



ECONOMIC DEVELOPMENT UPDATE: **FALL 2011**

We are pleased to present the first issue of the '**Rumour Mill: Economic Update.**' This quarterly newsletter is your source for what is happening in Stirling! It is the goal of the Economic Development Committee to identify areas where we can impact the growth and vitality of this community and strive to sustain and attract business and investment to Stirling-Rawdon!

Key Economic Updates: Fall 2011

Business Improvement Survey

This spring approximately 100 existing businesses in Stirling-Rawdon completed a business improvement survey. It was the goal of the committee to obtain information regarding the general business climate and identify areas for growth and vitality while striving to retain and attract new business.

A list of key focus items have been developed. These four action groups will be of focus moving forward:



Downtown Core/ Main Street:

Main Street improvements, Mill Pond/ Police property development, Information Centre, Train Station project plan, Parking, Pedestrian Crossing, Public washrooms.

Business Gaps & Needs: Develop package to market opportunities and provide incentives for competitive advantage. The committee will also provide resources to existing business in need while identifying business gaps and promoting these gaps strategically to potential investors.

Business Improvement/ Development:

Uniform Hours, developing a sustainable Farmers Market, creating packages to promote and attract tourism, developing a proposal for Junior and Primary school properties, developing a Sustainability Plan that identifies pillars and provides a strategic plan for the next 5-10 years.

General Improvements for Economic Development:

Re-defining façade program to strengthen existing program, working with landlords of commercial properties to create attractive displays in store windows, creating a Property Standards by-law to take action on the upkeep of commercial buildings and weed control, signage improvements to directional signage in Stirling, as well as off major routes.

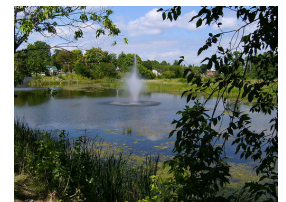
New School For Stirling Students

In June of 2011 the Provincial government announced that work will begin on a new school to replace Stirling Primary, Junior and Senior Public Schools. This project is anticipated to begin in summer of 2012, with the new school being open for fall of 2013. The new facility will be constructed on the current Stirling Senior School property.

Mill Pond Project Area

With the demolition of the former police station, the Economic Development Committee is requesting ideas for the property located at 98 East Front St. The goal is to develop this space with a project that will compliment potential development of the Mill Pond as a more attractive site in Stirling.

Please forward your ideas to Elisha Maguire by calling 613-395-3341 or email edo@stirling-rawdon.com.



Key Economic Updates: Fall 2011

Photo Contest– Take your best shot!

Stirling-Rawdon is excited to have hosted the “Rich in Old Time Charm” photo contest. Photographs capturing scenery, attractions, events and activities within Stirling-Rawdon were submitted for the fall contest. All photos will be used online and for future promotions and we hope to run a seasonal contest to keep this photo directory current!



Marketing Campaign

The Stirling-Rawdon Marketing Campaign is an annual partnership with investments from the Economic Development Committee, Stirling BIA and approximately 20 businesses. Producing a collaborative campaign allows the town to promote Stirling-Rawdon effectively throughout the Quinte and Northumberland region while focusing on individual businesses and what makes Stirling-Rawdon an attractive area to visit and invest.

Listen for the Stirling-Rawdon ads on the Quinte radio station and look for our print ads in publications including County & Quinte Living and the EMC newspaper!

Façade/ Signage Program: Investment Review

Since the development of Stirling’s Community Improvement Plan and execution of the Façade and Signage Improvement Program in 2006, the Stirling Economic Development Committee has invested \$74,521 in facade and signage improvements within the business area of Stirling.



This investment has leveraged \$175,526 in private funds and has resulted in a complete transformation of the village of Stirling, creating an improved main street and attractive location for business!

Pictured above:
22 Mill Street- Before & After



Business News:

Welcome Cedar Hollow



We would like to welcome a new retail businesses to the downtown area. Shirley Campbell has opened Cedar Hollow Antiques & Collectibles at 36 Mill St. Shirley has previously owned and operated a retail business in Bloomfield and found Stirling to be an attractive location for this new investment. Stop in and check out her new venue beside Jenny’s Restaurant on Mill Street!

Featured Properties

For Lease: 16 & 18 West Front St.

Rare opportunity to have one of these highly sought out commercial units come available. Large store front windows, front and rear entrances. Ample parking available for customers/clients. Recent facade improvements to exterior of building!

16 West Front

For Lease: \$600 + hydro / 650-700 sq. ft.

18 West Front

For Lease: \$500 + hydro / 600 sq. ft.



Contact: Troy Sweet (owner) at 416-884-8002 or schedule a viewing by emailing troy.sweet77@gmail.com

For Sale: 43-47 Mill St.

Investment property with 2 leased residential apartments and potential for a third, 3rd lease is commercial/retail store front with potential for a second commercial or storage unit. Building was completely renovated in 1989 and main building apartments have been recently decorated. Property sits on the Rawdon Creek.

For Sale: \$215,000

Contact: Veronica Lockyer, Realtor at 613-967-2100 or view full listing at www.century21.ca.



