to coincide with the promotion.
5. Participate in the promotional efforts and programs (detailed below in Deliverables).
6. Have regular hours that can be relayed to the visitor.
7. Have a Tripadvisor presence which is active and in good standing.

Applications to be part of the Sip & Savour Trail for accommodations or attractions will require different criteria for eligibility. Accommodations wishing to be part of the trail will be required to either:

1. Offer a food and drink experience through their establishment (ie. Hotel restaurant/bar/lounge etc.), OR
2. Have partnered with a food and drink destination also on the trail to create a package opportunity.

Intake for all applications will take place beginning in November 2018, with the program rolling out to the public in June 2019. The program will span from January 2019 to January 2022, at which point there will be an opportunity for new applications to be received and processed for another three-year term.

Applications can be accepted once the program has been rolled out, however any destinations added to the trail will be added on a quarterly basis, and won't be added to the printed marketing materials until the program is renewed in January 2022.

Food-centred events and tours will also be able to apply for inclusion on the tour. Additional fees and restrictions may apply.

Deliverables

A project of this scope should have a clear understanding between all participating parties, including the LCTA who will deliver the program, and operators, as destinations on the trail. The commitments for both parties will be described in a Memorandum of Understanding (MOU) entered into by the LCTA and participating operators, upon acceptance as a trail destination. A draft outline of the commitment contained in the MOU and entered into by both parties is listed below:

The LCTA will commit to:

- Sign the Sip & Savour Memorandum of Understanding;
- Develop the trail, as described;
- Providing a visual identifier for the business in the form of a sign or decal (additional costs may apply);
- Managing the online presence for the trail;
- Coordinate the printing of the trail marketing materials (additional costs may apply);
- Commit to a minimum three-year marketing campaign; and,
- Process applications for trail destinations.

The business owner will commit to:

- Sign the Sip & Savour Memorandum of Understanding;
- Maintain regular hours, as advertised on the website;
- Create a Sip & Savour signature dish on menu (for restaurants, cafes only);
- Promote trail to visitors;
- Distribute swag as needed;
- Engage with visitors for contests and promotions related to the trail;
- Communicate with, and educate staff about trail;
- Maintain the experience component identified on the trail for the three years of the program;
- Contribute to the Ultimate SAS Giveaway (see marketing); and,
- Be open to partnership opportunities to enhance the trail experience for visitors.

Key Milestones/Goals

To ensure a successful program, there are certain key milestones or goals that must be achieved. They include:

- Finalize program guidelines/framework with partners (Fall 2018).
- Source participants (minimum 15-20, no maximum) (Winter 2018-19).
- Jury applications, finalize destinations for 2019-2022.
- Develop website/branding (Winter 2018).
- Develop marketing materials (Early 2019).
- Roll out marketing campaign summer 2019 (based on marketing plan) (May-June 2019).

Communication Plan

Information relating to development and progress of the Sip & Savour Trail will be communicated to trail stakeholders, trail partners, trail destinations and LCTA members. Communication will include updates on the trail program development, and once the trail is active, on progress and performance measures.

Information will be relayed by the designated communication specialist for the Sip & Savour Trail program through:

- Newsletters;
- Email (lists generated from LCTA members and those who have indicated an interest in the program);
- Stakeholder and partner third-party dissemination;
- Local media (media releases, interviews);
- Social media (a designated closed-group Facebook page will be created); and,
- Annual Reporting.

Marketing Plan

The marketing plan for the Sip & Savour Trail will specifically target the Ottawa and surrounding area market. The Rustic Roamer and Memory Maker Connected Explorer profiles, as defined by the OHTO, will be the intended audience for the trail.

The Rustic Roamer prefers to wander in and out of small towns, and enjoy authentic, unscripted, organic experiences. Their desired experiences include themed driving routes, micro-breweries, charming B&Bs, hidden gems and local hotspots, discovering small towns and local characters, and local eateries and cafes.

The Memory Maker, on the other hand, looks for experiences that can evolve into a time-honoured tradition they can enjoy again and again. Their experiences include frequenting the same places each season, and picture-perfect opportunities.

