



ECONOMIC DEVELOPMENT ANNUAL PROGRESS REPORT



ECONOMIC DEVELOPMENT, TOURISM AND COMMUNICATIONS

2025

Photo Credit: Paul Tilley



Clarenville

REAL • LIFE • POTENTIAL

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Message from the Mayor



Dear Residents,

The Town of Clarendville is pleased to present the **2025 Annual Economic Development Progress Report**, the second community update outlined in the 2023 - 2028 Strategic Economic Plan. This report reflects our ongoing commitment to transparency, accountability, and collaborative growth as we work toward a stronger and more resilient local economy.

Over the past year, the Town has continued to advance key initiatives and programs that directly support the seven strategic priorities identified in the Plan. These priorities, ranging from business retention and expansion, to tourism development, to enhancing quality of life - serve as the foundation for our long-term vision. The 2025 report highlights the measurable progress achieved to date, showcases partnerships that have strengthened our economic landscape, and identifies areas where further efforts are underway.

Clarendville's accomplishments this year are the result of collective dedication from Town staff, community partners, local businesses, and residents. Together, we are building economic momentum, fostering new opportunities, and ensuring Clarendville remains a thriving regional hub.

Looking ahead to 2026, we will be celebrating the Town of Clarendville's 75th Anniversary. To support our celebration efforts, residents and businesses will be invited to participate in the planning process. Next year, we will also undertake the Regional Wellness Centre Feasibility Study which will help the Town Council and residents gain a fulsome understanding of the costs associated with constructing this facility.

As Mayor, I encourage you to review the 2025 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



Effective Policies & Procedures



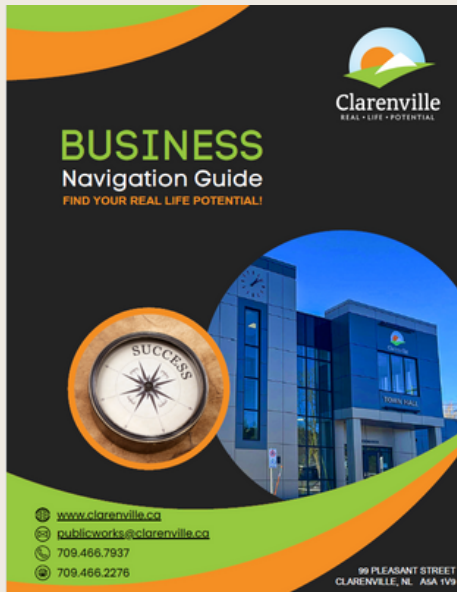
Working Better for You

The goal to create more effective policies and procedures focuses on the objectives of having a business-friendly approach by re-designing the Town's website and implementing a red tape reduction program. Part two of this strategic initiative includes developing more environmentally-friendly infrastructure and waste reduction programs.

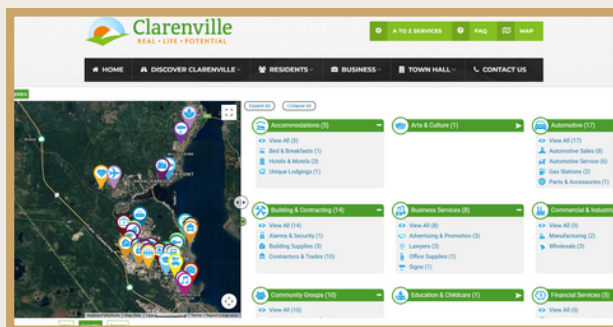
The development of a new **Business Navigation Guide** has provided a consolidated set of policies, procedures and link to on-line business permit applications into a single, easy to read format. The creation of this publication also aims to advance the red tape reduction strategy as well as advance efforts to modernize the Town's website.

In 2025, the Town also launched a new **Business Directory** (<https://clareville.ca/business/directory/>) to help showcase the services and amenities that are available to residents and visitors to the community. Clareville is a growing service centre so the launch of the new Directory will attract new businesses and services to this community.

In 2026, the Town will continue its efforts to modernize the Town's website into a clean, consumer and resident-friendly platform.



New Business Navigation Guide



Town of Clareville's New Business Directory

Did You Know?

The Town of Clareville has approximately 400 businesses including hotels and motels, car dealerships, banks, accounting and engineering firms, fast food restaurants, grocery stores, shopping and specialty stores, personal health care, pharmacies, coffee shops and bakeries, outdoor adventure and office supplies.

Residential Permits

Over the past 10 years, the Town of Clareville has seen an increase in the number of Private Dwellings which is an indication of continuous growth. Taking into account the impacts residential development during the Covid-19 pandemic, there has been a consistent number of new dwelling applications between 2015-2017 (N - 82) and 2020-2025 (N- 126).

