



ECONOMIC DEVELOPMENT

PROGRESS REPORT



2024

Message from the Mayor



Dear Residents,

Earlier this year, we launched our 5-year Strategic Economic Plan, a roadmap to promote our community, support businesses, and drive future prosperity. This Plan, built on our brand of "Real Life Potential," aims to foster innovation, attract new businesses, and address key social, economic, environmental, and cultural issues. It also supports our Vision that "Clarenville is a healthy and inclusive community, where people, businesses and local ideas thrive amongst a strong sense of community. Our continued growth is built on our people, our partnerships, our strategic location, and a strong local and regional economy that is supported by the delivery of well-planned and managed municipal services and modern infrastructure". To view the Plan, follow the link below:

<https://clarenville.ca/a-new-5-year-strategic-economic-plan/>

2024 marked the first year of implementation, and we are on track with the 44 initiatives outlined in the Plan. This Report will outline the progress to-date and our plan of action as we move into 2025. Through our collective effort, we have made significant strides in infrastructure investment, understanding issues impacting affordable housing, promoting tourism, reducing red tape, and encouraging business growth. Highlights in this report include the completion of the Community Housing Needs Assessment and the success of our Trails, Track and Tunes Winter Festival and Wheels and Heels Fall Festival, which attracted visitors and boosted local businesses.

Looking ahead to 2025, we'll install new Gateway Signs on the TransCanada Highway and introduce a Wayfinding Sign Strategy to improve navigation for residents and visitors alike.

As Mayor, I encourage you to review the Annual Economic Development Progress Report. Your feedback is valuable as we continue to build a dynamic, resilient community for all.

Warm regards,

John Pickett
Mayor



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Effective Policies & Procedures



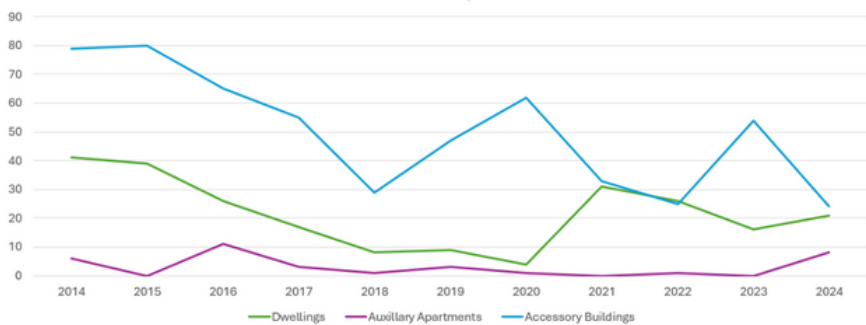
Working Better for You

Clareville has grown significantly over the past decade. Some of the indicators of the scale of growth is found in the number of applications for new permits and compliance certificates (see below). In an effort to make the Town of Clareville more business-friendly, and to improve efficiency, we have streamlined our permitting and compliance processes. For instance, in 2024, we introduced online permit applications through our website. Please visit: <https://clareville.ca/town-hall/regulations-permits/>.

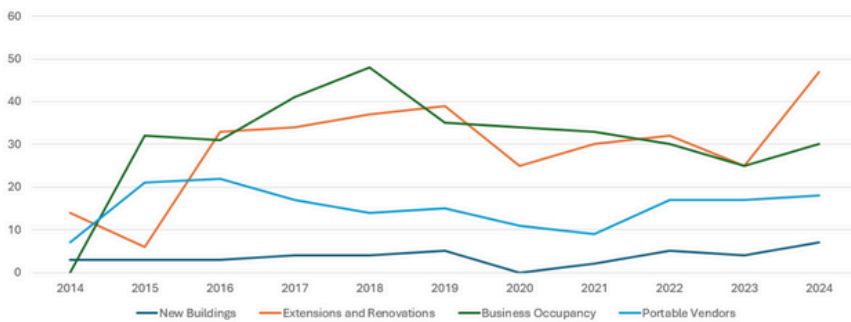
In 2025, continuing the theme of Working Better for You, we plan to modernize the Town's website by refreshing its appearance and streamlining navigation.



