Wood Buffalo Downtown Revitalization Advisory Committee

Wednesday, April 7, 2021
Conducted Electronically Via MS Teams 5:00 PM

Agenda

Public Participation for April 7, 2021 Wood Buffalo Downtown Revitalization Advisory Committee Meeting

Wood Buffalo Downtown Revitalization Advisory Committee (Committee) will be conducting the April 7, 2021 Meeting through electronic communications in accordance with the Meeting Procedures (COVID-19 Suppression) Regulation, Order in Council 99/2020.

- Anyone wishing to participate in the meeting is encouraged to do so by registering to speak as a delegate by way of teleconference or by submitting their delegation comments by email.
- To participate by teleconference:
  - Anyone wishing to speak by teleconference to an item on the April 7, 2021 Committee Meeting Agenda must pre-register by 12 noon, April 7, 2021.
  - To register to speak via teleconference, please email boardsandcommittees@rmwb.ca or call 780-743-7001 with your name, the phone number that you will be dialing in from and an email address that you can be reached at prior to and during the meeting.
  - You must provide the name of the agenda item that you wish to speak to.
  - All registrants will be emailed the details on how to participate prior to the start of the meeting.
  - Each registrant will be given a maximum of **5 minutes** to address the Committee.
- To make written submissions as a delegation before or during the live meeting:
- To make written submissions as a delegation before or during the live meeting:
  - Please complete the online form found at https://www.rmwb.ca/writtendelegations or email boardsandcommittees@rmwb.ca
  - Please note that written comments for an agenda item must be received prior to the start of that item during the meeting. Emails that are received after the agenda item has been introduced or are not relevant to an agenda item, will not become part of the record of this meeting.
  - All written submissions are public and will be included in the Council Meeting Agenda Package as part of public record.

The personal information on this form is collected under the authority of Section 33 (a) & (c) of the Alberta Freedom of Information and Protection of Privacy Act. The personal information will be used as contact information. If you have any questions about the collection or use of this information contact the Chief Legislative Officer, Legislative Services, 7th Floor Jubilee Building, 9909 Franklin Ave. T9H 2K4, or call (780) 743-7001.

1. Call to Order

2. Adoption of Agenda

3. Minutes of Previous Meetings

3.1. Wood Buffalo Downtown Revitalization Advisory Committee Meeting - March 3, 2021

4. Presentations

4.1. Josh Bernsen, Lee and Associates, Gregg Kahan, Urban Systems, and James Roche, DTAH, re: Snye Point Outdoor Event Space Update

4.2. Karen Puga, Community and Protective Services, re: Wood Buffalo Public Art Plan Update

5. New and Unfinished Business

5.1. Grant Funding Application Update

5.2. Franklin and Main Park Project Update

5.3. 2021 Recommended Infrastructure and Enhancement Action Project Updates

5.4. Downtown Revitalization Incentive Program Update

5.5. Working Groups Next Steps

Adjournment

Minutes of a Meeting of the Wood Buffalo Downtown Revitalization Advisory Committee held via Electronic Communication, a combination of video conference and teleconference, in Fort McMurray, Alberta, on Wednesday, March 3, 2021, commencing at 5:00 PM.

Present:

Roy Williams, Chair, Land Development Industry
Brianne English, Oil and Gas Industry
Owen Erskine, Recreation, Culture and Heritage
Carolyn Evancio, Seniors Resource Committee
Cheryl Golosky, Indigenous Representative
Jean-Marc Guillamot, Business Community
Todd Hillier, Safety and Security Sector
Henry Hunter, Education
Renee Mouland, Public at Large
Sheri Pidhirney, Business Community
Melanie Walsh, Community Development
Mike Allen, Councillor
Verna Murphy, Councillor

Administration:

Matthew Hough, Deputy Chief Administrative Officer
Jade Brown, Chief Legislative Officer
Kelly Hansen, Director, Strategic Planning and Business Initiatives
Nina Caines, Manager, Parks, Roads and Rural Operations
Amanda Haitas, Senior Manager, Planning and Development
Monica Lance, Manager, Special Projects
Darlene Soucy, Clerk, Legislative Services

1. Call to Order

Chair Roy Williams called the meeting to order at 5:02 p.m.

2. Adoption of Agenda

MOTION:

THAT the Agenda be adopted as presented.

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	Brianne English, Oil and Gas Industry
SECONDER:	Owen Erskine, Recreation, Culture and Heritage
FOR:	Golosky, Pidhirney, Mouland, Williams, Erskine, Hunter, Guillamot, English, Evancio
ABSENT:	Walsh, Hillier

3. Minutes of Previous Meetings

3.1. Wood Buffalo Downtown Revitalization Advisory Committee Meeting - February 3, 2021

THAT the Minutes of the Wood Buffalo Downtown Revitalization Advisory Committee Meeting held on February 3, 2021 be approved as presented.

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	Carolyn Evancio, Seniors Resource Committee
SECONDER:	Cheryl Golosky, Indigenous Representative
FOR:	Golosky, Pidhirney, Mouland, Williams, Erskine, Hunter, Guillamot, English, Evancio
ABSENT:	Walsh, Hillier

4. Presentation

4.1. Caitlin Downey, Community and Protective Services, re: Street Banner Program

Caitlin Downie, Supervisor, Community and Protective Services, provided an overview of the Street Banner Program, noting that it is an annual program with the Public Art Committee choosing a regionally focused theme each year.

Entrances
Todd Hillier entered the meeting at 5:15 p.m.
Melanie Walsh entered the meeting at 5:16 p.m.

4.2. Mazhar Hajhossein, Engineering, re: Proposed Pedestrian Friendly and Placemaking Infrastructure Enhancement

Mazhar Hajhossein, Manager, Engineering, provided an overview of the proposed pedestrian friendly and placemaking infrastructure enhancements, which align with the Committee's 2021 priorities and recommended actions.

Entrance
Councillor V. Murphy entered the meeting at 5:19 p.m.

MOTION:

THAT the Committee support the proposed pedestrian friendly and placemaking infrastructure enhancement.

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	Jean-Marc Guillamot, Business Community
SECONDER:	Todd Hillier, Safety and Security Sector
FOR:	Golosky, Pidhirney, Walsh, Mouland, Williams, Hillier, Erskine, Hunter, Guillamot, English, Evancio

5. New and Unfinished Business

5.1. Overview of Available Grants

Bober Raja, Supervisor, Financial Services, provided an overview of grants that may be available for the Franklin and Main Park Project, noting that they are still waiting on the various requirements to apply for the Canadian Heritage Legacy Grant and are looking at other grants such as the Canada Healthy Communities Initiative Grant.

5.2. Proposed Street Pole and Traffic Signal Enhancements

Nina Caines, Senior Manager, Parks, Roads and Rural Operations, provided an overview of the proposed street pole and traffic signal enhancements, which align with the Committee's 2021 priorities and recommended actions.

Action Item
Nina Caines committed to reviewing the proposed street pole enhancements to determine if they meet pedestrian lighting standards.

MOTION:

THAT the Committee support the proposed street pole and traffic signal enhancements.