Commercial Permits

The Town of Clareville has equally experienced positive growth in the business sector. The municipality tracks the number of commercial permits in terms of new buildings, building extensions and renovations, accessory buildings and permit renewals. Between 2015-2025, 40 new commercial buildings have been constructed resulted in an estimated \$18M in value.

Signs, Portable Vendors, and Business Occupancy Permits

Tracking the number of permits for new signs, portable vendors and business occupancy is another method of measuring economic growth.

2015-2025

- **Signs** 270
- **Portable Vendors** 179
- **Business Occupancy** 380

In 2025, the Town received applications for 39 new signs, 17 portable vendors and 38 business occupancy permits.



Effective Partnerships



The successful implementation of a Strategic Economic Plan requires collaboration with community leaders and their organizations, and where appropriate, creating effective and sustained partnerships.

Since the launch of the Strategic Economic Plan in 2023, the Town has focused its efforts on nimbly empowering the community to play an active role in guiding Clarenville's potential.

Focused on building effective partnerships, the Town continues to foster collaboration opportunities with the Clarenville Area Chamber of Commerce by supporting the organization's **two-year strategic operational plan** - a comprehensive footprint for how to systematically support membership engagement and foster business development.

Additionally, in October, the Chamber, with support from the Business Development Bank of Canada, the Town of Clarenville and various economic based organizations, organized the 2025 Small Business Week Networking Breakfast. The event provided an opportunity to help showcase the many small and medium-sized enterprises that successfully operate within the local economic ecosystem.



Photo Credit: Colin Holloway

Proclamation Signing Small Business Week. L-R: Chamber of Commerce President Angela Keats; Mayor John Pickett; and BDO Canada Shandi Caines



Photo Credit: Paul Tilley

Clarenville Area Chamber of Commerce Hosts 2025 Business Excellence Awards Dinner

Building effective partnerships has also caused the Town to demonstrate its continued support for the voluntary, community-based sector efforts to pursue economic development opportunities.

More specifically, in 2025, the Town staff worked closely with the Association for New Canadians, the Discovery Trail Snowmobile Association, Clarenville Coasts Regional Tourism Association (<https://clarenvillecoasts.ca/>) and the Clarenville Heritage Society advance their organization's respective priorities and projects.

The goal of building community capacity also included efforts to convene collaborative opportunities with the Alpine Development Alliance Corporation and Clarenville Nordic Ski Club to explore the concept of a White Hills Sustainability Plan.

In 2025, the Town launched the second year of its **Community Art Procurement Program**, in partnership with the newly formed Clarenville Regional Arts Association. The Arts Association provides operational support and advice to the Town by hosting artwork exhibitions throughout the year at **The Gallery** - a unique space at the Clarenville Events Centre where artistic expression comes to life.

To help round out this objective this year, the Town established a partnership with the YMCA-NL aimed to explore the feasibility of a new Regional Wellness Centre. The public engagement strategy included community and business on-line surveys, focus group sessions and key informant interviews. Based on the results, the Town is advancing to the formal Feasibility Study stage. This study will include a comprehensive analysis of the construction and operational costs of the facility, and further inform the Town Council's decision-making processes. The study will also focus on gathering information on the need for regulated child care services in the region.

Business-Friendly Community



Photo Credit: Colin Holloway

Small Business Week Networking Breakfast (L-R) EDO Colin Holloway and Mayor John Pickett



Photo Credit: Colin Holloway

Retaining and expanding existing businesses is key to creating a business-friendly community. In 2025, the Town experienced growth in new businesses opening in the community as well as existing businesses expanding into new spaces.

Town staff have also led discussions with large corporations to **modern land easement agreements** which will provide more flexibility in marketing and expanding available commercial lands in the Coish Place and O'Mahony Drive industrial park area.

Creating a business -friendly community also involves **fostering open communication** with entrepreneurs and the community at-large. By creating publications such as the **Annual Economic Plan Progress Report**, as well as using communication platforms such as Voyent Alert and the official website, the Town aims to promote dialogue, accountability and transparency.