The Sip & Savour Trail will target these personality profiles for visitors between the ages of 18-54, within Ottawa and surrounding areas, and with the following interests:

- Food and drink;
- Travel; and,
- Outdoor activities.

Marketing Venues:

The Sip & Savour Trail will be marketed through organic and paid online advertising venues, including:

- Paid social media campaign (including Facebook, Instagram, and Twitter);
- Paid content marketing (through native content/advertorials); and,
- Organic content marketing (distribution of blog content through social media).

Marketing will roll out beginning in May 2019, and will continue until October 2019, at which point the effectiveness will be assessed before planning for the 2020 campaign. While visitation on the trail can

technically take place year-round, for the first three years of the program it's recommended that advertising be geared to the high tourism summer season only.

Organic advertising will take place through the partnership opportunities with participating businesses, expanding the LCTA's organic reach exponentially. By linking, or tagging, tourism organizations, businesses, and stakeholders, word of the Sip & Savour Trail will spread naturally, through unpaid channels.

Content marketing will take place through paid advertising channels like the Ottawa Citizen (Native Content) and Metroland Media (Advertorials). Content contained on the website blog can also be used to promote the trail; content will be created in-house through LCTA. In addition, content can be leveraged through OHTO and provincial tourism partners for a robust content marketing platform.

Promotions:
In addition, organic promotion can be enhanced through social media contests. One of those contests will be held on Instagram, and will encourage visitors of the trail to post their photos on Instagram, using a set hashtag. A winning photo will be selected each month of the photos posted within that time period, and they will receive Sip & Savour swag. Swag will include t-shirts, glasses, and hats.

An annual winner will be selected, based on the quality of the photo tagged in the previous year, and they will be named the winner of the "Ultimate SAS Giveaway," and will receive a complimentary stay at a local overnight accommodation, and various freebies from participating businesses. Total expected value of the SAS Giveaway should exceed $500. The quality of the offerings will encourage visitors to take their best photos, and will help garner investment from the visitor, and also help to spread the word of the Sip & Savour Trail among the social media forums.

A passport program could be considered as a future promotional program, a promotion that would also assist in tracking usage of the trail.

In order for the program to be viable, it's important that the businesses who take part offer a high quality of experience and service, and that there is a minimum of 15-20 participating businesses.

Appendix A: Draft Application

Business Name:

Contact Name:

Address:

Phone:

Fax:

Email:

Website:

Type of business:

Hours of operation:

Do you have a Tripadvisor presence? Yes or No

Please provide a description of your proposed food and drink tourism experience:

*Please note that LCTA defines a food and drink experience as an experience in which visitors can learn about, participate in, or consume food and drink that reflects the local heritage and culture of Lanark County.

Please explain what your experience will offer visitors, and how it is unique. How will the visitor benefit? How will the trail benefit from its inclusion?

For restaurants/eateries, please provide a name and description of the Sip & Savour Trail menu item that will be featured by your business (photo will be required at a later date).

For accommodations, please outline the food and drink experience you will be offering and/or the food and drink destination with whom you will be partnering for the duration of the Sip & Savour Trail 2019-2021.

Please sign and date your application. Please note that if your application is accepted you will be required to sign a Memorandum of Understanding (MOU) between your business and LCTA, defining the mutual responsibilities of each party.

Signature:

Role/Responsibility:

Date:

Appendix B: Draft Memorandum of Understanding

To be created, based on feedback from partners/stakeholders.