Key Economic Updates: Fall 2011

Summer Highlights

Stirling Truck Show



The 2011 season featured perfect weather for the annual Father's Day weekend event! With many of the favourite events and activities returning this year along with several new attractions, the Stirling Lions Club says there was a concerted effort to involve other community members in this year's show.

The show has come a long way since it began as a small autumn show and shine. Members say that it is hard to believe it was six years ago, adding plans will soon be under way for next year's edition with the goal of growing the number of trucks on display!

153rd Agricultural Fair

www.stirlingfair.ca



With attendance up both Saturday and Sunday and positive feedback received, the Stirling Agricultural Society's annual celebration continues to be a huge draw for area residents and visitors!

In keeping with a succession of big name country stars who have graced the Stirling stage at past fairs, Canadian Country Music Association Artist of the Year for 2010 Gord Bamford performed in Stirling this summer drawing a large and enthusiastic crowd to Stirling!

Weekend events also included the midway, horse show, demo cross and anticipated derby to celebrate the end of another successful summer! What Canadian musician can we welcome to Stirling next year....we will just have to wait and see!

Stirling-Rawdon Farmers Market



The Farmers Market has had an exciting season in Stirling! In addition to the vendors being set-up Saturday mornings at the covered bridge, the market held events including the "From Farm to Plate" dinner, as well as a Fall Fest Pumpkin Carving event during the last weekend of the market in October!

Water Buffalo Food Festival

Italian flags lined the streets of Stirling this August to celebrate the third annual Water Buffalo Food Festival. With samples being served featuring a mix of recipes using water buffalo cheeses, meat and locally grown ingredients, the event received rave reviews from locals and visitors who travelled to take part in the festivities!



"What a fantastic day," said a visitor from the Toronto area. "This is a great way to sample local foods; we will definitely be back again next year!"

The Loyalist College Culinary Program held a strong lead with the most votes for favourite recipe. Culinary students served up buffalo sliders served on garlic foccaccia with brucetta. Queen of the Kitchen retaining the second place vote for white chocolate ricotta truffles and Smokehouse Blues a close third for their smoked brisket sandwich!

With approximately 800 visitors in attendance, the festival has proven to be a great promotion of the local food industry, as well as great exposure for the town.



Stirling Youth Action Centre (YAC)

More than 100 people attended the ceremony on August 6th to mark the grand opening of Stirling's first Youth Action Centre. Visitors also celebrated the committee's dedication to open a facility to help youth become connected with their community.

Owen Kerr is the Stirling YAC Coordinator and can be reached at the facility at 613-395-6511. For a copy of the YAC monthly calendar visit www.stirling-rawdon.com/residentservices/youth and "Like" the Stirling Youth Action Centre for ongoing updates and youth initiatives!

Grand Cycling Tour

2000 Cyclists from Quebec stopped for lunch at the Stirling Senior School this summer on August 8th!



Key Economic Updates: Fall 2011



Scarecrow Fest



'Kraft' Dinner Pot



Kraft Hockeyville!



Goal! 5000
letter submissions
for Hockeyville!

www.stirlinghockeyville.com



Ball Hockey



One Mile Walk



ATV Run



A Village Christmas

November 1-24

View the wreaths, trees, swags and holiday items that abound in the village. Place your prize draw tickets in the gold and silver boxes of the items you would like to take home for the holidays! Pick up your Village Christmas map at participating business locations to view the draw prizes!

Puss in Boots: The Panto!

Puss in Boots is coming to the Stirling stage this winter with many of your Stirling Panto favourites in this pandemonium pantomime! As always, you can choose between family and naughty versions. The theatre staff is looking forward to another panto season that is hilariously funny, with lots of great music and wildly colourful costumes. For more ticket information on these shows, call the box office on 613-395-2100 or www.stirlingfestivaltheatre.com.



Stirling's Quest to Hockeyville!

The launch of Kraft Hockeyville 2012 begins Friday, November 18th! Stirling Hockeyville needs residents to challenge their friends, family and colleagues to submit stories highlighting Stirling's "Hockey Spirit" by demonstrating our *community spirit, passion for hockey and originality*- the reason we should be Kraft Hockeyville 2012!

With the multiple events and fundraisers that have been hosted this summer, approximately \$10,000 has been raised to contribute to future arena upgrades. The ultimate goal is to be recognized as one of the top ten communities in Canada where we can then compete for the \$100,000 Kraft Hockeyville prize! Go to www.stirlinghockeyville.com to submit your story and photos today!!

Upcoming Fall Events

Heart of Hastings Studio Tour

Talented artisans and local vendors open their homes and stores with homemade crafts, antiques, baked goods, Christmas decorations, art, local foods and more. With 11 stops in Stirling this is sure to be a great two weekends for the village!

Agricultural Museum: Season Update

The 2011 season was one of many successes for the Agricultural Museum. The museum hosted the grand opening of the Children's Exhibit building during Grandparents Day, as well as celebrated the multiple featured hoses on CHEX TV creating an incline in visitors to the community from the Peterborough region.

Another highlight this season was the annual Agribition drawing hundreds of grade 4 students from the Hastings and Prince Edward County School Board for some lessons in agricultural history.

With another great season behind them the museum is now focused on organizing the Star Lite House Tour to be held November 24th!



"Like" Stirling-Rawdon on Facebook for community news and updates!