

# Downtown Revitalization Incentives Program

Presenter: Amanda Haitas, Senior Manager

Department: Planning and Development Department

Meeting Date: June 23, 2020

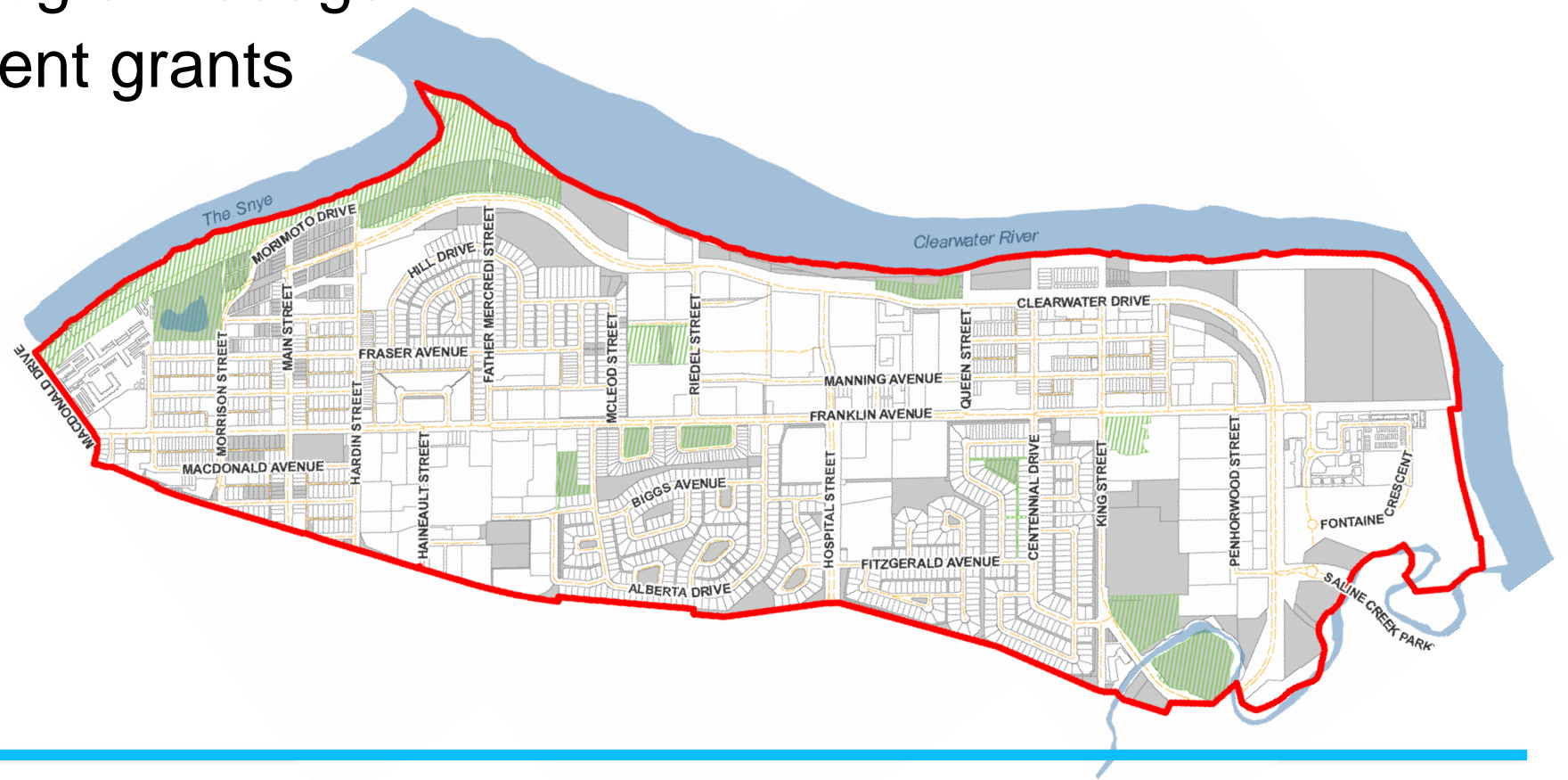
# Council Motion

## March 24, 2020

- “THAT Administration be directed to bring forward a Council Policy that outlines the Downtown Revitalization Incentives Pilot Program as soon as practically possible”

# Program Updates

- Pilot Boundary Area Expansion
- Increased Program budget
- Reimbursement grants



# Incentives

- Intended to **encourage investment** that otherwise **may not have occurred**.
- Used to **promote and stimulate** specific development and improvements in an area.

