

Meeting Date: September 3, 2019
Department: Community Services Department
Prepared By: Robert Lilbourne, Director of Community Services
Reviewed By: Greg McClinchey, Chief Administrative Officer
Subject: **First Impressions Community Exchange(FICE)**

RECOMMENDATION: THAT: Report CS 19-2019 entitled First Impressions Community Exchange (FICE) be received for information.

BACKGROUND

In late 2017 staff reached out to the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) inquiring how to become involved in the First Impressions Community Exchange program (FICE).

FICE provides an opportunity for communities to gain a fresh perspective on how they are seen through the eyes of first-time visitors. The program provides a structured opportunity for communities to learn about the first impressions they convey to visitors.

Volunteer teams from partnered exchange communities each conduct an unannounced visit and record their observations on a variety of topics such as community entrances, downtown amenities, services available in the community, and tourist attractions. The observations from the visit serve as the basis of a report back to that community. The report can assist decision makers with economic development planning.

Strathroy-Caradoc was matched with the community of Ingersoll.

COMMENTS

Since the initial report to Council in 2018, the volunteer committee has visited Ingersoll and have reported back to that community, the findings of the group.

It was just recently that Ingersoll presented back to the Community Development Advisory Committee, the findings of their visit to Strathroy and small portions of Mt. Brydges and Melbourne.

Attached to this report is the presentation that was presented.

Staff and members of CDAC have been working with OMAFRA on developing an Action Plan of the items identified which will be presented to Council once complete.

CONSULTATION

Ontario Ministry of Agriculture, Food and Rural Affairs
Representatives of Ingersoll's visiting committee.
Community Development Advisory Committee

FINANCIAL IMPLICATIONS

- Not Applicable

ATTACHMENTS

- FICE Report