

Downtown Revitalization Coordinator Training



November 7 - 8, 2016
Carriage Hall
25 Brock Street West
Tillsonburg, ON

Cost: Registration fee is \$68.64 including HST. The fee includes lunches, refreshments, and hand-out materials. Lunch from 12:00 - 12:45 each day.

To register go to: <http://bit.ly/2cZH3uk>

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

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

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

The training will be held in Tillsonburg, Ontario, by the South Central Ontario Region (SCOR), in partnership with the Town of Tillsonburg, the Tillsonburg Business Improvement Area, the Tillsonburg District Chamber of Commerce, and the Ministry of Agriculture, Food and Rural Affairs.

An Overview of OMAFRA's Downtown Revitalization Program

November 7th

Learn about:

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

Learn how to:

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

November 8th

Learn how to:

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

Finally:

- Take part in a panel discussion
- Walk Tillsonburg and discuss challenges and opportunities in downtown revitalization

Accommodations:

Howard Johnson

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