# Policy

Strategy & Initiative #2a –

## Encourage Development in the Downtown

### Actions

Investigate development incentive initiatives.

Strategy & Initiative #2c –

## Incentives to Update Store Fronts

Benchmark larger urban centres for initiatives and explore tax incentive for revitalization (BRZ Zone).

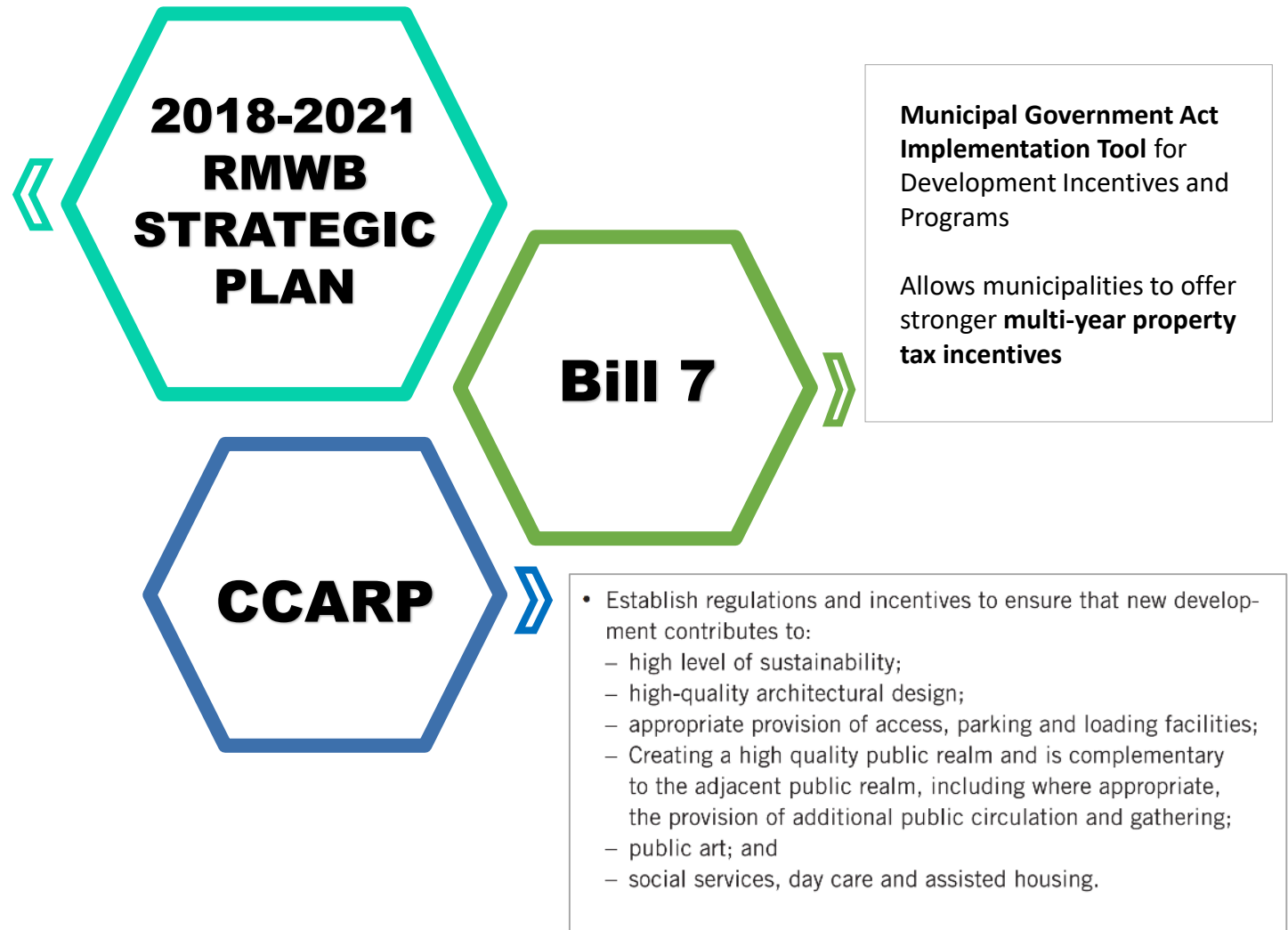
### Actions

Investigate other Municipalities of our size (Grand Prairie) and larger urban centres.