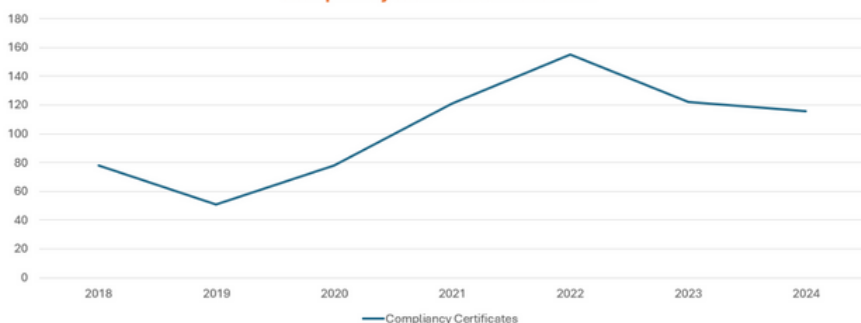
Residential Permit Report 2014-2024*



Commercial Permits 2014-2024*



Compliance Certificates 2018-2024



Residential Permits

Over the past 10 years, the Town of Clareville has seen an increase in the number of Private Dwellings and Auxiliary Apartments which is an indication of continuous growth. Specifically, the number of auxiliary apartments in 2024 has increased to 2016 levels and there were 21 permits issued this year for new dwellings.

Commercial Permits

The Town of Clareville is seeing a steady growth in the commercial sector, which includes seven new buildings and 47 permits to extend or renovate existing buildings. There is also a steady increase in business occupancy rates and the number of portable vendors; all indicative of a growing economy.

Compliance Certificates

A Compliance Certificate is issued by a municipality in response to a land and/or property sale. The Chart is one indicator of positive change with the highest number of certificates (N. 155) issued in 2022.