SIP & SAVOUR

Lanark County

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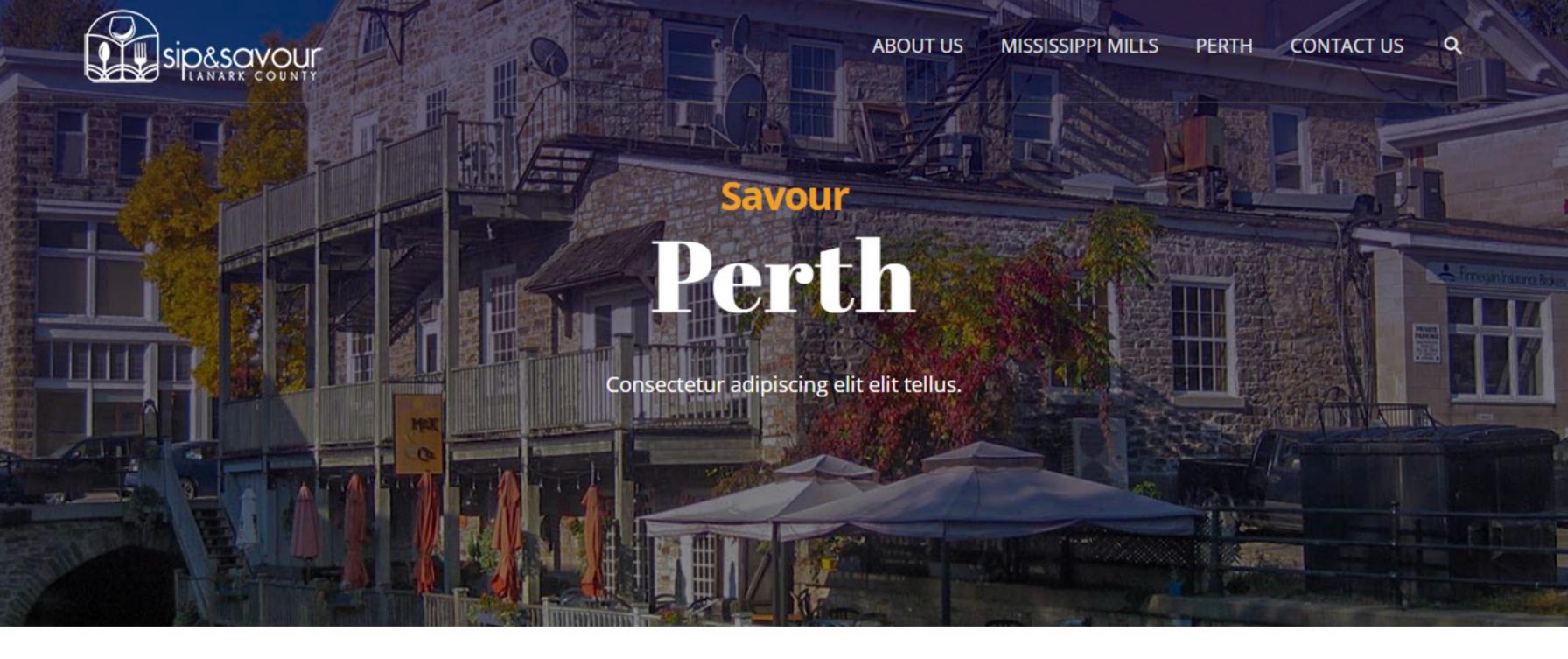
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