

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

Report Number ED2019-025

Meeting Date: November 5, 2019
Title: Million Dollar Makeover Funding Allocation, 2nd Intake
Description: Summary of the 2nd Intake of the Funding Program
Ward Number: All
Author and Title: Carlie Arbour, Economic Development Officer - Community

Recommendation(s):

That Report ED2019-025, **2019 Million Dollar Makeover Funding Allocation, 2nd Intake**, be received; 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

The successful applicants in the first round of funding were announced at Council in April 2019.

This report provides a summary of the second intake of the program.

Rationale:

The Million Dollar Makeover Steering Committee approved applications for the second intake in September 2019. Following the first intake in January 2019, available funding for this intake included \$129,167.37 for grants and a loan program with \$699,674.20. The grant and loan programs are available City-wide, with a priority on our Downtowns.

Grants were available in the following programs:

- Sign improvements
- Façade improvements
- Building repair and renovation
- Accessibility improvements (new for the 2nd intake)

Funding for loans included the above noted programs, as well as:

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

Interested applicants were encouraged to confirm their eligibility of the program by submitting an expression of interest; this includes a brief description of the project and the estimated cost. Forty-five (45) expressions of interest were submitted, with a potential projected investment of over \$4 million dollars.

The deadline for full applications, which requires background and supporting documentation, was July 12, 2019. Ten (10) full applications were submitted representing five communities, with a total potential investment of both public and private funds of \$269,619.

Staff from departments that have a direct connection to the CIP sit on a Technical Team that reviews, and provides comments on each application. This includes staff from the following Divisions:

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

The Steering Committee, comprised of the CAO, Directors of Development Services and Corporate Services and the Manager of Economic Development, is responsible for evaluating and approving the submitted applications. 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 ten (10) applications.

Address Business	Community	Funding Program	Grant or Loan	Amount Approved
1480 Hwy 7A	Bethany	Façade Accessibility	Grant	1,398.00 4,000.00
49 King Street East	Bobcaygeon	Façade Improvement Signage Improvement Outdoor Art Outdoor Patio	Grant Loan	7,000.00 22,500.00
6644 Hwy 35*	Coboconk	Façade Improvement Signage Improvement Building Repair and Renovation	Grant	5,673.48
6 Nippising Street	Coboconk	Façade Improvement Building Repair and Renovation	Grant Loan	9,000.00 92,380.80
2 Lindsay Street South*	Lindsay	Façade Improvement	Grant	6,000.00
92 Kent Street West	Lindsay	Building Repair and Renovation	Grant	4,000.00
118 Kent Street West	Lindsay	Signage Improvement	Grant	1,000.00
225 Kent Street West	Lindsay	Façade Improvement	Grant	3,550.00
257 Kent Street West	Lindsay	Signage Improvement	Grant Loan	2,000.00 4,500.00

89 King Street East	Omemees	Signage Improvement Façade Improvement	Grant	7,000.00
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*Agreement pending signature.

Each Applicant has been notified of the status of their application and has accepted the funding by signing funding agreements. It is anticipated that the projects will begin construction shortly.

Future Application Intake

Following the approvals of this intake, there remains a balance of \$78,545.89 in remaining grant funds, and \$580,293.40 in loan funds.

The program will host two intakes in 2020, the first in February, and a second, for any remaining funds, in May. The grant funding will continue to be available City-wide in keeping with the identified priority areas.

In 2020, the same grant offering will be available, with the addition of the following programs:

- Trent Severn Façade Improvement
- Heritage Conservation
- Outdoor Patio
- Outdoor Art

These additional programs, as defined in the Kawartha Lakes CIP, allow for an increased level of service to compliment the Economic Development programming, including the Heritage, Downtown Revitalization, and Arts and Culture portfolios as well as the newly announced Trail Towns program.

In an effort to maximize the loan program and encourage large investment in commercial spaces, loans will no longer include the following programs.

- Signage Improvement
- Outdoor Art
- Outdoor Patio

Rather, applicants will be encouraged to access the grant funding for these project types.

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, approved in 2018, 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. Intake dates will be announced to distribute this funding for February and May 2020.

Loan Funding Available	\$699,674.20
Loan Funding Allocated	\$119,380.80
Loan Funding Remaining after Approvals	<u>\$580,293.40</u>
AMO Grant Funding Available	\$ 29,167.37
Additional 2019 Budget	\$100,000.00
Grant Funding Allocated	\$ 50,621.48
Grant Funding Remaining for 2020	<u>\$ 78,545.89</u>

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 divisions.

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

Attachments:

None.

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Department Head: Chris Marshall