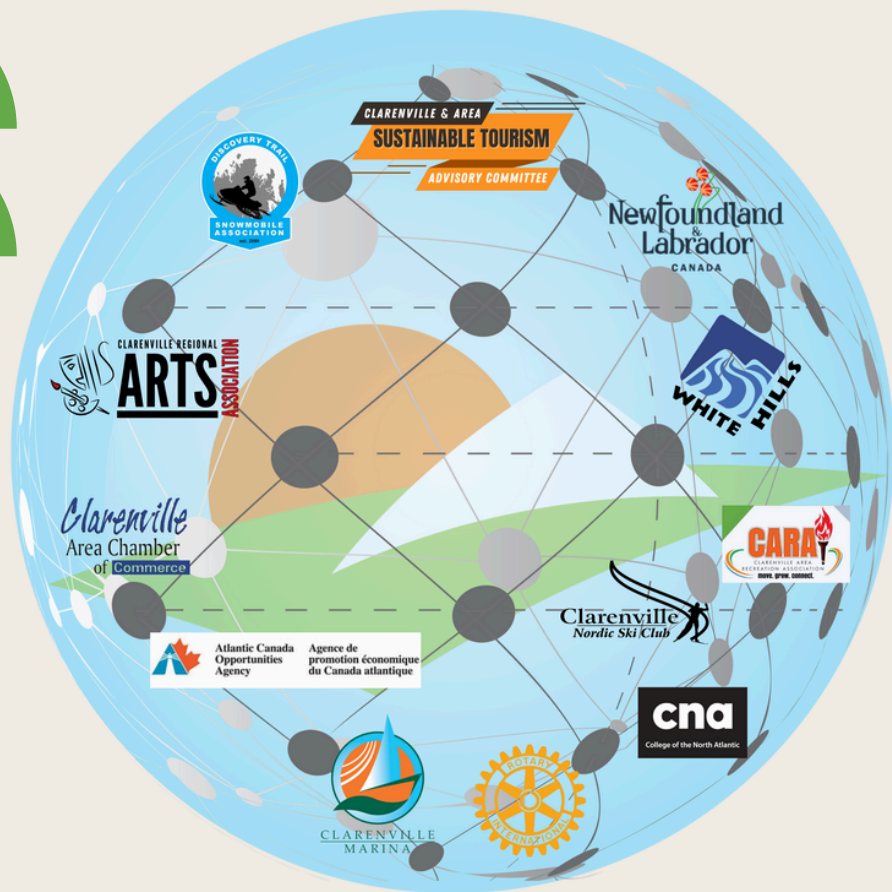
Effective Partnerships



Effectively collaborating with the community was a key focus for the Town in 2024. Many of the projects and initiatives implemented this year have utilized a community advisory board approach to broadly engaging the community. Some examples included the Sustainable Tourism Advisory Committee, the Community Housing Needs Assessment Advisory Committee, the Trails, Tracks and Tunes Winter Festival Planning Committee and the Wheels and Heels Fall Festival Planning Committee. By collaborating with external community groups and organizations, the Town has been successful in building capacity through partnerships as well as encouraging community economic development.

The Town has also played a key role in assisting groups such as the Discovery Trail Snowmobile Association and the Clarenville Heritage Society by reviewing funding proposals and writing letters of support. These new partnerships have resulted in leveraging new sources of revenue for both organizations. Moreover, these investments have translated into upgrades to the Coastal Trail, construction of a modern building and the opportunity to offer guided tours focused on the history of this community.

In 2025, partnership development will be critical to a successful implementation of the regional Wayfinding Sign Strategy, exploring the future sustainability of the White Hills Resort, implementing a new Clarenville Coasts Destination website and promoting a regional hiking trail development strategy.



Collaboration & Partnerships 2024

In a similar manner, having a focus on how the Town supports newcomers will require collaboration and partnership with external groups such as the Clarenville Area Age-friendly Committee, the Association for New Canadians, local businesses, the Clarenville Area Chamber of Commerce, and the College of the North Atlantic.

Another key focus in 2025 will be to explore a partnership with the YMCA as the Town conducts a Child Care Needs Assessment and a Regional Wellness Centre Feasibility Study.