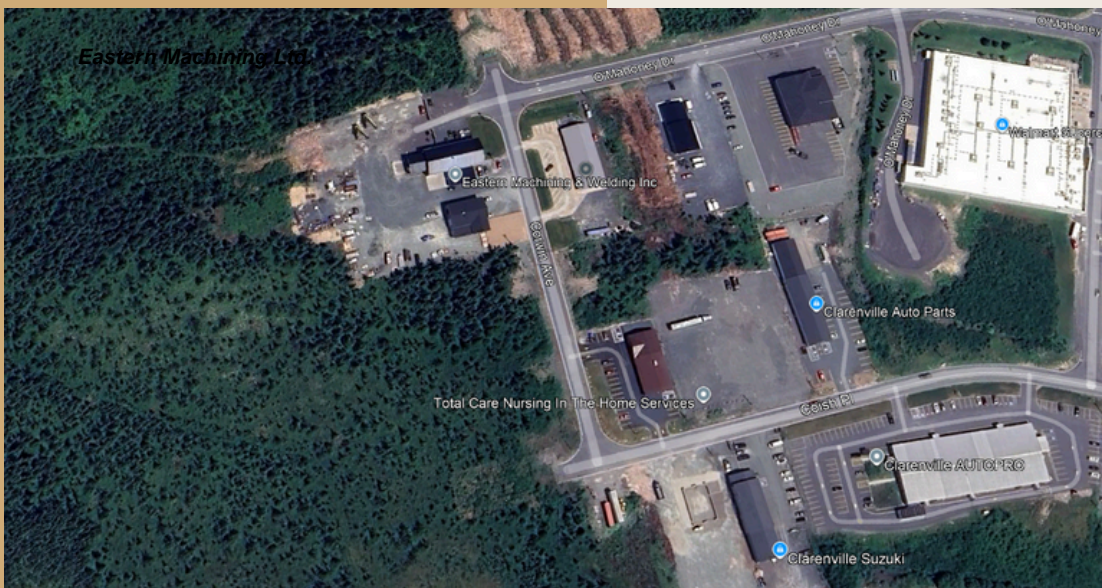
Photo Credit: Paul Tilley

Little Caesars Express Grand Opening



Photo Credit: Paul Tilley

Shopper's Drug Mart Re-opens Under New Management



Google Map View of the Proposed Site of the New Industrial Park

Promote Culture & Recreation



The promotion of arts and culture continued to be a focal point in this year's economic development priorities. Enhancing the Town's culture, heritage and recreational amenities has created opportunities to support the path toward a sustainable heritage plan in collaboration with the Clarenville Heritage Society.



Photo Credit: Paul Tilley

Awards Ceremony, 2025 Community Art Procurement Program



Photo Credit: Paul Tilley



Photo Credit: Paul Tilley

Congratulations to Rusty Drover - Winner of the **Voter's Choice Category** and Michelle Dooley-Kirby - Winner of the **Judge's Choice Category** in the 2025 Community Art Procurement Program



Photo Credit: Colin Holloway

6-Panel Storyboard Kiosk located at the Shoreline Park recanting the history of Clarenville



Photo Credit: Colin Holloway

This partnership was also instrumental in the research and documentation required to produce the new storyboards (**see page 10**) retelling the history of Clarenville and its relationship to founders like Scholar John Tilley, the Newfoundland Railway, the forestry industry and the Clarenville Days Dory races, to name a few.

CLARENVILLE REGIONAL ARTS ASSOCIATION CELEBRATES FIRST YEAR ANNIVERSARY



Congratulations to the Clarenville Regional Arts Association on its First Anniversary.

The Clarenville Regional Arts Association (CRAA) is a non-profit organization dedicated to promoting and supporting the arts in the Clarenville region. It is comprised of volunteers from across the area with a commitment to supporting the creative economy and enriching the community by providing resources, programs, and initiatives that inspire artistic growth and collaboration.

In 2025, the group of local artisans hosted art exhibitions at The Gallery, celebrated National Yarn Bombing Day in June and organized the first Fibre Arts Festival in August.



Housing Affordability & Availability



Housing affordability and availability remain focal points this year.

Early in 2025, the Town successfully applied to the Federal Canada Housing Infrastructure Program (CHIF) aimed to leverage investments into critical housing related municipal infrastructure.

In partnership with two housing developers, the Town is supporting the construction of up to 419 new housing units in two neighbourhoods: **Pleasant Street** and **Thompson Street**.

Pleasant Street Housing Infrastructure Project - it is proposed to upgrade water, sewer and street realignment to support 73 housing units.

Thompson Street Housing Infrastructure Project - it is proposed to upgrade water and sewer systems as well as new asphalt connecting the upper and lower sections of Thompson Street.

The CHIF Program is providing \$3.7 million towards these upgrades which was a projected cost of \$8.1 million.

Housing in Clarendville




Pleasant Street Project

- Former Clarendville Primary School site.
- Purchase/sale agreement pending with developers. Design has received conditional approval.
- Housing development will accommodate 73 new units.
- \$2.1M infrastructure upgrades to water, sewer and road network.




Housing in Clarendville



Thompson Street Project

- \$6M infrastructure upgrades including water, sewer and streets.
- Project will connect Thompson Street north and south into the King's Haven Housing Development.
- Preliminary housing development project will create 100 new units and the opportunity for an additional 350 units.



The 5-Year Strategic Economic Plan includes the focus on housing affordability and availability and commits the Town to increasing the understanding of the housing need and advocating for more housing options.

Following the completion of the 2024 Community Housing Needs Assessment, the Town circulated the research to local developers and real estate agencies in hope that the report would stimulate confidence in investing in local housing development.

