



## Committee of the Whole Report

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**Report Number:** ED2021-032  
**Meeting Date:** November 2, 2021  
**Title:** Million Dollar Makeover Program Update  
**Description:** Update on program and funding allocation for 2020 and 2021  
**Author and Title:** Carlie Arbour, Economic Development Officer - Community

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### Recommendations:

**That** Report ED2021-032, **Million Dollar Makeover Program Update**, be received;  
and

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

**(Acting) Department Head:** \_\_\_\_\_

**Financial/Legal/HR/Other:** \_\_\_\_\_

**Chief Administrative Officer:** \_\_\_\_\_

## **Background:**

The Million Dollar Makeover program is a funding program designed to encourage and support economic development in Kawartha Lakes and simultaneously works to assist with implementing the Kawartha Lakes Strategic Community Improvement Plan (CIP). The funding, both grant and loan, 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**

Since launching in 2019, the Million Dollar Makeover program has held two funding intakes annually.

Applicants for the first two intakes were presented to Council in April 2019 and November 2019.

At the July 28, 2020, Regular Council Meeting, Council received the following memorandum from the Economic Recovery Task Force:

CC2020-07.10.2.1.

**Memorandum Regarding Feedback from the Economic Recovery Task Force**

Mayor Letham

**CR2020-203**

**Moved By** Councillor Dunn

**Seconded By** Deputy Mayor O'Reilly

**THAT** the Memorandum from Mayor Letham, **regarding feedback from the Economic Recovery Task Force**, be received;

**THAT** Council turn on all of the Kawartha Lakes Strategic Community Improvement Plan (CIP) programs so that staff can promote the priority programs that align with recovery initiatives as needed; and

**THAT** Staff work towards re-structuring the program for a fall intake, and report back to Council on the program uptake.

**Carried**

As part of Economic Recovery initiatives recommended by the Economic Recovery Task Force, additional funding programs identified in the CIP were made available to encourage economic recovery through private sector investment.

This report summarizes the Million Dollar Makeover application approvals made in 2020 and 2021.

**Rationale:**

The Million Dollar Makeover held two funding intakes in each 2020 and 2021. The grant and loan programs are available City-wide, with a priority on our Downtowns.

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
- Fire Prevention

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 are evaluated based on the information provided in each application and the eligibility criteria and conditions defined in the CIP.

The below is a summary of the intakes and approved funding.

## **2020**

Intakes were held in February and December of 2020.

Grants were available in the following programs:

- Signage Improvement
- Façade Improvement
- Building Repair and Renovation
- Heritage Conservation
- Accessibility Improvement
- Outdoor Art
- Outdoor Patio
- Trent-Severn Façade Improvement

Loans were available in the following programs:

- Façade Improvement
- Building Repair and Renovation
- Heritage Conservation
- Design Studies
- Heritage Conservation

Full applications, which require background and supporting documentation, were received in February and December in 2020. Twelve (12) full applications were submitted representing four communities, with a total potential investment of both public and private funds of \$146,277.54. All twelve (12) applications met the program criteria and were approved.

<b>Address Business</b>	<b>Community</b>	<b>Funding Program</b>	<b>Grant or Loan</b>	<b>Amount Approved</b>
<b>February 2020</b>				
90 Bolton Street	Bobcaygeon	Building Repair and Renovation	Grant	\$4,000
6644 Hwy 35	Coboconk	Façade Improvement Accessibility Improvement	Grant	\$5,557.16
4 Lindsay Street	Fenelon Falls	Façade Improvement Signage Improvement	Grant Loan	\$7,000 \$50,000
93 Kent Street W	Lindsay	Signage Improvement Building Repair and Renovation	Grant	\$3,320
103 Queen Street	Lindsay	Façade Improvement Signage Improvement	Grant	\$7,000
15-17 William Street	Lindsay	Façade Improvement Heritage Conservation	Grant Loan	\$8,135 \$53,250
<b>December 2020</b>				
28 Boyd Street	Bobcaygeon	Heritage Conservation	Grant	\$4,000
61 Colborne Street*	Fenelon Falls	Façade Improvement Building Repair and Renovation Outdoor Patio	Grant	\$9,000
38 Colborne Street	Fenelon Falls	Façade Improvement Building Repair and Renovation	Grant	\$10,000
38 Kent Street W	Lindsay	Building Repair and Renovation Façade Improvement	Grant Loan	\$4,000 \$13,277.54
118 Kent Street W*	Lindsay	Building Repair and Renovation Accessibility Improvement	Grant	\$6,000
121 Queen Street	Lindsay	Façade Improvement Building Repair and Renovation Accessibility Improvement	Grant Loan	\$10,000 \$35,000

\*Agreement pending signature.