Business-Friendly Community



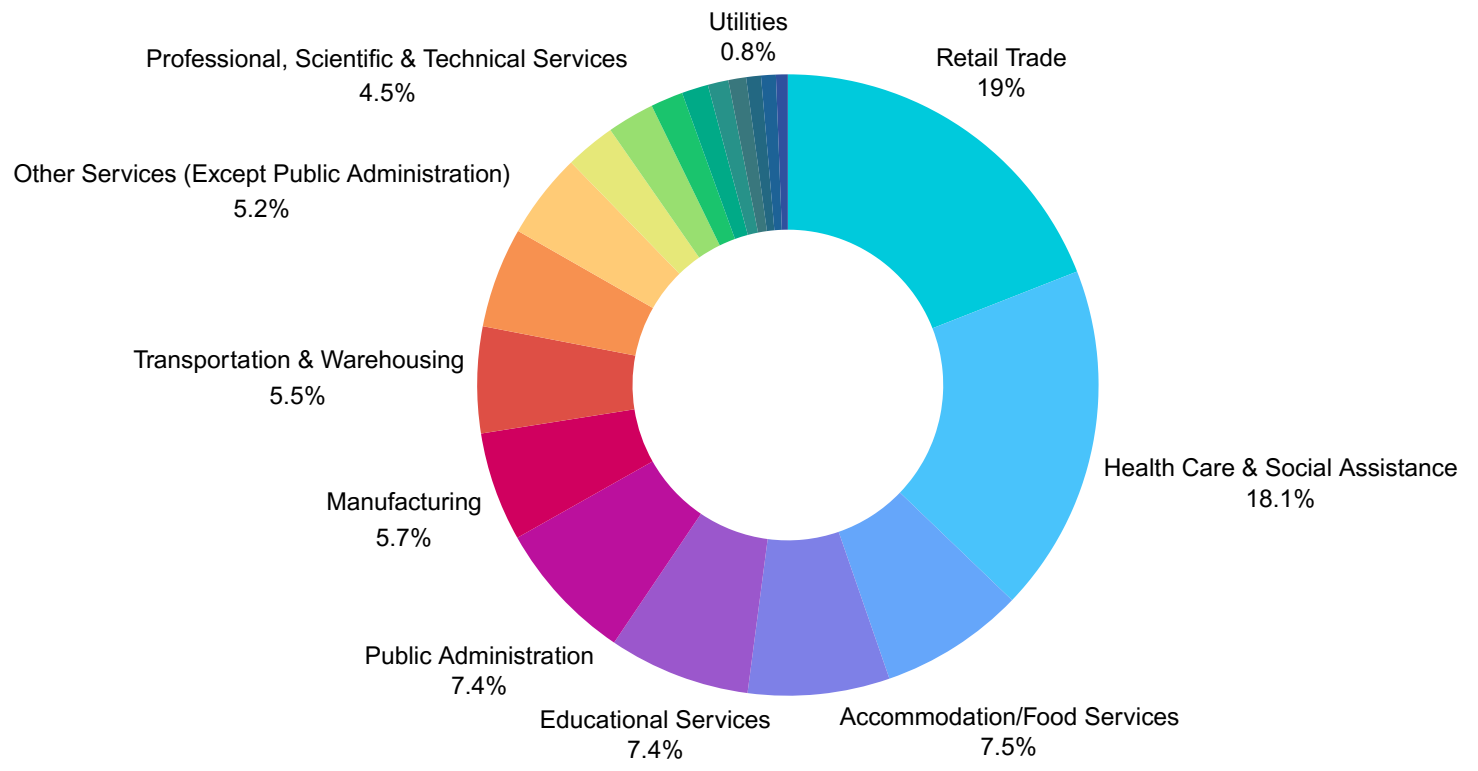
Proposed New Industrial Park

The Town is committed to fostering business growth and innovation. This year, we supported community-based organizations by providing guidance, staff resources, and financial assistance. By collaborating with neighbouring communities, we are also working to create a thriving region.

In 2025, the Town will step up its focus on how we support new businesses which have chosen Clarendville. To this end, a new Business Welcoming Initiative will be undertaken and we will modernize the Town's website and adding a Business Directory.



Labour Force by Industry Sector 2021



Promote Culture & Recreation



Winners of 2024 Community Art Procurement Program



Community Art Procurement Program Display at Town Hall

The promotion of arts and culture in 2024 was another focal point in this year's economic development strategy. Early in January, the Town launched its first Community Arts Procurement Program which had positive uptake from local artists. Through public engagement, and the help of an internal/external Judge's Panel, a Community Art Program was established at the Town Hall (pictured above).

Next year, the Regional Arts Council (renamed at the Clarendville Regional Arts Association) in partnership with the Town of Clarendville, will host an official opening of the new Art Gallery – a unique space, co-located at the Clarendville Events Centre - where art exhibitions will showcase the art and culture in the community.

The Regional Arts Association - driven of local artists - will lead the recognition of local artists and their artworks by hosing art exhibitions throughout the year. This group also plans to host a Fibre Arts Festival and a Yarn Bombing Event in recognition of International Yarn Bombing Day in 2025.

In addition, in January, the Town will launch the 2025 Community Art Procurement Program.



New Art Gallery, Clarendville Events Centrel



Housing Affordability & Availability



Housing affordability and availability, often a factor of population growth, is a challenge being experienced by municipalities across the country. Clarenville is no different having experienced a seven per cent rise in its population between 2016 and 2021. To assist the Town Council's understanding of the housing affordability and availability context, the Town, in partnership with Newfoundland and Labrador Housing Corporation, co-funded the 2024 Community Housing Needs Assessment. This report identified the need for an additional 830 housing units by 2028.



King's Haven Senior Housing Development

<https://clarenville.ca/community-housing-needs-assessment/>

Being recognized as a model municipality in its understandings of the housing need, the Town openly shared the report with local real estate firms and construction companies. The Community Housing Needs Assessment is also guiding future infrastructure and housing projects in the community.

In 2025, the Town will continue to work with local developers to mobilize the affordable housing action plan.

