

The Corporation of the City of Kawartha Lakes

Council Report

Report Number ED2018-014

Date: September 25, 2018

Time: 2:00 p.m.

Place: Council Chambers

Ward Community Identifier: All wards

Title: Community Improvement Plan Implementation Overview

Description: The Strategic Community Improvement Plan (CIP) provides financial incentive programs to business and property owners to encourage and support economic development in alignment with the City's strategic priorities over a 10 year period

Author and Title: Rebecca Mustard, Manager of Economic Development

Recommendation(s):

That Report ED2018-014, **Community Improvement Plan Implementation Overview**, be received.

Department Head:_____

Financial/Legal/HR/Other:_____

Chief Administrative Officer:_____

Background:

At February 13, 2018 Council meeting, the CAO was given the authority to negotiate an agreement with Community Futures Development Corporation, and staff were directed to begin working on a Community Improvement Plan.

CAO2018-001

Proposed CKL Local Improvement Loan Program

Moved By Councillor Miller

Seconded By Councillor O'Reilly

That Report CAO2018-001, **Proposed CKL Local Improvement Loan Program**, be received;

That the CAO be authorize to negotiate an agreement with Kawartha Lakes Community Futures Development Corporation for an interest free improvement loan to a maximum of \$500,000 and matched by the City; and

That staff report back to Council on the details of implementing a Community Improvement Plan to incent local non-residential building improvements, inclusive of a supporting CKL Local Improvement Loan Program.

Carried CR2018-059

At the March 20, 2018 Council meeting:

CAO2018-002

Local Improvement Loan Program - Agreement with Community Future Development Corporation

Moved By Councillor Junkin

Seconded By Councillor Martin

That Report CAO2018-002, **Local Improvement Loan Program – Agreement with Community Futures Development Corporation (CFDC)**, be received;

That the City of Kawartha Lakes provides \$500,000 in matching loan funding for community improvements from the Contingency Reserve;

That the Contingency Reserve be replenished with interest as improvement loans are paid back;

That staff be authorized to initiate a city-wide Community Improvement Plan (CIP) in accordance with the requirements of the Planning Act and as generally outlined in Report CAO2018-002; and

That the Mayor and Clerk be authorized to execute any agreement and/or promissory note to secure the maximum \$500,000 interest-free loan from the CFDC to support community improvement projects.

Carried CR2018-131

At the June 19, 2018 Council meeting, Council agreed to receive Provincial funding available for CIP grant related projects in the four communities that have completed Downtown Revitalization programs; Coboconk-Norland, Fenelon Falls, Lindsay, and Omemee.

ED2018-007

Ontario's Main Street Revitalization Initiative Funding Agreement

Moved By Councillor James

Seconded By Councillor Veale

That Report ED2018-007, **Ontario's Main Street Revitalization Initiative Funding Agreement**, be received;

That staff be authorized to enter into the agreement in order to participate in Ontario's Main Streets Revitalization Initiative;

That the Mayor and Clerk be authorized to execute the Municipal Funding Agreement provided in Appendix A for the transfer of Main Streets Revitalization Initiatives funds in the amount of \$96,311.62 between the Association of Municipalities of Ontario (AMO) and the City of Kawartha Lakes; and

THAT the necessary by-law to authorize execution of the agreement be adopted by Council.

Carried CR2018-390

Public consultation related to the Community Improvement Plan was conducted through the Planning Advisory Committee meetings in July and August 2018. At the August 14, 2018 Council meeting, the Community Improvement Plan was adopted.

PLAN2018-069

Community Improvement Plan - Final

Moved By Councillor O'Reilly

Seconded By Councillor Elmslie

That Report PLAN2018-069, **Community Improvement Plan – Final**, be received;

That the By-law to adopt the Community Improvement Project Area and CIP, attached as Appendices A and B to Report PLAN2018-069, be approved by Council;

That the Mayor and Clerk be authorized to execute any documents and agreements required by this approval; and

That a \$100,000.00 contribution for Community Improvement Plan funding, with funding source options including the Economic Development Reserve, be included in the 2019 budget as a decision unit.

