

The Corporation of the City of Kawartha Lakes
Committee of the Whole Report

Report Number ED2019-013

Date: April 9, 2019
Time: 1:00 p.m.
Place: Council Chambers

Ward Community Identifier: All

Title: 2019 Million Dollar Makeover Funding Allocation, First Intake

Description:

Author and Title: Jennifer Stover, Director of Corporate Services
Carlie Arbour, Economic Development Officer - Community

Recommendation(s):

That Report ED2019-013, **2019 Million Dollar Makeover Funding Allocation, First Intake**, be received;

That the Community Improvement Plan (CIP) Steering Committee Terms of Reference be approved; and

That this recommendation be brought forward to Council for consideration at the next Regular Council Meeting.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

The Million Dollar Makeover program is a funding program to implement the Kawartha Lakes Strategic Community Improvement Plan (CIP). The funding supports property and business owners that make improvements to their commercial, mixed-use commercial/residential or heritage designated residential buildings.

At the August 14, 2018 Council meeting, the Kawartha Lakes Strategic CIP was adopted.

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

At the September 25, 2019 Council Meeting the Community Improvement Plan Implementation Overview was received by Council.

CR2018-567

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

Carried

At the February 20, 2019 Special Budget Meeting, Council approved the following motion for additional CIP funding:

CR2019-176

Moved By Councillor Yeo
Seconded By Deputy Mayor Elmslie

That a \$100,000 contribution to the Community Improvement Plan be included in the 2019 operating budget;

That the funds be applied to a city wide grant portion of the program; and

That the funds be utilized from the Economic Development Reserve.

Carried

This report will provide a summary of the first intake of the program.

Rationale:

The Million Dollar Makeover, a funding program to implement the CIP, launched on November 16, 2018. The initial CIP funding available included a grant program of \$96,311.62 and a loan program total of \$1 million. The loan programs are available City-wide, while the grant programs were available to businesses and property owners within the Downtown Revitalization boundaries of Coboconk-Norland, Fenelon Falls, Lindsay, and Omeme.

The available program funding for grants included:

- Sign improvements
- Façade improvements
- Building repair and renovation

Program funding for loans included the above noted programs, as well as:

- Design studies
- Accessibility improvements
- Heritage conservation
- Outdoor art
- Outdoor patios

Economic Development staff promoted the program through various avenues including public presentations, webinars, newspaper, online media outlets, door-to-door canvassing and scheduled office hours in the priority area communities.

Interested applicants were encouraged to confirm their eligibility of the program by submitting an expression of interest including a brief description of the project and the estimated cost. Sixty-eight (68) expressions of interest were submitting, with a projected investment of over \$2,800,000.00.

The deadline for full applications, including background and supporting documentation was January 17, 2019. Twenty-four (24) full applications were submitted across the following communities, with a total potential investment of both public and private funds of \$738,079.07.

- | | | |
|--------------|----------------|--------------|
| • Bobcaygeon | 4 applications | \$147,180.93 |
| • Coboconk | 5 applications | \$148,819.63 |

- Fenelon Falls 8 applications \$199,174.21
- Kinmount 1 applications \$8,150.00
- Lindsay 4 applications \$196,754.30
- Omemee 2 applications \$38,000.00

Staff from departments that have a direct connection to the CIP sat on a Technical Team that reviewed, and provided comments on each application. This included staff from the following departments:

- Building
- Planning
- Economic Development
- Realty Services
- Municipal By-Law
- Revenue and Taxation
- Accessibility

An overarching Steering Committee comprised of the CAO, Directors of Development Services and Corporate Services and the Manager of Economic Development was established. The Steering Committee, as defined in the attached Terms of Reference, is responsible for evaluating and approving the submitted applications. These Terms of Reference were followed for the first intake of the program. Applications were evaluated based on the information provided in each application and the eligibility criteria and conditions defined in the CIP.

The Steering Committee approved nineteen (19) applications.