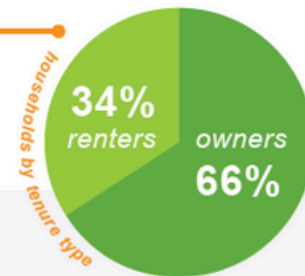


Clarenville Housing Needs Assessment

HOUSEHOLDS

2,800

households in Clarenville (2021)

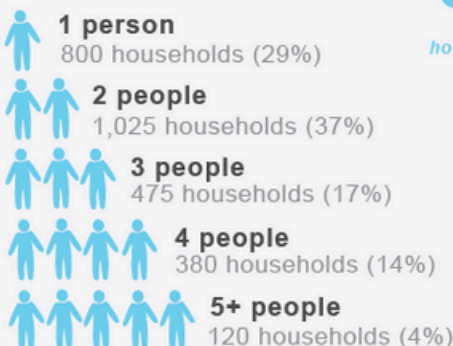


household characteristics in Clarenville

household size

2.3

average household size

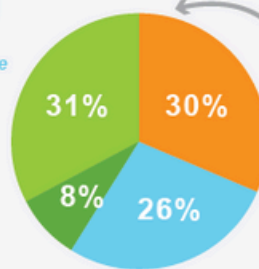


2.5

owner households

1.9

renter households



number of households in Clarenville by family/household structure

- 835** couples with children
- 720** couples without children
- 230** single parents
- 865** single persons or roommates

household type

all data from 2021

**2024
Community
Housing Needs
Assessment
Report**

Advocate & Promote the Town



Effective business development requires that the Town develop strategies for promoting its amenities and attractions externally. Taking a multi-prong approach this year, we focused on showcasing the Town of Clarendville as a great place to live, work and operate a business. Our attendance at conferences and tradeshows such as the Downhome Expo (with over 800 visitors) and the Great Northern Concrete Toboggan Race has had a positive response.



Downhome Expo 2024

Another key initiative is enhancing the visitor's sense of arrival by replacing the Gateway Signs located east and west of the community. In the coming months, residents and visitors alike will see two new signs on the TransCanada Highway which we hope will signify that this is a uniquely special place.



Great Northern Concrete Toboggan Race

In a similar manner, promoting the community locally has included September's Community Fair at the College of the North Atlantic and October's Seniors Information Fair held at the Clarendville Middle School gymnasium.



New Gateway Signs

Next year, we will continue our promotional efforts by attending conferences and tradeshows such as Hospitality NL and the Placentia Bay Industrial Showcase. To complete these initiatives, work will also be completed on developing a Visitor Information Guide which can be distributed through the Visitor Information Centre and local hotel operators, and developing a series of videos that demonstrate the variety of local businesses, amenities and attractions that our residents currently enjoy.



Seniors Information Fair



Promote Tourism & Visitor Experience



New Proposed Welcome Sign

The Town's focus on tourism development has been guided by the 2023-2028 Sustainable Tourism Enhancement Plan. Through our partnership with the Tourism Advisory Committee, the Town has successfully negotiated a Memorandum of Understanding. Building on our efforts in 2023, the Town co-sponsored the Spring Tourism Forum with local industry operators and implemented the first Visitor Experience Survey this summer.

Shoulder season festivals and events attracting people from across the province.



Clarenville is developing as a tourism destination. To assist visitors with effectively navigate the community, work has begun to develop a series of Wayfinding Signs which will be installed at select locations along our roadways. This work will continue into 2025 with the installation of this family of directional signs thus aiding motorists and pedestrians with finding destinations like Elizabeth Swan Park, the Rotary and Bare Mountain Hiking Trails, the Clarenville Marina and the Clarenville Events Centre.

In 2025, the Town will also continue its efforts to develop the Clarenville Coasts Destination website, facilitate a Sustainability Plan for White Hills and invest monies to rehabilitate the Shoreline Park on Marine Drive in preparation of the Town's 75th Anniversary celebrations in 2026.

2024 Spring Tourism Forum



2024 Visitor Survey Postcard





A Year in Review

Let's conclude the fiscal year of 2024 by numbers

\$534,000
Funds Leveraged

13+
Projects Completed

8+
Projects Ongoing

15+
Groups/Organizations Engaged

2
Festivals

6
Advisory Committees





Clarenville
REAL • LIFE • POTENTIAL

www.clarenville.ca