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	Henry Hunter, Education
SECONDER:	Renee Mouland, Public-at-Large
FOR:	Golosky, Pidhirney, Walsh, Mouland, Williams, Hillier, Erskine, Hunter, Guillamot, English, Evancio

5.3. Proposed Streetscape Corridor Assessments - Design and Phased Construction

Nina Caines, Senior Manager, Parks, Roads and Rural Operations, provided an overview of the proposed streetscape corridor assessments - design and construction, which aligns with the Committee's 2021 priorities and recommended actions.

MOTION:

THAT the Committee support the proposed streetscape corridor assessments - phased design and construction.

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	Sheri Pidhirney, Business Community
SECONDER:	Melanie Walsh, Community Development
FOR:	Golosky, Pidhirney, Walsh, Mouland, Williams, Hillier, Erskine, Hunter, Guillamot, English, Evancio

Recess
A recess occurred from 6:03 p.m. to 6:08 p.m.

6. In-Camera Session

MOTION:

THAT the Wood Buffalo Downtown Revitalization Advisory Committee close items 6.1 and 6.2 to the public pursuant to section 24(1) of the Freedom of Information and Protection of Privacy Act.

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	Jean-Marc Guillamot, Business Community
SECONDER:	Todd Hillier, Safety and Security Sector
FOR:	Golosky, Pidhirney, Walsh, Mouland, Williams, Hillier, Erskine, Hunter, Guillamot, English, Evancio

6.1. Advice from Officials - Franklin and Main Design Review

(in camera pursuant to section 24(1) of the *Freedom of Information and Protection of Privacy Act*)

Name	Reason for Attending
Matthew Hough	Deputy Chief Administrative Officer
Jade Brown	Legislative Advice
Nina Caines	Senior Manager, Parks, Roads and Rural Operations
Amanda Haitas	Senior Manager, Planning and Development
Christopher Booth	Manager, Planning and Development
Monica Lance	Manager, Special Projects
Isela Contreras-Dogbe	Supervisor, Planning and Development
Nabil Malik	Planner, Planning and Development
Kevin Meacher	Coordinator, Special Projects
Bipul Bhowmik	Transportation Engineer
Rick Gendron	External Consultant
Darlene Soucy	Clerk, Legislative Services

Disconnect and Reconnect

Todd Hillier disconnected from the meeting at 6:11 p.m. and reconnected at 6:12 p.m.

Conflict of Interest and Vacating of Chair

Chair Roy Williams declared a conflict of interest with respect to item 6.2 due to an employment relationship, and exited the meeting at 6:32 p.m., at which time, Vice Chair Jean-Marc Guillamot assumed the Chair.

6.2. Advice from Officials - Downtown Area Redevelopment Plan

(in camera pursuant to section 24(1) of the *Freedom of Information and Protection of Privacy Act*)

Name	Reason for Attending
Matthew Hough	Deputy Chief Administrative Officer
Jade Brown	Legislative Advice
Nina Caines	Senior Manager, Parks, Roads and Rural Operations
Amanda Haitas	Senior Manager, Planning and Development
Christopher Booth	Manager, Planning and Development
Monica Lance	Manager, Special Projects
Isela Contreras-Dogbe	Supervisor, Planning and Development
Nabil Malik	Planner, Planning and Development
Kevin Meacher	Coordinator, Special Projects
Gordon Lau	External Consultant
David Symes	External Consultant
Darlene Soucy	Clerk, Legislative Services

Exit
Renee Mouland exited the meeting at 6:54 p.m.

The Committee met in camera from 6:08 p.m. to 6:58 p.m.

MOTION:

THAT the meeting reconvene in public.

RESULT:	**CARRIED [10 TO 0]**
MOVER:	Brianne English, Oil and Gas Industry
SECONDER:	Owen Erskine, Recreation, Culture and Heritage
FOR:	Golosky, Pidhirney, Walsh, Mouland, Hillier, Erskine, Hunter, Guillamot, English, Evancio
PECUNIARY INTEREST:	Williams

Return, Resuming the Chair and Exit
Chair Roy William returned to the meeting and resumed the Chair at 6:59 p.m.
Councillor V. Murphy exited the meeting at 6:59 p.m.

MOTION:

THAT the Committee support the proposed Franklin and Main Park Project final detailed design.

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	Owen Erskine, Recreation, Culture and Heritage
SECONDER:	Carolyn Evancio, Seniors Resource Committee
FOR:	Golosky, Pidhirney, Walsh, Williams, Hillier, Erskine, Hunter, Guillamot, English, Evancio
ABSENT:	Mouland

Adjournment

The meeting adjourned at 7:02 p.m.