In July, Municipalities Newfoundland Labrador convened a Housing Forum in Clarendville to share insights about the housing situation. The meeting provided an opportunity to discuss the local housing profile (change in supply), need and affordability, and the overall anticipated demand.

Moving forward, we know that the demand for affordable housing is at the forefront, especially for marginalized individuals. The Town will continue to work with community partners and developers to identify solutions to lack of available and affordable housing stock.

Housing in Clarendville

Housing profile: change in supply

- Clarendville has built consistent volumes of housing since the 1970s, with the 2010s boasting the greatest output of 525 units.
- However, much of the last decade boom was in the first half – only 130 units were built from 2016 to 2021.
- Relatedly, permit activity has been low.

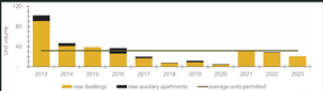



Figure: Historical units permitted



Housing in Clarendville

Housing Need and Affordability



Housing in Clarendville

Anticipated demand: overall

- Overall, dwelling demand is anticipated to grow for the foreseeable future – increasing by 830 from 2021 to 2038.
- 270 units may be for an estimated existing (2021) affordable housing deficit.
- 110 units may be for future affordable housing.
- 450 units may be for future market housing.

	2021	2028	2033	2038
Incremental demand since 2021	20	240	425	560
Existing affordable housing deficit			270	
Potential dwellings required from 2023 onwards	290	510	895	830

Table: Housing targets based on new demand





Advocate & Promote the Town



EDO Colin Holloway, PLACENTIA BAY INDUSTRIAL SHOWCASE, 2025

Focusing efforts again this year to attend the Hospitality NL Conference and Tradeshow as well as the Placentia Bay Industrial Showcase continues to provide opportunities to tell the story of Clarenville and why this community is one of the fast growing municipalities in the Province.

By engaging is perspective business operators and conference attendees, we are positioning the Town of Clarenville as a choice for expanding operations or attracting new talent.



Photo Credit: Paul Tilley

New Eastern Gateway Sign Location

Implementation of the Sustainable Tourism Enhancement Plan continued to be the focus of the Town's efforts **advocate and promote the Town** as well as promote tourism and visitor experiences. The strategy focuses specifically on **promoting the Town at conferences and tradeshows**, enhancing the **visitor's sense of arrival**, producing a **visitor information guide**, and **creating a promotional video series**.

Following nearly two years of pre-planning, the Town has successfully constructure modern Gateway Signs located on the TransCanada Highway east and west of the community. The main goal is to inform visitors that they have arrived at a uniquely special destination worth exploring.

Similarly, the creation of a new Town Map and Tourism Information Brochure provides up-to-date information on local amenities and attractions.



Photo Credit: Hospitality NL

EDO Colin Holloway participated in the We Are Tourism Podcast at the 2025 Hospitality NL Convention



2025 Town Map and Visitor Information Guide

Promote Tourism & Visitor Experience



The Town's focus on tourism development has been guided by the 2023-2028 Sustainable Tourism Enhancement Plan. Through our partnership with the Clarenville Coasts Regional Tourism Association, the Town has successfully launched a new tourism destination website (www.clarenvillecoasts.ca), developed a new regional tourism promotional video, and administered the **2025 Visitor Experience Survey**.



2025 Visitor Experience Survey Summary:

- Majority of visitors are 65+ with approximately 20% between 26-55 years.
- Size of travel party is less than 4 people with length of stay five days or less spending between \$100 and \$500.
- 56.3 % of visitors are staycationers.
- Coming to the Clarenville Coasts region has been primarily through word of mouth, Town's website and social media platforms.
- Most trips are planned in less than 7 days and travel has primarily been using private vehicle.
- Key influencers for visiting the region includes proximity to other points of interest and natural attractions.
- The list of top choices for accommodations included family or friends and local hotels.
- Overall experiences rated 4 or 5 on the range of 1-5 in terms of satisfaction citing the region has great people, good weather and it is a friendly community.



Photo Credit: Colin Holloway

In-town Directional Signage Strategy



Photo Credit: Colin Holloway

Shoreline Park Revitalization Project, Marine Drive



Photo Credit: Paul Tilley

Rest Spot, Coastal Trail Shoal Harbour River



2025 Visitor Experience Survey

Built inside the Sustainable Tourism Enhancement Plan is the goal of making Clarenville a pedestrian-friendly community by encouraging residents and tourists to park and enjoy all the things that this community has to offer. Apart of this strategy is to make the Marine Drive area more walkable by focusing on rejuvenating the Downtown. This year, the creation of the Shoreline Park on Marine Drive, in support of the Town's 75th Anniversary (2026), helps re-tell the history of the community and invites us to explore the coastline. The additional of the Storyboard Kiosk is instrumental in celebrating the accomplishments of the past.



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