Carried CR2018-514

On September 12, 2018 the appeal period concluded and the CIP came into force and effect. The City now has the legal authority to provide financial incentives to business and property owners in accordance with the established eligibility criteria.

This report addresses the next steps to implement the CIP.

Rationale:

The CIP program, in alignment with City priorities, program and plans is aimed at:

- Derelict building repairs and improvements to functionality
- Heritage districts and building restoration and improvements
- Affordable rental housing retrofit in mixed use buildings
- Downtown mainstreet revitalization and enhancements

Financial Incentives

The CIP has a range of financial tools that can be activated and de-activated to meet current economic development needs. The first intake of the CIP is scheduled to focus on two financial programs; grants and loans.

The City has a total of \$96,311.62 grant funding for the first intake. In accordance with the grant funding agreement with AMO, the funding will be available to businesses and property owners in the downtown areas of Coboconk-Norland,

Fenelon Falls, Lindsay, and Omemee. The boundaries of the downtown areas follow those of the Downtown Revitalization Programs are detailed in the CIP schedules and will be clearly communicated through program marketing. In the first intake, grants will be focused on three program areas to maximize the visual impact of the program. These program areas also address the most popular project opportunities as expressed by business and building owners during the Downtown Revitalization program and CIP consultation process. These programs are:

- Façade Improvements
- Signage Improvements
- Building Repair and Renovation

Loan programs will be available City-wide, however Focus Areas identified in the CIP schedules include downtown and mainstreet areas of Bobcaygeon, Coboconk- Norland, Fenelon Falls, Lindsay, Omemee and Woodville. These areas are identified as ideal candidates for downtown revitalization, heritage conservation, improved accessibility, and creation or renovation of affordable housing in mixed-use buildings. Projects that meet the objectives of the CIP will be considered and details will be included in the CIP application.

Implementation Timeline

Applications for the CIP program will open in Fall 2018, with the first round of successful projects announced in Winter 2019. Staff are working to streamline the application process for the ease and simplicity of the community.

The program will be administered through Economic Development with grants and loan being facilitated through Corporate Services.

Applications will receive a technical review for building, planning and heritage approvals and be adjudicated using established criteria by the Community Improvement Plan Steering committee. A Management Directive and Committee Terms of Reference have been developed.

Staff are in the process of finalizing the application and marketing materials. A workshop is being organized to assist building and property owners, and contractors to understand the requirements of the program.

Other Alternatives Considered:

The proposed financial incentive programs and timelines have been established to best encourage and support program uptake for the benefit of economic development in alignment with the City's strategic priorities. Council could choose to activate alternative programs at this time.

As the CIP is a 10 year program, there are opportunities in future years to activate additional programs to meet the economic development needs of the community at that time.

Financial/Operation Impacts:

The initial CIP funding was secured in 2018 and includes a grant program of \$96,311.62 and a loan program total of \$1 million. These funds will be the focus of the program at this time.

In accordance with the Council resolution of August 14, 2018 additional grant funding will be a decision unit of the 2019 budget deliberations.

Relationship of Recommendation to the 2016-2019 Strategic Plan:

The recommendation directly aligns with Council's goal to establish a Vibrant and Growing Economy by investing in community improvements that support local business and downtown revitalization and prosperity.

Consultations:

Consultations for the implementation plan have been held with the CAO, Director of Development Services, Director of Corporate Services, Supervisor of Planning Policy, Manager of Revenue and Taxation, Manager Communications and Marketing, and Economic Development Staff. In addition, the Economic Development team has worked with all Divisions that will be directly impacted by CIP applications.

Attachments:

N/A

Department Head E-Mail: cmarshall@kawarthalakes.ca

Department Head: Chris Marshall, Director of Development Services