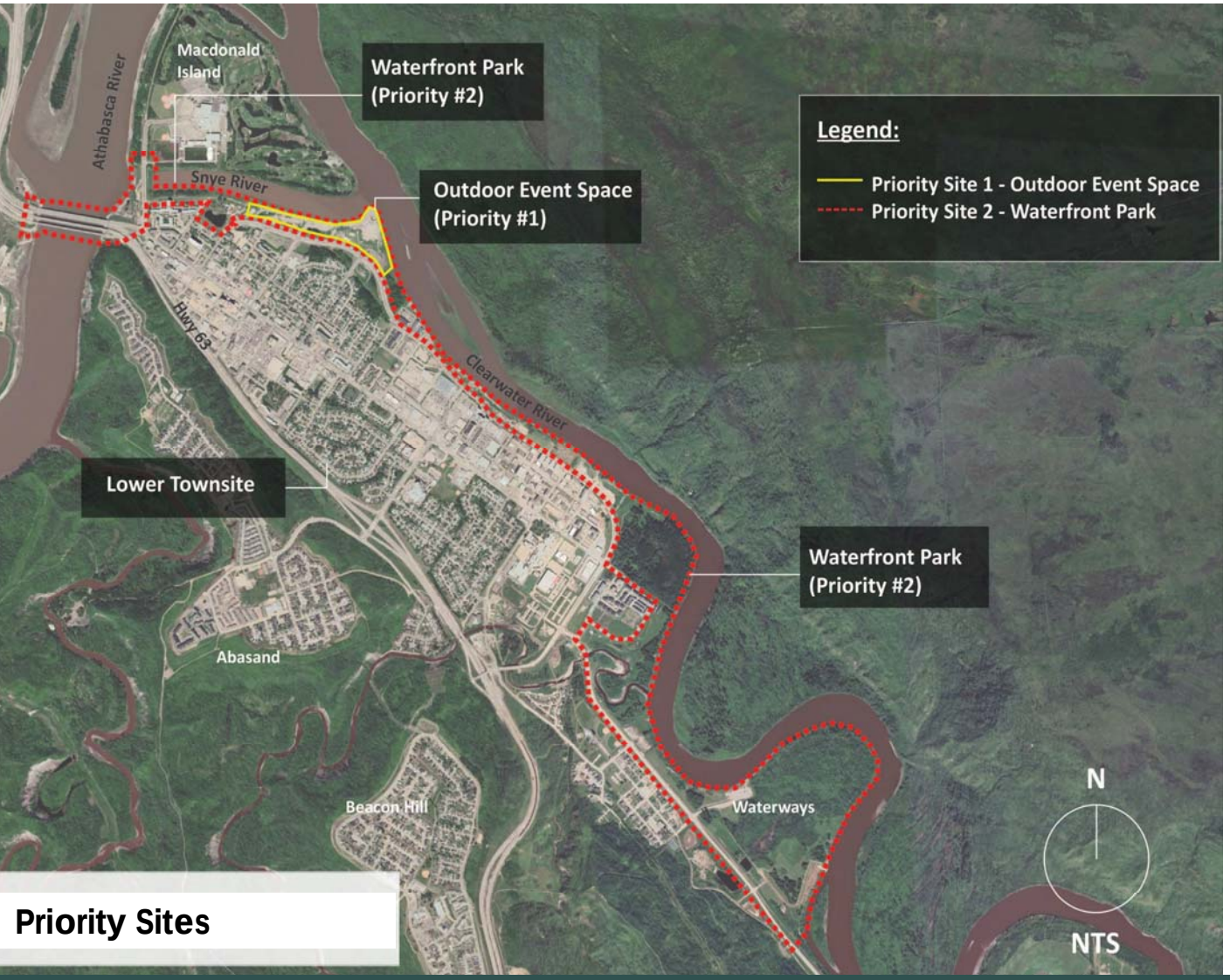
Chair

Waterfront Park Revitalization Project: Project Update

April 7th 2021
WBDRAC – Project Update

REGIONAL MUNICIPALITY OF WOOD BUFFALO

Attachment: Snye Point Outdoor Event Space Presentation (Josh Bernsen, Gregg Kahan, James Roche,



Priority Sites

Project Background

- Priority for Council, Strategic Plan
- Site of the Future Arctic Winter Ga es
- Project priorities:

  Priority 1: Snye Point Outdoor Ever Space – Design and construction a year-round outdoor event space accommodate a variety of event throughout the year.

  Priority 2: Waterfront Park – Development and future use of th site to be informed by stakeholde and Indigenous engagement.

Attachment: Snye Point Outdoor Event Space Presentation (Josh Bernsen, Gregg Kahan, James Roche,

Project Updates: Current Status

- Priority 1 – 30% Concept Design – Complete
- Priority 1 – 30% Engagement – Complete
- Priority 1 – 60% Design and Engagement – Initiated
- Priority 2 – Concept Design for Waterfront Park – Initiated

Regional Municipal of Wood Buffa

Attachment: Snye Point Outdoor Event Space Presentation (Josh Bernsen, Gregg Kahan, James Roche,

Project Updates – Concept Design Options

OPTION 1 - CLEARWATER COMMON

PRIORITY AREA 1

REGIONAL MUNICIPALITY OF WOOD BUFFALO URBAN SYSTEMS dtah FORT McMURRAY WATERFRONT PARK

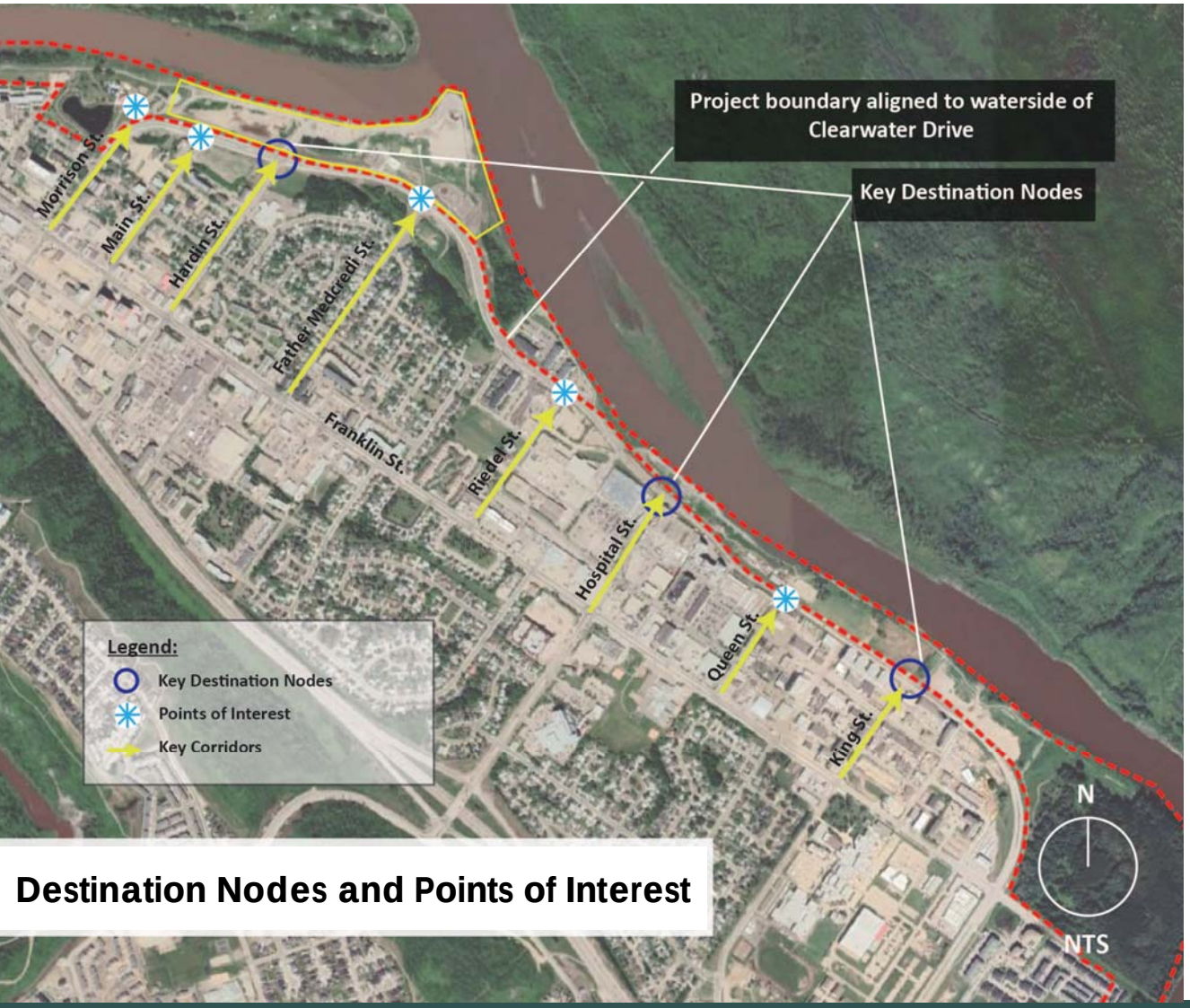
OPTION 2 - SNYE LANDING

PRIORITY AREA 1

REGIONAL MUNICIPALITY OF WOOD BUFFALO URBAN SYSTEMS dtah FORT McMURRAY WATERFRONT PARK

REGIONAL MUNICIPAL OF WOOD BUFFA

Attachment: Snye Point Outdoor Event Space Presentation (Josh Bernsen, Gregg Kahan, James Roche,



Destination Nodes and Points of Interest

Connections to Downtown Revitalization

- Key destinations and points of interest
- Continued coordination with the Downtown Area Redevelopment Plan (DARP) and other ongoing projects
- Integrated wayfinding strategy
- Integrated public art

Regional Municipal of Wood Buffa

Attachment: Snye Point Outdoor Event Space Presentation (Josh Bernsen, Gregg Kahan, James Roche,

Next Steps

Priority Area 1

- Finalize design (April/May 2021)
- Tender & Construction **Year 1** (Summer-Fall 2021)