Address Business	Community	Funding Program	Grant or Loan	Amount Approved
12 Bolton Street	Bobcaygeon	Façade Improvements	Loan	10,000.00
39 Bolton Street	Bobcaygeon	Building Repair and Renovation	Loan	5,083.00
9 King Street E	Bobcaygeon	Façade Improvements	Loan	101,250.00**
6 Nipissing Street	Coboconk	Façade Improvements	Loan	48,241.00
6654 Hwy 35	Coboconk	Façade Improvements	Grant	5,000.00
6663 Hwy 35	Coboconk	Façade Improvements Signage Improvements	Grant	5,525.00
6666 Hwy 35	Coboconk	Façade Improvements Signage Improvements Building Repair and Renovation	Grant	10,000.00

8 Princes Street W	Fenelon Falls	Façade Improvements	Loan	75,000.00
8, 10 Colborne Street	Fenelon Falls	Façade Improvements Signage Improvements	Grant Loan	7,000.00 up to 24,000.00
30 Colborne Street	Fenelon Falls	Façade Improvements Building Repair and Renovation	Grant	1,251.75
36 Colborne Street	Fenelon Falls	Façade Improvements Building Repair and Renovation	Grant	5,500.00
43 Colborne Street	Fenelon Falls	Façade Improvements	Grant	3,500.00
4 May Street	Fenelon Falls	Façade Improvements Signage Improvements Building Repair and Renovation	Grant	10,000.00
4983 Monk Road	Kinmount	Heritage Conservation	Loan	8,150.00
38 Kent Street W	Lindsay	Façade Improvements	Grant Loan	5,000.00 up to 10,943.75
100 Kent Street W	Lindsay	Façade Improvements	Grant	2,367.50
15-17 William Street N	Lindsay	Façade Improvements	Grant	5,000.00
87 Adelaide Street N	Lindsay	Building Repair and Renovation	Loan	118,840.80**
24 King Street E	Omeme	Façade Improvements Signage Improvements	Grant	7,000.00

**Not moving forward with project

*Conditional on Site Plan Approval

Each Applicant has been notified of the status of his or her application and those moving forward with their projects have accepted the funding by signing funding agreements. It is anticipated that the projects will begin construction this spring.

Future Application Intake

Following the approvals of the first intake of the Million Dollar Makeover program, there was a balance of \$29,167.37 in remaining grant funds, and \$699,674.20 in loan funds available.

A second program intake is scheduled for the spring and will include the additional \$100,000 grant funding committed by Council in the 2019 budget. The additional grant funding will be available City-wide in keeping with the identified

priority areas. The same grant and loan program offering will be available with the addition of the Accessibility Improvement program as a grant.

Other Alternatives Considered:

The financial incentive programs have been established to best encourage and support program uptake for the benefit of economic development and revitalization 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 projects approved with this intake are within the allocated budget amounts for each of the loan and grant programs.

There is an outstanding balance for both the grant and loan funding. A second application intake for 2019 will be announced in April to distribute this funding.

Loan Funding Available	\$1,000,000.00
Loan Funding Allocated	\$ 401,575.80
Loan Awaiting Site Plan	\$ 118,840.80
Loan Funding Executed	\$ 181,485.00
Loan Funding Remaining after Approvals	\$ 699,674.20

AMO Grant Funding Available	\$ 96,311.62
AMO Grant Funding Allocated	\$ 67,144.25
Additional 2019 Budget	\$100,000.00
Grant Funding Remaining	\$129,167.37

Relationship of Recommendation(s) 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 allocation of the funding have been held with the CAO, Director of Development Services, Director of Corporate Services, Manager of Economic Development, Manager of Revenue and Taxation, Manager of

Municipal Law Enforcement, and staff in Economic Development, Planning, Realty Services, and Accessibility.

The requests for funding came from local business and property owners with their application forms.

Attachments:

Appendix A – CIP Steering Committee Terms of Reference

Appendix B – CIP Steering Committee Management Directive

Appendix C- Recommendation from Lindsay Downtown Revitalization Working Group Meeting

Appendix D –Recommendation from Kawartha Lakes Accessibility Advisory Committee Meeting



201904 CIP Steering Committee - Terms of Directive draft.docx



Lindsay DR CIP Grant Recommendation from Funding Request.pdf the Kawartha Lakes Ac

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Department Head: Chris Marshall