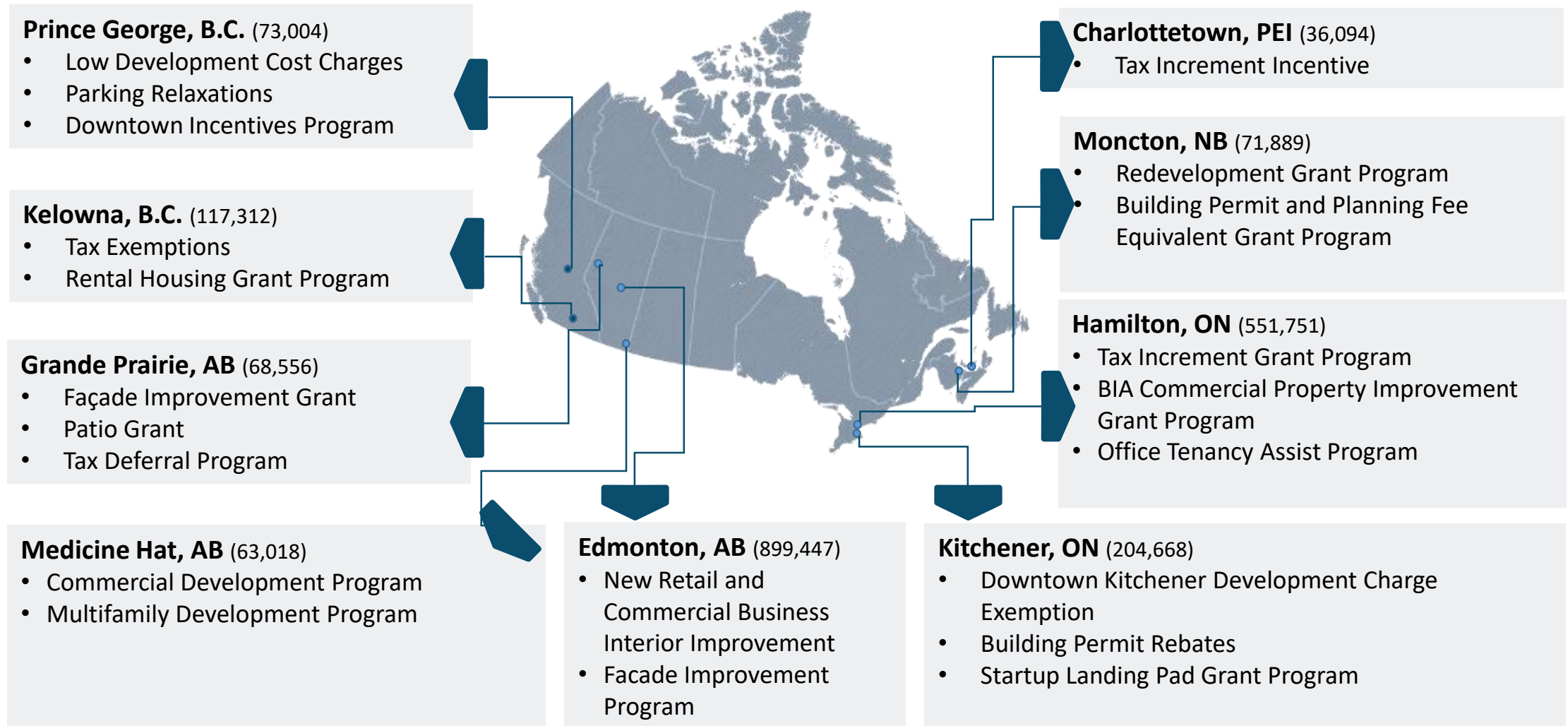
Strategy & Initiative #3b – **Business Attraction and Incentives**

### Actions

Develop incentive strategies to be incorporated into economic development strategic plan.



# Research – other Municipalities



# Engagement

Date	Engagement
May to Sept. 2019	Downtown Revitalization Public Engagements
November 14, 2019	Stakeholder Incentive Workshops (3)
January 6, 2020	Fort McMurray Chamber of Commerce meeting
March 4, 2020	WB Downtown Revitalization Advisory Committee meeting
May 25 to June 5, 2020	Program information posted online, survey
May 25 to June 25, 2020	Stakeholder meetings and calls

# Program Objectives

1. To **retain existing businesses**, while helping **attract new** types of business that will increase pedestrian presence on the streets;
2. To introduce new features and amenities that create **interest and vibrancy**, helping transform the downtown into a place where people want to spend time; and
3. To enhance the **aesthetic qualities** within the downtown.



