



Committee of the Whole Report

Report Number: ED2023-013

Meeting Date: May 9, 2023

Title: **Million Dollar Makeover Program Overview and 2023 Funding Allocation**

Description: A summary of the Million Dollar Makeover program, funds approved and disbursed as well as an overview of the projects approved for 2023

Author and Title: Carlie Arbour, Economic Development Officer - Community

Recommendations:

That Report ED2023-013, **Million Dollar Makeover Program Overview and 2023 Funding Allocations**, 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 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, and continue to be available.

The grant and loan programs are available City-wide, with a priority on Downtown commercial districts.

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

- Building
- Planning
- Economic Development
- Realty Services
- Municipal By-Law
- Revenue and Taxation
- Fire Services
- People Inclusion and Rewards

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.

Since the inception of the program, the Economic Development Division has administered two funding intakes annually. Between 2019 and 2022, 67 applications have been approved for grant and/or loan funding. These projects have spanned over 11 communities throughout the municipality from Bethany to Kinmount, and Kirkfield to Omemee. The most common grant requests are for façade improvement, signage improvement and building repair and renovation projects, while loan funding is most commonly requested for façade improvement and building repair and renovation projects.

The Million Dollar Makeover program acts as an incentive to support investment into local properties, for every dollar granted, \$10.84 is put back into the community through private investment in the projects.

This report will provide an overview of the program and a summary of the 2023 funding intakes.

Rationale:

The Million Dollar Makeover (CIP) held two funding intakes for 2023 projects.

The below is a summary of the intakes and approved funding for 2023.

Intakes were held in October 2022 and February 2023 for project to be completed in 2023. Grants and loans were available in the following 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 October 2022 and February 2023. Eleven (11) applications were submitted representing four (4) communities, with a total potential investment of both public and private funds of \$304,533.04. Ten (10) applications met the criteria and were approved.

Address Business	Community	Funding Program	Grant or Loan	Amount Approved
October 2022				
7276 Highway 35	Coboconk	Signage, Façade, Building Repair	Grant	\$5,695.55
14 Oak Street	Fenelon Falls	Signage, Façade, Building Repair	Grant	\$2,400
12 Peel Street	Lindsay	Signage	Grant	\$2,000
3 Kent Street W.	Lindsay	Façade, Heritage Conservation	Grant	\$9,000
February 2023				
17 May Street*	Fenelon Falls	Signage, Façade	Grant	\$6,570
27 William Street N*	Lindsay	Façade, Building Repair	Grant and Loan	\$10,000 Grant \$50,000 Loan
35 William Street N.*	Lindsay	Signage, Façade, Building Repair	Grant	\$5,500
85 Kent Street W.*	Lindsay	Signage, Façade, Building Repair	Grant and Loan	\$10,000 Grant \$30,000 Loan
118 Kent Street W.*	Lindsay	Façade, Accessibility	Grant	\$5,300
10 Russell Street*	Lindsay	Heritage	Grant	\$3,390
Total			Grant Loan	\$59,855.55 \$80,000

*Agreements 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 (*). The projects funded in these two intakes have a completion deadline of December 31, 2023, as outlined in these agreements.

Future Application Intake

The program will host two intakes for 2024 projects, the first in October 2023, and a second, for any remaining funds, in February 2024. 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.

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 approved to date	\$682,662.41
Loan funding disbursed to date	\$307,035.00

Fifty-percent (50%) of the initial loan funding available was granted to the City of Kawartha Lakes from the Kawartha Lakes Community Futures Development Foundation (CFDC) in the form of an interest free loan.

Grant

Grant funding approved to date	\$356,504.43
Grant funding disbursed to date	\$177,118.62

Total Investment

Total project investment to date (grants)* \$1,921,281.28

*municipal + private dollars

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. \$91,276.36 in grant funding was disbursed using this AMO funding.

Annually, the Operational Budget includes a request for \$80,000 from the Economic Development Reserve to fund the Million Dollar Makeover grant requests.

The discrepancy between the approved and disbursed funds are due to the status of projects. Including the two intakes outlined in this report, there are 20 active projects with completion deadlines of December 31, 2023, and grant funds are disbursed on the completion of a project. Additionally, there are projects that have not moved forward once funding has been approved various factors outside of the control of the program.

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 People Services divisions.

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

The Senior Accountant was consulted in the development of this report.

Attachments:

None.

Department Head email: rholy@kawarthalakes.ca

Department Head: Richard Holy, Director of Development Services