Priority Area 2

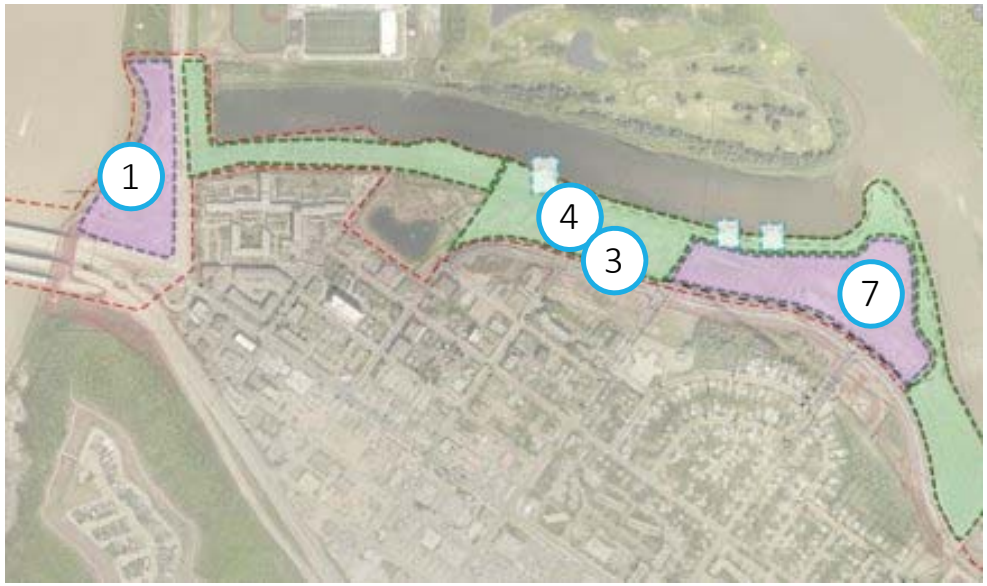
- Public/Stakeholder/Rights-Holder Engagement (Summer 2021)
- Finalize Concept Design (Summer/Fall 2021)
- Detailed Design and Tender (2022)

Regional Municipal of Wood Buffa

Attachment: Snye Point Outdoor Event Space Presentation (Josh Bernsen, Gregg Kahan, James Roche,

Next Steps: Implementation

1. Athabasca Causeway Site
2. Moccasin Flats/Reconciliation Trail
3. Morimoto Drive Alignment
4. Flexible Outdoor Space
5. Snye Point
6. Waterfront Access/Shoreline
7. Outdoor Event Space
8. Signage and wayfinding



Regional Municipal of Wood Buffa

Attachment: Snye Point Outdoor Event Space Presentation (Josh Bernsen, Gregg Kahan, James Roche,

Thank you for your time!

Regional Municipal of Wood Buffa

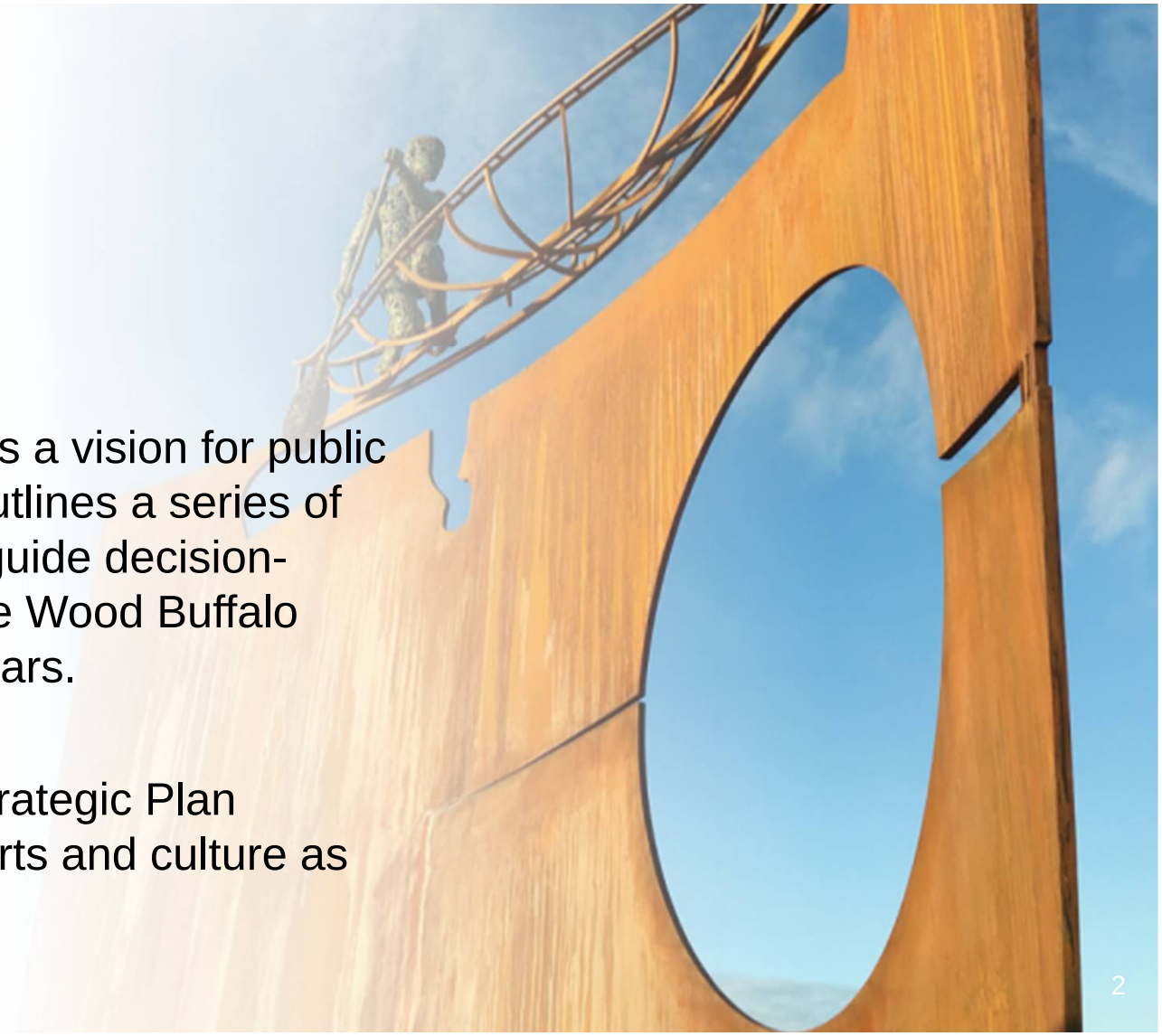
Wood Buffalo Downtown Revitalization Advisory Committee

Meeting Date:
April 7, 2021

Presenter:
Karen Puga

Department:
Community & Protective Services – Public Art Program

Attachment: Public Art Plan Update Presentation (Karen Puga, Community and Protective Services, re:



PURPOSE & ALIGNMENT

- The Public Art Plan defines a vision for public art in Wood Buffalo and outlines a series of strategies and actions to guide decision-making for Public art in the Wood Buffalo region over the next 10 years.

- The 2018-2021 RMWB Strategic Plan identifies the support for arts and culture as Strategy & Initiatives #3f.

