

# **Downtown Revitalization Incentives Program**

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Department: Senior Manager, Planning and Development

Meeting Date: March 23, 2021

# 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

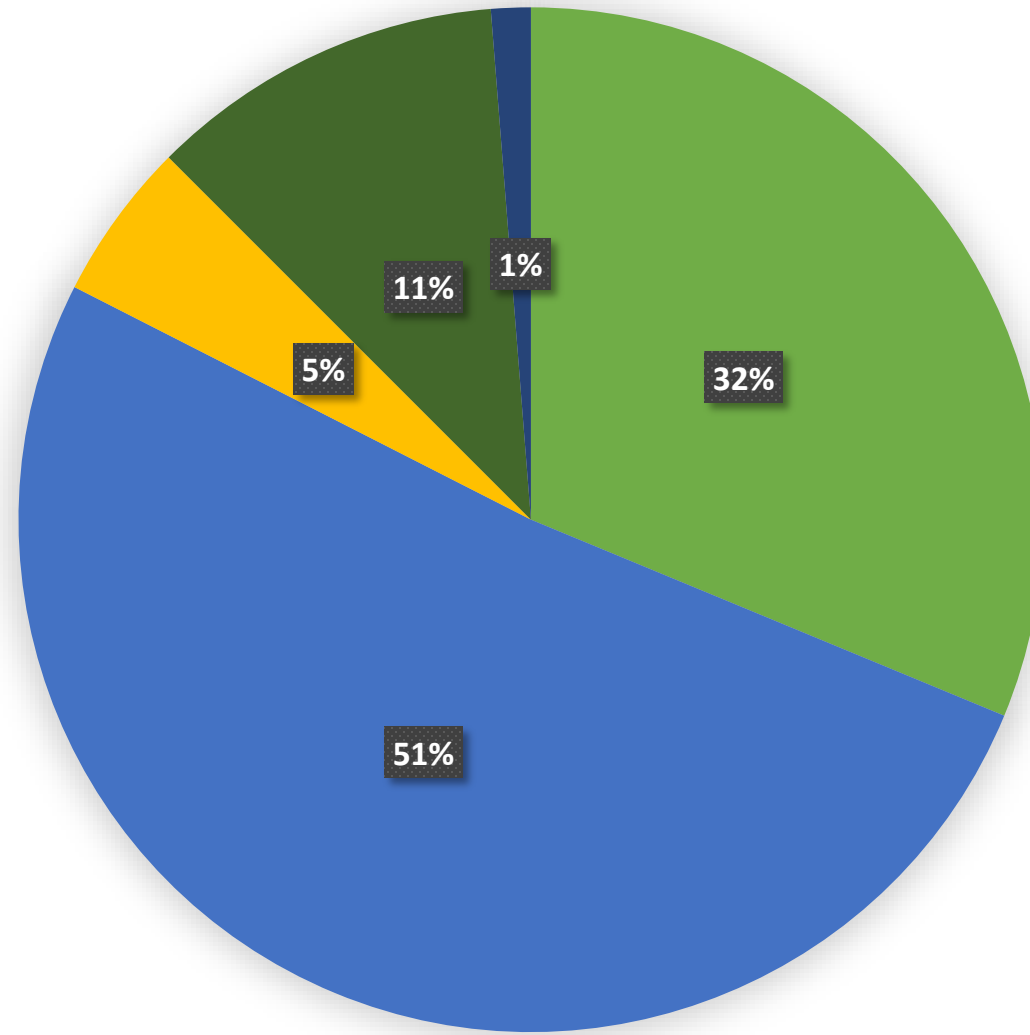
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## *Approved Grants*

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
<b>TOTAL</b>	<b>80</b>	<b>\$3,197,018</b>	<b>\$9,347,699</b>

# Phase 1 – Update

(continued)



