

COUNCIL REPORT

To: Mayor and Council

From: Administration

Date: May 23, 2023

Subject: Business Façade Improvement Program 2023

RECOMMENDATION:

THAT Council approves the Timberman Inn application to the Business Façade Improvement Program to a maximum amount of \$4,354.35.

BACKGROUND:

The Northern Development Initiative Trust (NDIT) approved the District of Mackenzie's application for \$20,000 in funding towards the Business Façade Improvement program on January 17, 2023. This annual funding is available to enhance economic development by encouraging private sector investment in business façade improvements.

The goal of the business façade improvement program is to beautify the commercial core and industrial area of Mackenzie and aid businesses in customer attraction. The District of Mackenzie Business Façade Improvement Program will provide the following types of reimbursement grants:

- **Category 1:** 50% up to a maximum of \$5,000 per building/project within the façade improvement area, and;
- **Category 2:** 50% up to a maximum of \$500 for homebased business wayfinding signage.

PROMOTIONAL ACTIVITIES:

Staff advertised the program with CHMM 103.5, through the District's website, distributed one public notice in mailboxes, handed out flyers to business storefronts, made cold calls to local businesses, and posted ads on social media. Program information was distributed through the Chamber of Commerce as well as staff took every opportunity to discuss the program with business owners during in person casual conversations and meetings, as well as assisted with application development when requested.

The last deadline for applications was April 23, 2023. Two applications were received and approved by Council. As funding was still available, staff offered continuous intake until funding has been allocated. Staff informed the Chamber of Commerce and posted information about the extension on social media and on the District's website.

2023 APPLICATIONS:

Three applications were received and approved at the first and second intake for a total of \$9,236.50, leaving \$10,763.50 remaining.

The one eligible project application for consideration is as follows:

Timberman Inn

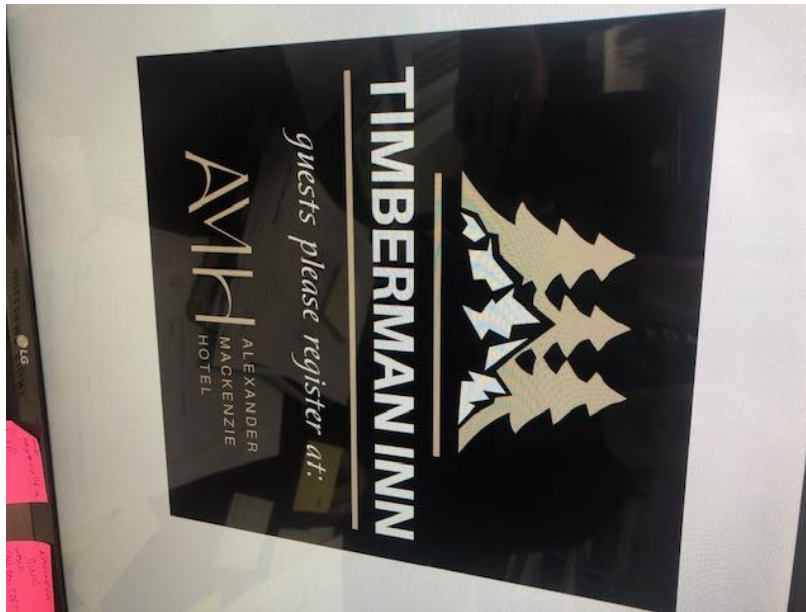
Project	Total Project Cost	Maximum Eligible Grant	Recommended Grant
New signage	\$8,708.70	\$4,354.35	\$4,354.35

4DWarner owns the Timberman Inn and had applied for this project last year; however, due to unforeseen circumstances, the Timberman Inn decided to delay their improvements until this year. This application is eligible for maximum grant funding.

Before Photo



Sign Example:



NEXT STEPS:

If Council approves the above application, there will be \$6,409.15 remaining to distribute in 2023. Any further eligible applications will be reviewed and accepted on an ongoing basis. As funding will still be available, applications will continue to be accepted until September 1, 2023 to allow time for additional applications to be received.

COUNCIL PRIORITIES:

Economic Vitality


- The District is a leader on efforts aimed at diversifying the community's economy, supporting local businesses, and attracting new investment to the community. Diversification, a strong business sector and new investment are key to our economic vitality.



Respectfully Submitted,



Rachelle Dumoulin
Economic Development Clerk

A blue ink signature of Rachelle Dumoulin is written over a horizontal line. The signature is stylized and cursive.

Approved for Submission to Council

A blue ink signature of Diane Smith is written over a horizontal line. The signature is cursive and legible.