

## **COUNCIL REPORT**

**To:** Mayor and Council  
**From:** Administration  
**Date:** September 25, 2023  
**Subject:** Business Façade Improvement Program 2023

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### **RECOMMENDATION:**

THAT Council approves the applications to the Business Façade Improvement Program to a maximum amount of \$8,910.21.

### **BACKGROUND:**

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 had 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:**

Four applications were received and approved at the first, second and third intake for a total of \$13,248.29 leaving \$6,751.71 remaining; however, Ace Victory cancelled their improvement project due to logistics, leaving a total of \$8,910.21 remaining.

The two eligible project applications for consideration are as follows:

**Evergreen Centre: CNC/AimHi/Ministry of Children and Family Development**

| Project                | Total Project Cost | Maximum Eligible Grant | Recommended Grant |
|------------------------|--------------------|------------------------|-------------------|
| Accessible Entry Doors | \$15,000           | \$5,000                | \$5,000           |

Ydenberg Properties Ltd. owns the Evergreen Centre Mall. Evergreen Mall previously accessed the program in 2016 to complete improvements to their signage, lighting, and exterior. This application is eligible for maximum grant funding.

Before Photo



**CNC Event Space**

| <b>Project</b>   | <b>Total Project Cost</b> | <b>Maximum Eligible Grant</b> | <b>Recommended Grant</b> |
|------------------|---------------------------|-------------------------------|--------------------------|
| Accessible Doors | \$15,000                  | \$5,000                       | \$3,910.21               |

Ydenberg Properties Ltd. owns the Town Centre Mall where the CNC Event Space is located. The CNC Event Space is a first-time applicant. This application is eligible for maximum grant funding.

Before Photo



**NEXT STEPS:**

If Council approves the above applications, there will be \$0 remaining to distribute in 2023. No further applications will be accepted for 2023.



**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

**Reviewed By:** Corporate and Financial Services

**Approved By:** Chief Administrative Officer