Attachment: Public Art Plan Update Presentation (Karen Puga, Community and Protective Services, re:

VISION & MANDATE

- Public art will broaden our region's cultural identity and share truth and story

- To strengthen community identity and sense of place through the creation and development of public art in the region

KEY NARRATIVES

- Indigenous Peoples, History, and Culture
- Natural Landscape and the Environment
- Diversity

igNIGHT 2015 – Jen Lewin: The Pool

KEY OUTCOMES

- Robust Public Art Ecosystem
- Sustainable Structures and Supports
- Connected Community
- Visible Indigenous Presence
- Vibrant Public Realm

Attachment: Public Art Plan Update Presentation (Karen Puga, Community and Protective Services, re:

Key Insights and Future Directions

KEY INSIGHT	FUTURE DIRECTION
Robust Public Art Ecosystem	
A thriving arts community has untapped potential and lack of capacity building opportunities that could transform public art in Wood Buffalo.	Develop new and expanded approaches to meet the needs of Wood Buffalo's broader arts sector that increases their capacity to respond to public art opportunities.
Sustainable Structures and Supports	
The public art program infrastructure and operating model is not positioned to respond to community needs or effectively advance public art in the region.	Articulate a bold vision and design an organizational and governance structure that ensures a sustainable model that reflects contemporary public art policy and program practices.
Connected Community	
There are socio-economic, cultural, and geographic variances in levels of participation in public art. Accessible opportunities for inter-cultural dialogue and co-creation are limited.	Create approaches that better reflect the values of inclusion and connect the artists with the diverse community for the benefit of all citizens.
Visible Indigenous Presence	
Indigenous communities are not at the table in decision-making; processes reflect colonial ways of working.	Explore ways to ensure self-determination and reciprocal decision-making processes in public art planning, programming, and project development.
Vibrant Public Realm	
The relevance of public art is not fully integrated in broader regional planning initiatives and policies.	Consider public art in community planning, civic priorities, and community development.

Attachment: Public Art Plan Update Presentation (Karen Puga, Community and Protective Services, re:

Public Art Program Areas

Expansion of the Public Art Program to include:

PURPOSE

To strengthen community identity and sense of place through the creation and development of public art in the region of Wood Buffalo.

ACQUISITIONS PROGRAM

Public art acquired through purchase, donation or commission to be included in the Public Art Collection.

ARTIST AND COMMUNITY PROGRAM

Public art co-creating by artists and community.

TEMPORARY ARTS PROGRAM

Public art for a specific event or place for a limited time.

PUBLIC SITES PROGRAM

Permanent public art in the public realm.

PRIVATE SITES PROGRAM

Public art on private sector development sites.

Attachment: Public Art Plan Update Presentation (Karen Puga, Community and Protective Services, re:

Artist and Community Program

Purpose: To support research, development, and realization of projects that engage artists and community in co-creating public art on or in public spaces with shared goals, themes, or ideas including, but not limited to, identity, social history, social justice, cultural expression, or the environment.

Carol Breen

Public Sites Program

To support the creation of permanent public art for the public realm in new and renewed facilities, parks, developments, and other infrastructure. Projects can take many forms, from a sculptural object to a functional element, from an aspect of the design of a building or public space to the design of entire elements of public infrastructure.

Site Types - Support a balance of public art opportunities in scope and scale

Site Type 1 – Parks, Trails, Greenspaces

Site Type 2 – Infrastructure Projects

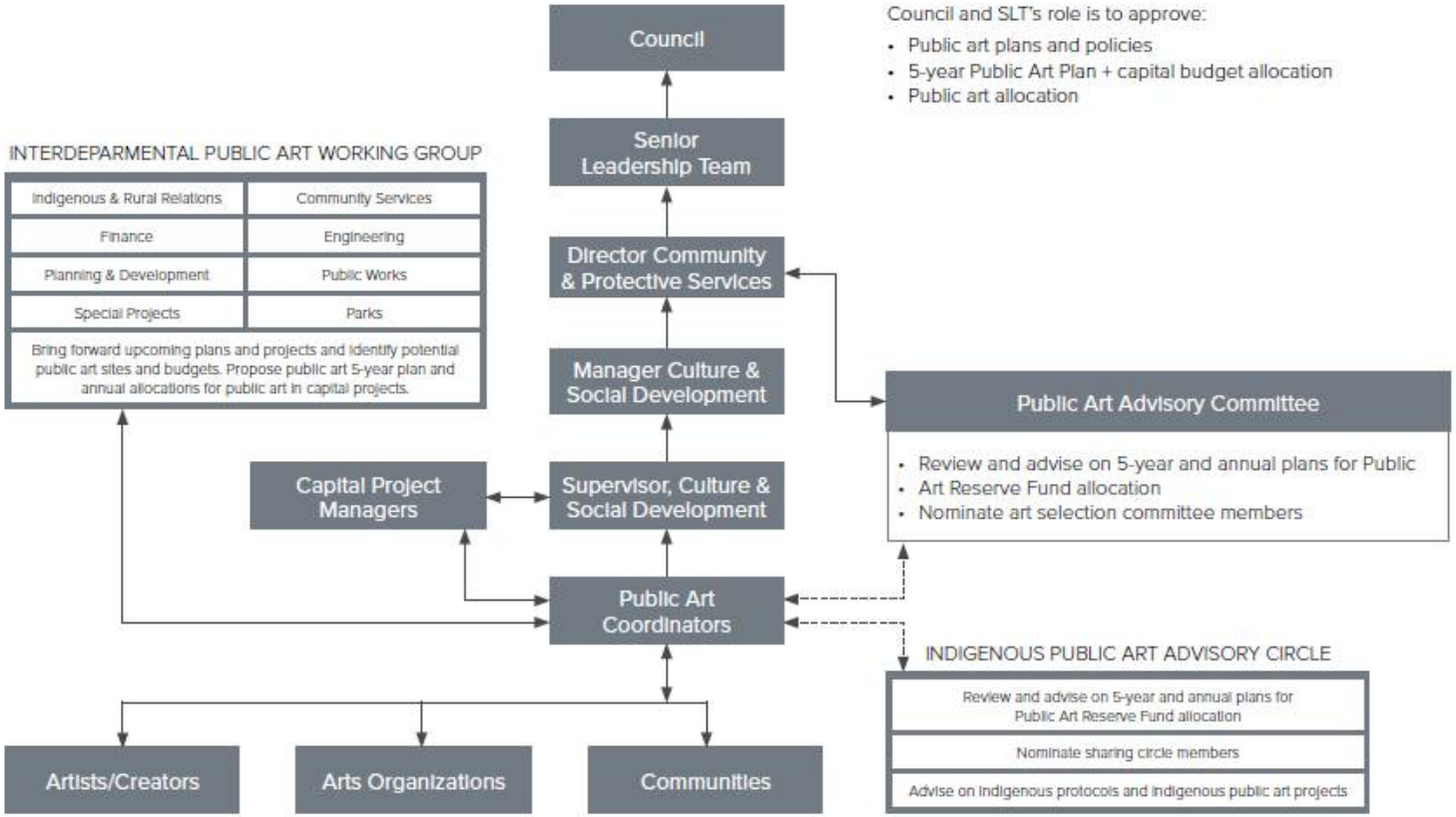
Site Type 3 – Gateways, Corridors, Key Entry Points

Site Type 4 – Streetscapes and Transit

Site Type 5 – Community Facilities

Site Type 6 – Urban Redevelopment

Governance Structure



Attachment: Public Art Plan Update Presentation (Karen Puga, Community and Protective Services, re:

Site Selection Process and Criteria Checklist

STEP 1
The Interdepartmental Public Art Working Group (IPAWG) members share their capital project plan (annual to five-year planning cycle) with public art staff to identify opportunities associated with new or existing capital or civic initiatives, and create a list of projects that meet public art site criteria.