# Flood Impacted Properties

## Not a Flood Recovery Program

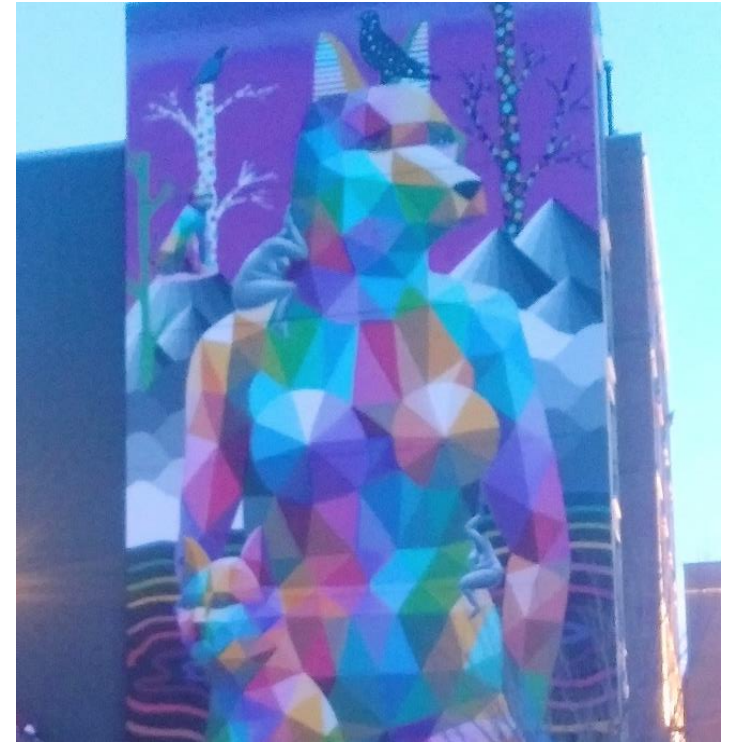
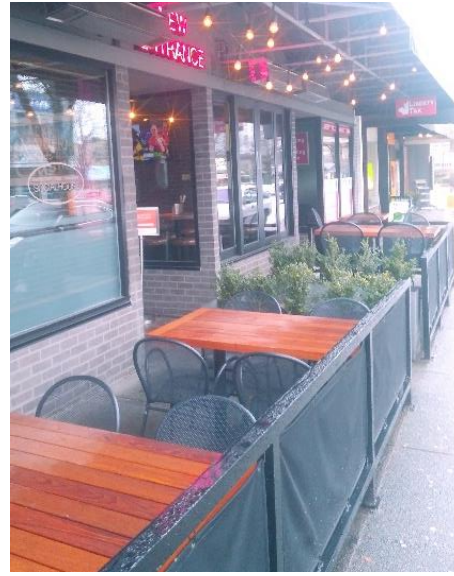
- Not intended to replace personal insurance or DRP assistance
- Not intended to restore properties to pre-flood condition

## *Interior Improvement Grant* Supports eligible projects:

- Reconfiguring space (subdividing or combining)
- Accessibility upgrades
- Safety upgrades
- Electrical, Plumbing, HVAC upgrades
- Energy efficiency upgrades

# The Grants

1. Façade Improvement Grant
2. Interior Improvement Grant
3. Patio Grant
4. Beautification Projects and Murals Grants



# Grant Values

Grant	Maximum Grant Per Building (50/50 matching)
Façade Improvements Grant	\$100,000 (corner buildings) \$75,000 (mid-block buildings)
Interior Improvement Grant	\$50,000
Patio Grant	\$10,000
Beautification Projects and Murals Grant	\$5,000 (beautification) \$30,000 (murals)

All grants provided as a 50% matching reimbursement grant



# Program Eligibility

## Applicants

- Property owners
- Property owner representatives
- Tenants

## Buildings

- Existing downtown buildings
- Commercial, institutional and mixed-use

# General Guidelines

## Highlights

- Funding is first-come, first-served
- Grants are not retroactive
- Projects must meet the Program Guidelines, design standards
- Only complete applications are accepted
- Applicants will sign an agreement with the Municipality
- Projects must be completed in a timely manner
- Expenses are reimbursed after project is complete
- Applicants are responsible for paying contractors

# Program Guidelines and Design Guidelines

## Highlights

- Eligibility
- Requirements
- How to apply
- Façades – Must include 5+ design elements (of 8)
- Patios – Must meet basic requirements for location, design and safety



# Program Administration

- Community Services Department, Community Investment Program (CIP) Branch
- Planning and Development Department, Community Development Planning Branch





# Next Steps

- Accept applications early as June 29, 2020
- Public Awareness Campaign
- Monitoring & Reporting

# Recommended Motions

- THAT the Downtown Revitalization Incentives Program Policy – FIN-320 be approved; and
- THAT \$5,000,000 be allocated from the *Emerging Issues Reserve* to fund the Downtown Revitalization Incentives Program Policy – FIN-320.

# Thank you / Questions?