## *Approved Grants*

- Façade
- Interior
- Patio
- Beautification
- Murals

# 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

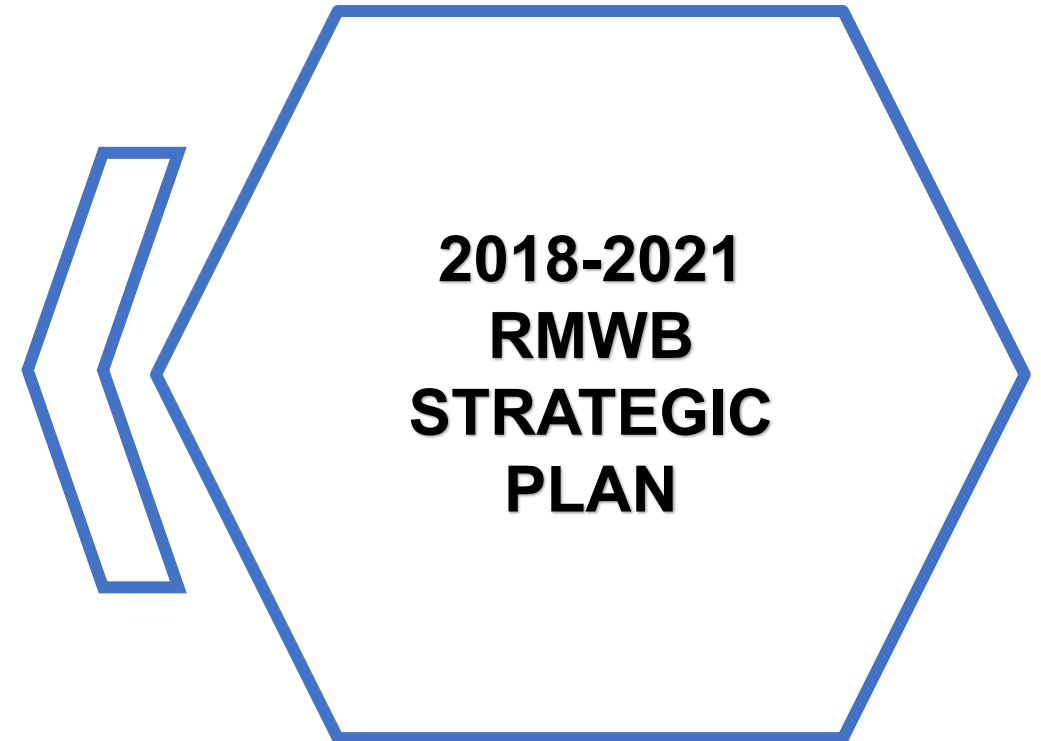
# Phase 1 – Update

(continued)

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

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

Strategy & Initiative #3b –  
Business Attraction and Incentives



# 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: <i>Comprehensive</i>	Per Building	\$75,000	\$75,000 – \$100,000
	<b>Façade Improvements:</b> <b><i>Simple</i></b>	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	<b>Premises</b>	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:*

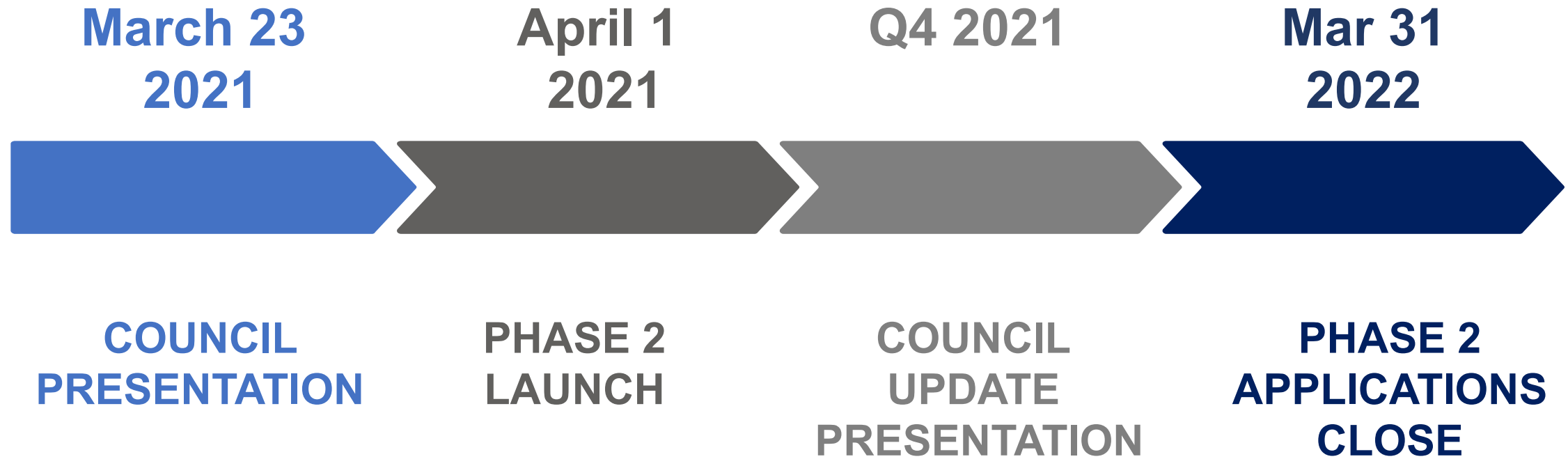
- Fifty percent matching & reimbursed upon project completion



# 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



## **Recommended Motion**

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

Thank you