STEP 2
The IPAWG meets to determine sites that align with available capital project reserve funds.

STEP 3
Public art staff present the site list to the Public Art Advisory Committee (PAAC) / Indigenous Public Art Advisory Circle (IPAAC) for feedback and recommendations, which may include project plans.

STEP 4
Public art staff work with departmental project managers to discuss budget allocation.

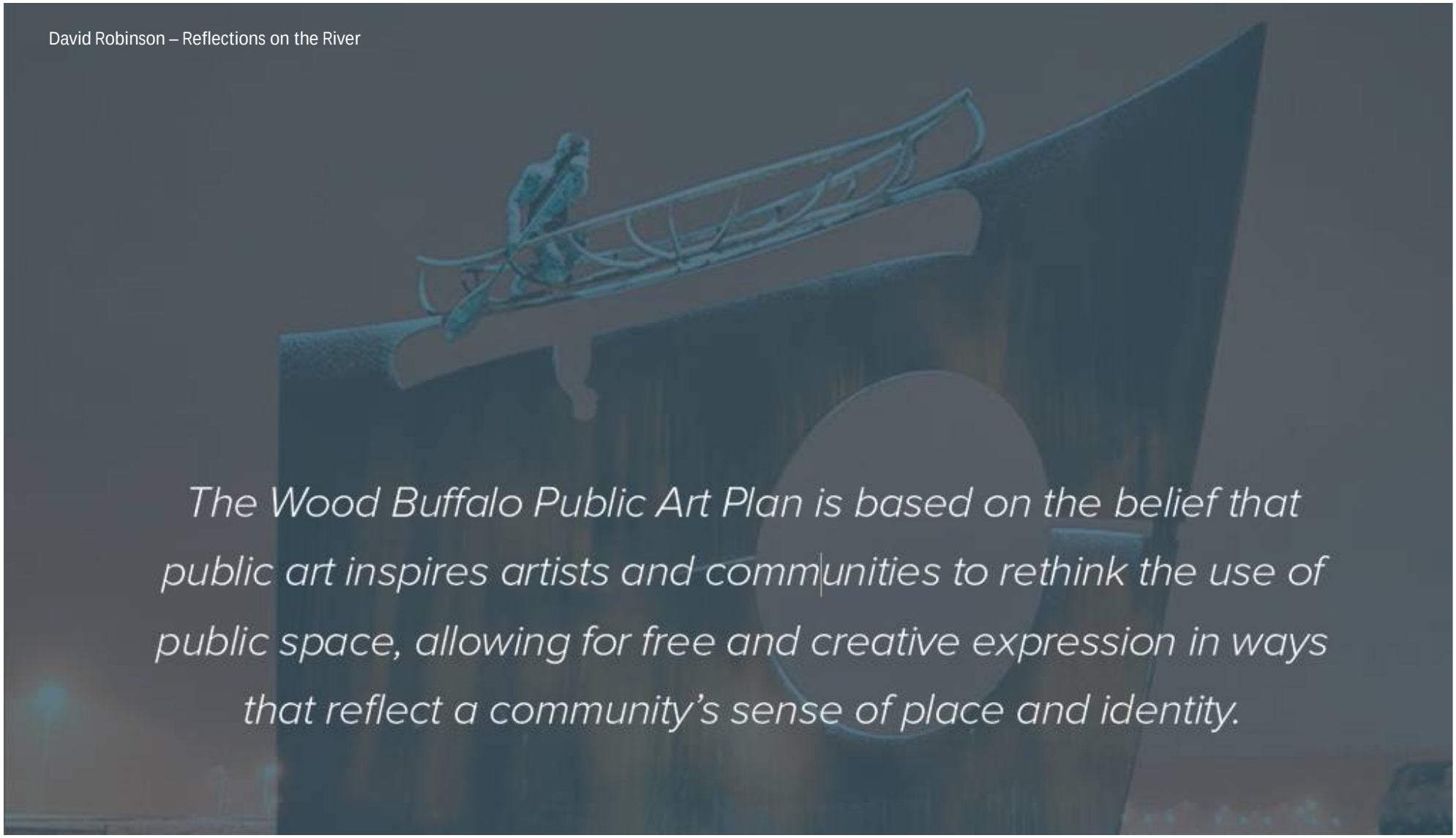
STEP 5
A public art project report is presented to IPAWG for review; upon finalization, public art staff present an annual public art plan with budget allocation to Council for approval as part of the annual budgeting process.

STEP 6
Public art staff manage the public art acquisition process for each project in collaboration with relevant departmental project managers for sites as approved by Council; public art staff provide updates to PAAC/IPAAC on a quarterly basis as part of the reporting process.

THE SITE

- advances the Public Art Plan's goals
- achieves the region's objectives as established through the strategic plan and departmental plans, including the Municipal Development Plan, Downtown Area Redevelopment Plan, and Urban Design Guidelines.
- meets the aim of providing equity in public art provision in urban, suburban, and rural communities
- adds to the variety of types of sites, art forms, and experiences currently existing and planned in Wood Buffalo
- is located in a publicly active area or increases the visibility of under-used locales
- can be reached from elsewhere using multiple modes of transportation and offers barrier-free access
- evokes historical, social, cultural, or physical interest
- has a high degree of public realm impact
- lends itself to artists' interventions
- has planning and design schedules that are compatible with public art processes

Attachment: Public Art Plan Update Presentation (Karen Puga, Community and Protective Services, re:



The Wood Buffalo Public Art Plan is based on the belief that public art inspires artists and communities to rethink the use of public space, allowing for free and creative expression in ways that reflect a community's sense of place and identity.

THANK YOU – QUESTIONS?