## **2021**

Intakes were held in February and May of 2021.

At the direction of Council, following the recommendations of the Economic Recovery Task Force, grants and loans were available in the following expanded programs:

- Signage Improvement
- Façade Improvement
- Building Repair and Renovation
- Heritage Conservation
- Accessibility Improvement
- Outdoor Art
- Outdoor Patio
- Start-up Entrepreneur Building Improvement
- Trent-Severn Façade Improvements
- Design Studies

The deadlines for full applications were at the end of February and May. Seventeen (17) applications were submitted representing four (4) communities, with a total potential investment of both public and private funds of \$240,196.35. Fifteen (15) applications met the criteria and were approved.

<b>Address Business</b>	<b>Community</b>	<b>Funding Program</b>	<b>Grant or Loan</b>	<b>Amount Approved</b>
<b>February 2021</b>				
1 Main Street	Bobcaygeon	Signage Improvement Façade Improvement Building Repair and Renovation	Grant	\$10,000
38 Bolton Street*	Bobcaygeon	Façade Improvement	Grant	\$5,000
98 Kent St W	Lindsay	Façade Improvement	Grant	\$5,000
William Street* (Applicant withdrew their project due to COVID funding constraints)	Lindsay	Signage Improvement Façade Improvement Accessibility Improvement	Grant	\$10,000
82 King Street	Woodville	Façade Improvement	Grant	\$5,000
<b>May 2021</b>				
3 King Street*	Bobcaygeon	Accessibility Improvement	Grant	\$4,000
28 Boyd Street	Bobcaygeon	Heritage Conservation	Grant	\$4,000
42 Peel Street	Lindsay	Façade Improvement	Grant	\$5,000
87 Adelaide Street*	Lindsay	Signage Improvement	Grant	\$2,000
334 Hwy 36*	Lindsay	Façade Improvement	Grant	\$10,000
73 William Street S	Lindsay	Heritage Conservation	Grant	\$4,000
31-41 Kent Street W*	Lindsay	Heritage Conservation Signage Improvement	Grant Loan	\$6,000 \$10,300
110 Kent Street W*	Lindsay	Signage Improvement	Grant	\$805
272 Kent Street W*	Lindsay	Signage Improvement	Grant	\$2,000
282 Kent Street W	Lindsay	Signage Improvement	Grant	\$2,000

\*Agreement pending signature.

Each Applicant has been notified of the status of their application and has accepted the funding by signing funding agreements, unless noted with an asterisk (\*). Many projects have begun construction, with a project end for December 2022.

### **Future Application Intake**

The program will host two intakes in 2022, the first in February, and a second, for any remaining funds, in May. The funding will continue to be available City-wide in keeping with the identified priority areas.

## **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 and support economic recovery from COVID-19.

The CIP is a 10-year program, approved in 2018, through which there are opportunities to activate or deactivate programs to meet the economic development needs of the community at that time.

## **Alignment to Strategic Priorities**

The Million Dollar Makeover program directly aligns with Council's goal to establish a Vibrant and Growing Economy. The Strategic Plan recommends to "continue the Million Dollar Makeover program and Community Improvement Programs to support business growth and expansion through grants and loans."

## **Financial/Operation Impacts:**

### **Loan**

Initial Loan Funding Available	\$1,000,000.00
Loan Funding Disbursed to date	\$208,485.00
Outstanding Loans Awarded	\$474,533.66

### **Grant**

In 2019, the City of Kawartha Lakes was granted funding from the Association of Municipalities Ontario (AMO) for the Million Dollar Makeover initiative, which concluded August 31, 2021. Financial information for the funding is as follows:

Funding awarded	\$96,311.62
Grants disbursed under the program	<u>\$91,276.36</u>
Surplus funding to be returned to AMO	\$5,035.26

Following conclusion of the AMO program, all Million Dollar Makeover grants will be funded by the Economic Development Reserve. To date, we have approximately \$128,000 in grants approved but not yet disbursed.

Annually, we have committed funds from the Economic Development Reserve to the Million Dollar Makeover but as a result of the AMO program being extended to August 31, 2021 we have not yet had to utilize any reserve funding.

The 2022 Operational Budget includes a request for \$80,000 from the Economic Development Reserve to fund the 2022 Million Dollar Makeover intakes, based on the previous funding allocations.

### **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, Chief Building Official, Fire Prevention Inspector 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.

The Senior Accountant, Treasury and Manager of Revenue and Taxation were consulted in the development of this report.

### **Attachments:**

None.

**(Acting) Department Head:** Richard Holy

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