

Addendum to Prescott BIA Rural Economic Development Grant Application

June 30, 2014



Historic Downtown Prescott

- ◆ Loyalists arrived in 1784 and in 1810 - laid out the streets, identified the commercial centre
- ◆ strong connection to the St. Lawrence River
- ◆ forwarding trade
- ◆ 23 inns and taverns
- ◆ Water Street first “main street”
- ◆ War of 1812-14 - Prescott played vital role



Focus moved to King Street

- ◆ Victorian influence
- ◆ Centre for large farming community
- ◆ Manufacturing, brewing, distilling, railways, forwarding on the waterfront



Influences on historic downtown

- ◆ loss of RCA, Newell's Manufacturing, Hathaway Shirt Factory and Jamaica Brass
- ◆ 1978 established south Grenville Economic Development commission
- ◆ Establishment of a BIA in 1979
- ◆ encouraged by success of Kriska Transportation, nearby Prysmian Cables, Measurements International

By 1960: movement off industry away from the waterfront

- ◆ Left behind a blighted area with no where to go but up
- ◆ Town utilized instruments such as an updated official plan and visioning exercises
- ◆ 1969 Self Study high public participation set out strong public desire for access to the river and a revitalized downtown
- ◆ adoption of – Norwich Plan
- ◆ Amendments to BIA By-law in 1986 and 1987
- ◆ Establishment of a Local Conservation Advisory committee: Forwarder's Museum in downtown Prescott was first building designated under the Ontario Heritage Act
- ◆ Economic Planning Group of Canada – laid out plan for development of tourism in 1984



No where to go but up!!





And we did it!!

- ◆ Successful participation in Main Street Canada Program – over \$2 million invested in public area improvements
- ◆ Public participation – development of “Heritage Harbour” - support of federal and provincial governments opening of the Sandra S. Lawn Harbour in 1989



2003 – new life with arrival of the St. Lawrence Shakespeare Festival

- ◆ Steady progress
- ◆ Tripling of audiences
- ◆ 2005 – Prescott Downtown Design guidelines
- ◆ Revised Official Plan – major focus on downtown - 2006



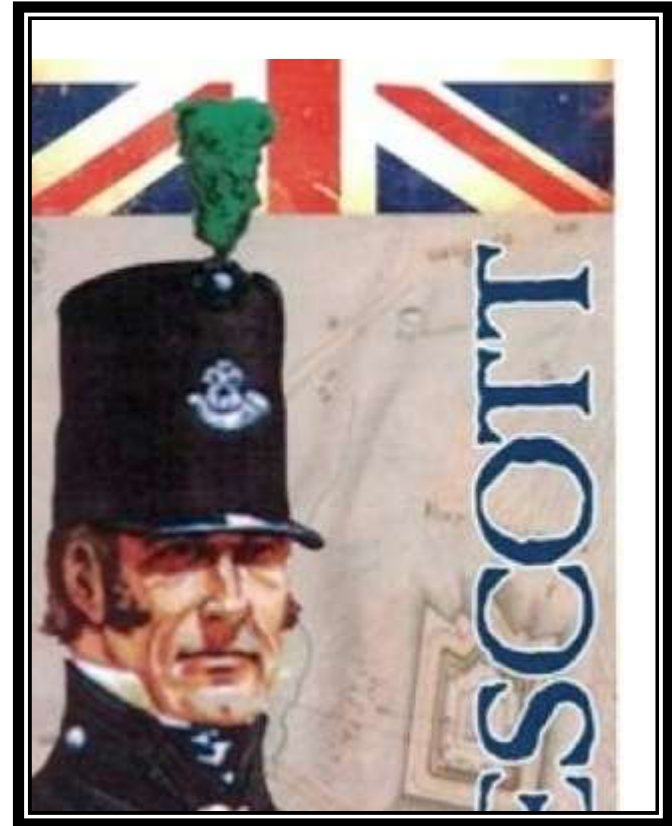
By 2011 – alarms sounding for historic downtown Prescott

- ◆ increase in vacancies
- ◆ challenges to the historic caused in large part by the proliferation of big box stores in nearby communities
- ◆ Change in travel patterns
- ◆ On-line and cross-border shopping
- ◆ Municipality effort stretched to the limit



Re-energized BIA in 2012

- ◆ the success of the SLSF spurs us on
- ◆ 10,000 visitors to rejuvenated Fort Wellington National Historic Park
- ◆ continued popularity of the Prescott Golf Club – 9,000 visitors per year
- ◆ Celebration of War of 1812-14 reacquaints community with the power of heritage
- ◆ Essential EODP Community Innovation Program: banners, planters, Revival Team, Historic Panels



Urban Marketing Collective Study (JC Williams Group)

- ◆ Support of Town Council and the Grenville Community Futures Development Corporation
- ◆ detailed short, medium and long term strategies
- ◆ key criticism was low level of maintenance of public assets, need for more pedestrian friendly downtown, improved signage and better organization
- ◆ Public consultation and participation helped and
- ◆ Plans put into action

Revitalized Farmer's Market

- ◆ From four vendors in 2011 to 30 full time vendors in 2014
- ◆ “we couldn’t have done it without the BIA”
- ◆ BIA brought on new canopies, marketing and assisted with special promotions
- ◆ diverse vendors in 2014 selling fruits, berries, vegetables, flowers bedding plants, baking, honey and home made willow furniture and handmade crafts.



Successes include Revival Team Plus



Six new establishments!

- ◆ Twinkle & Twine
- ◆ Canadian Ceiling Tiles
- ◆ Sweat Equity
- ◆ Bobby's Restaurant new large location
- ◆ Shoppers Drug Mart – new expanded location
- ◆ We R Quilts
- ◆ Katarina's Coffee Shop



“A Taste Of Prescott”

June 21, 2014 – overwhelming success;
getting ready for “second annual” in 2015



Adhering to the Priorities of Town Council in the 2012 Strategic Plan

- ◆ **Pillar 1 – Economic Development – complete signage projects including Highway 2, Highway 401 and Edward street Overpass**
- ◆ **Pillar 3 – downtown/waterfront development: complete streetscaping, lighting, signage and banner/flower projects complete waterfront park, explore harbour expansion and waterfront hotel development**
- ◆ **Pillar 4 - Conservation & Rehabilitation: set standards, explore federal/provincial grant opportunities and Tourism Promotion (expand historical celebrations and festivals)**

Before



Stunning \$63,000 facelift for Amphitheatre and Harbour gardens – almost complete

- ◆ Inspired by the coming of the Globe to Globe presentation of *Hamlet* – world tour - only one stop in Canada – Prescott!!
- ◆ extraordinary financial commitment by the Town of Prescott



New stage –
another BIA success - supported by the
federal EODP Program





Subjects of RED Application

- ◆ Signage at entrances to Downtown
- ◆ Farmers Market sign and TOD Signage
- ◆ Streetscape elements plus bike racks





DOWNTOWN PRESCOTT
Business
Improvement
Area