Downtown Revitalization Incentives Program

Presenter: Amanda Haitas

Department: Senior Manager, Planning and Development

Meeting Date: March 23, 2021

Attachment: Downtown Revitalization Incentive Program Update (Downtown Revitalization

Phase 1 - Update

Program Length

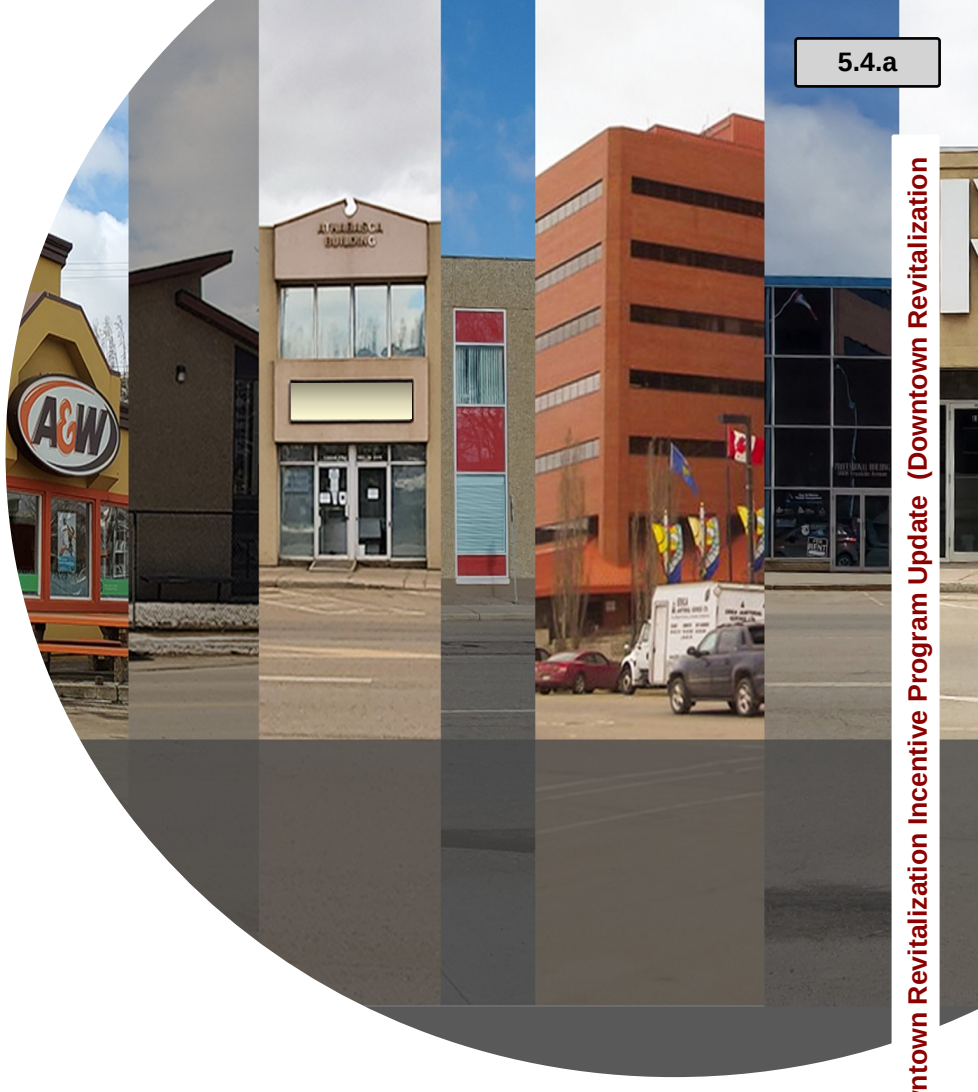
- June 29 – December 31, 2020

Interest

- Ongoing stakeholder meetings & surveys
- Over 200 inquiries
- 100 pre-application meetings

Applications

- 100 received
- 80 approved



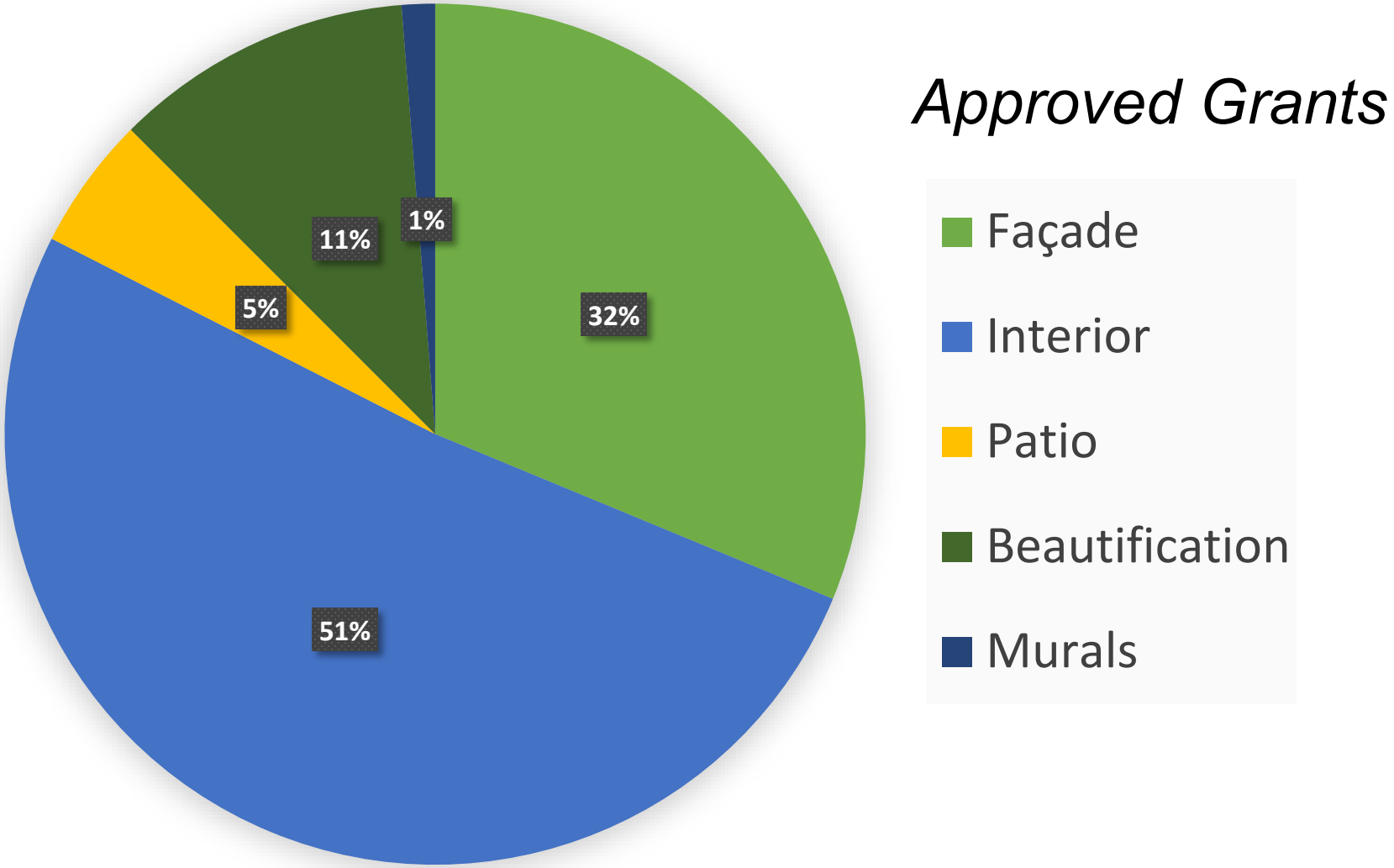
Phase 1 – Update

(continued)

Approved Grants

Grant	Approved (#)	Grants ($)	Total Investment ($)
Façade Improvement	25	$1,553,154	$4,024,838
Interior Improvement	41	$1,572,091	$5,038,279
Patio	4	$33,628	$89,831
Beautification Projects	9	$34,733	$187,926
Murals	1	$3,412	$6,825
TOTAL	**80**	**$3,197,018**	**$9,347,699**

Phase 1 – Update
(continued)



Attachment: Downtown Revitalization Incentive Program Update (Downtown Revitalization