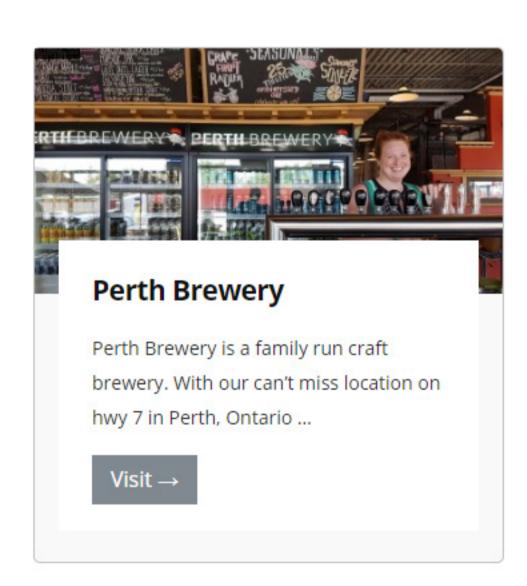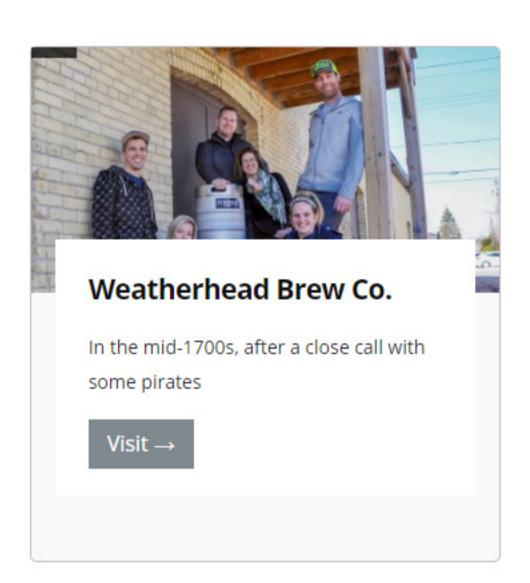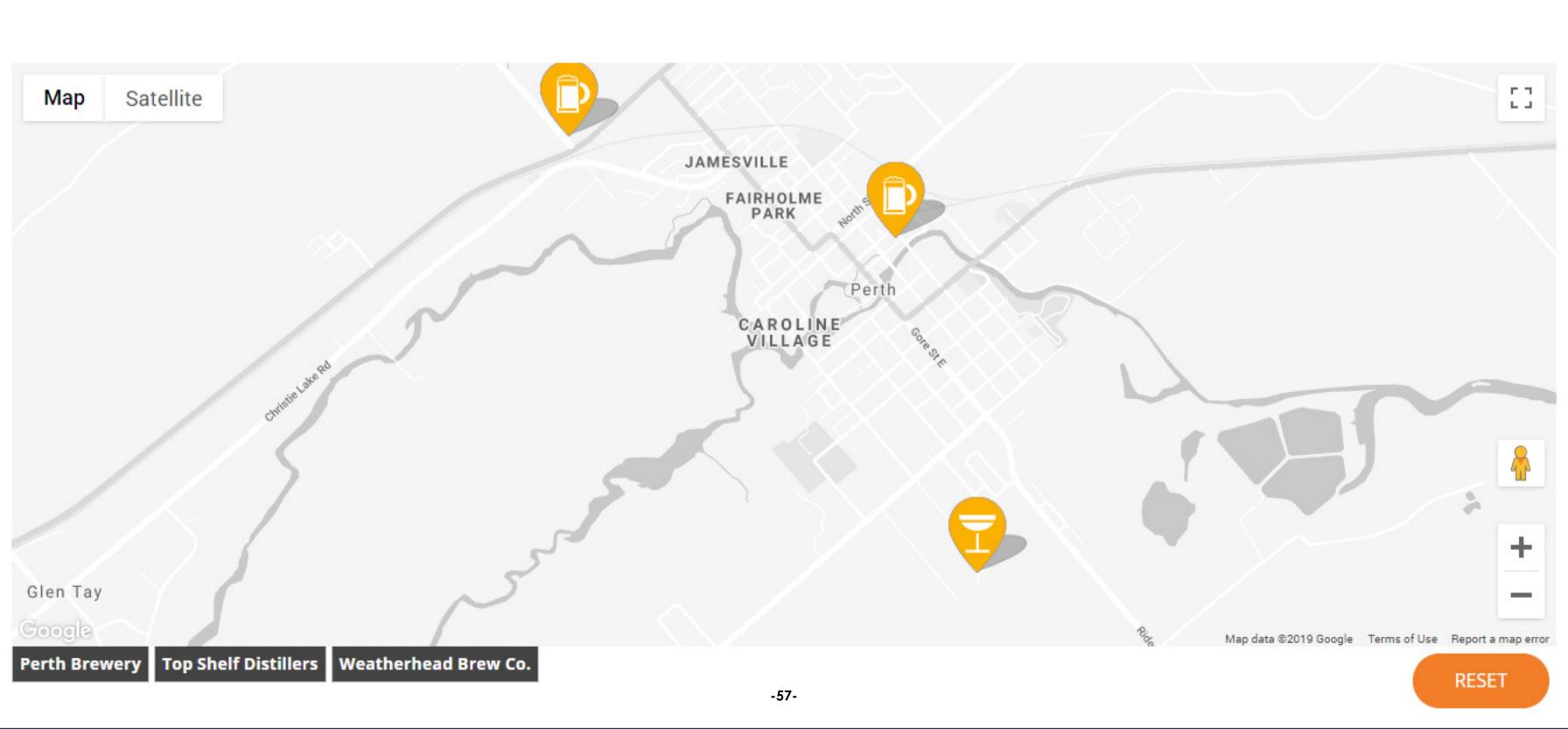Consectetur adipiscing elit elit tellus.