Phase 1 – Update

(continued)

Businesses are willing to invest in the downtown

Impact of the grants – rate of return:

- Façade Improvements $1 : $2.6
- Interior Improvements $1 : $3.2
- Patio Grants $1 : $2.6
- Beautification $1 : $5.4
- Murals $1 : $2.9

Small actions can lead to Downtown Revitalization

Phase 1 – Update
(continued)

Façade Improvement Grant Project – Red Arrow Coach

Vacant Building

New Location

Phase 1 – Update

(continued)

Interior Improvements Grant - Wood Buffalo Therapy

Vacant Building

New Location

Phase 1 – Update

(continued)

Interior Improvements Grant – Auto Repair Shop

- Flood Impacted building – renovations covered by insurance
- Upgrade ventilation with installation of new HVAC system
- Attracted new tenant

Phase 1 – Update

(continued)

Beautification Projects & Murals Grants

Proposed Improvements

Proposed Mural

Phase 1 – Update
(continued)

Strategy & Initiative #2a –
Encourage Development in the Downtown

Strategy & Initiative #2c –
Incentives to Update Store Fronts

Strategy & Initiative #3b –
Business Attraction and Incentives

2018-2021 RMWB STRATEGIC PLAN

Phase 2 - Council Direction

Council Motion December 8, 2020

THAT Administration be directed to bring forward an updated Downtown Revitalization Incentives Program Policy (FIN-320) for Council consideration by March 2021.

Phase 2 - Objectives

1. To **retain existing businesses**, while encouraging new businesses in the Downtown

2. To introduce new features & amenities that **create interest, improve accessibility, enhance safety, and increase vibrancy**, helping to transform the Downtown into **a place people want to spend time**

Phase 2 – Objectives

(continued)

3. To **enhance the aesthetic** qualities of private buildings and property to **improve the character and quality** of the Downtown

4. To leverage public funding to **catalyze private investment** in the Downtown

Phase 2: Proposed Grants

	Grant	Allocation	New Grant Amount	Old Grant Amount
1	Façade Improvements: *Comprehensive*	Per Building	$75,000	$75,000 – $100,000
	Façade Improvements: *Simple*	Per Building	$25,000	N/A
2	Interior Improvement	Per Building	$100,000 *Max $50,000 per application	$50,000
3	Patio	Per Building	$10,000	SAME
4	Beautification	Per Business	$1,500	$5,000 (per building)
	Mural	Per Building	$30,000	SAME
5	**Premises**	Per Building Based on area size	$10,000 – $40,000	N/A

All grants are 50% matching reimbursement

Façade Improvement Grant – Proposed Changes

COMPRHENSIVE:
- $75,000 per building
- Min 4 improvements

SIMPLE:
- $25,000 per building
- Up to 3 improvements

- Two façade grant options
- Apartment Buildings are eligible
- More improvement options to choose from

Interior Improvement Grant – Proposed Changes

$100,000/ building
Multi Unit/Tenant Bldg
Max $50K per Application

$50,000/ building
Single Unit/Tenant Bldg

- More improvement options include:
- Standalone painting, flooring, ceilings, etc.
- Cannot be associated with flood restoration/remediation

Patio Grant – Proposed Changes:

- Allow temporary/modular structures
- Improved application process to allow Retroactive reimbursement for eligible patio materials purchased after April 1
- Require only 1 contractor estimate

Beautification Grant – Proposed Changes:

- $1,500 per business
- Ground-level storefronts only
- Require only 1 contractor estimate
- More eligible improvement options to include Storefront displays, lighting, signage (A-Boards), planters, etc.

Murals Grant – Proposed Changes:

- Improved application process, allowing pre-approval option with submission of full application and design later
- Increased reimbursement for professional artist fees
- Require only 1 contractor estimate

Premises Grant - New

Purpose

- Incentive property/premise improvements to increase functionality, safety, and visual appearance on existing sites

Grant Value

- $10,000 - $40,000 (calculated on premises' size)

Eligible Buildings

- Commercial, Institutional, Mixed-use, and Apartment Buildings

Premises Grant – New
(continued)

Eligible work:

- Sidewalks, pathways and accessibility connections
- Parking lot resurfacing and painting
- Driveways
- Site grading and drainage
- Erosion control
- Handrails and guardrails
- Low impact development / “green” infrastructure
- Sustainable transportation infrastructure
- Soft landscaping (trees, shrubs)
- Amenities (i.e., benches)
- Lighting

Phase 2 – General Rules

Ineligible Work:

- 2020 flood recovery expenses
- Phase 1 grant recipients cannot apply for the same work

Program Duration:

- April 1, 2021 to March 31, 2022
- Construction deadline - 12 months to finish project

Payments:

- Fifty percent matching & reimbursed upon project completion

Budget

- On June 23, 2020, Council allocated $5 million from the *Municipal Reserve Emerging Issues* budget to implement the Program

- $3.2 million was allocated in Phase 1, leaving $1.8 million for Phase 2

- Should Phase 2 be approved, Administration will request additional funds from Council when required based on program uptake and demand

Phase 2 - Next Steps

March 23 2021	April 1 2021	Q4 2021	Mar 31 2022
COUNCIL PRESENTATION	PHASE 2 LAUNCH	COUNCIL UPDATE PRESENTATION	PHASE 2 APPLICATIONS CLOSE

Recommended Motion

THAT the amended Downtown Revitalization Incentives Program Policy – FIN-320 be approved.

Thank you

REGIONAL MUNICIPALITY OF WOOD BUFFALO

Delivered via email
mayor@rmwb.ca

February 11, 2021

Honourable Mayor and Members of Council
Regional Municipality of Wood Buffalo
9909 Franklin Avenue
Fort McMurray, Alberta
T9H 2K4

Subject: Letter of Support for Continuance of Downtown Revitalization Incentives Program (DRIP)

Dear Mayor Scott and Councillors,

The Regional Municipality of Wood Buffalo (RMWB) has identified downtown revitalization and regional economic development as key strategic priorities that support the encouragement of development downtown and business attraction through investigation and implementation of incentive initiatives. In 2019, the Wood Buffalo Downtown Revitalization Advisory Committee (WBDRAC) was created. This Committee, established by Council, is comprised of community volunteers who advise and make recommendations to Council on matters pertaining revitalization in downtown Fort McMurray.

The current RMWB Downtown Revitalization Incentive Program (DRIP) success is an indicator that these incentives are helping property and business owners improve their premises, attract customers and tenants, and make the choice to stay downtown in Fort McMurray. As Committee Chair, I'd like to take this opportunity on behalf of the committee to thank Council and Municipal Administration for work to date to create and implement the DRIP and inform you that at a regular meeting of the committee on February 3, 2021; the WBDRAC unanimously indicated support for ongoing review and investment in this program in 2021.

Sincerely,

FOIP S. 17

Roy Williams, Committee Chair
Downtown Revitalization Advisory Committee

cc: Jamie Doyle, Chief Administrative Officer, RMWB
Matthew Hough, Deputy Chief Administrative Officer, RMWB
Brad McMurdo, Director, Planning and Development, RMWB
Jade Brown, Chief Legislative Officer, RMWB
Members of the Wood Buffalo Downtown Revitalization Advisory Committee