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Perth Brewery

Perth Brewery is a family run craft brewery. With our can't miss location on hwy 7 in Perth, Ontario ...

Visit →

Top Shelf Distillers

Whisky lovers will fall in love with Top Shelf Distillers, where their crew is reviving a century-ol ...

Visit →

Weatherhead Brew Co.

In the mid-1700s, after a close call with some pirates

Visit →

Map   Satellite

JAMESVILLE

FAIRHOLME PARK

Perth

CAROLINE VILLAGE

Glen Tay

Map data ©2019 Google   Terms of Use   Report a map error

Perth Brewery   Top Shelf Distillers   Weatherhead Brew Co.

RESET

Top Shelf Distillers

About Top Shelf Distillers

Whisky lovers will fall in love with Top Shelf Distillers, where their crew is reviving a century-old whiskey tradition in the former whisky-town of heritage Perth. This up-and-coming distillery picked the right location to set up shop making the pinnacle of all liquors, golden, aromatic whisky, Perth's relationship with whisky dates back to the 1800s. At that time, the town boasted half a dozen distilleries, including the renowned Stewart & Spalding and McLaren Distillers, whose spirits were exported throughout North America before prohibition.
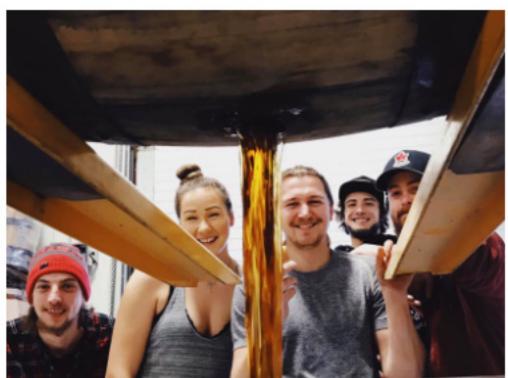
Today the team at Top Shelf know what they're doing, and are experts in everything from stellar marketing to creating a fun and inspired distillery experience and producing quality liquors with unique flavour profiles. During your visit you'll fall in love with the open-concept tasting room that lets you peer inside the distilling floor to see what goes on behind the scenes! An awesome view of our German made Copper still will get your taste buds excited for the complimentary samples ahead!

Enjoy samples of gin, vodka, and moonshine, and new for 2019, a true Canadian whisky, aged for three years. Ask to try their delicious concoction, Apple Pie Moonshine, that tastes just as it sounds, like apple pie and blended with local and fresh apple cider or their Maple Moonshine, made with local maple syrup – the perfect Canadian treat.

At Top Shelf, there is a real emphasis on local and all grain used at the distillery is grown in Ontario — maple syrup comes from both Paul's Maple Products and Temple's Maple Products, both in Lanark County, the **Maple Syrup Capital of Ontario.**

Drop by for a free tour and chat with staff about the production process, or get a behind-the-scenes glimpse into the world of spirit production. From 2 p.m. or 4 p.m., seven days a week.

Get in Touch

📍 14 Warren Cr., Perth

📞 613-201-3333

🔗 Visit Website

Business Hours

Sun to Thurs 10 a.m. to 9 p.m.
Fri and Sat 10 a.m. to 11 p.m.

More Perth Destinations

Weatherhead Brew Co.
29 Beckwith Street E, Perth

Perth Brewery
121 Dufferin Street, Perth
(613) 264-1087