

COUNCIL REPORT

To: Mayor and Council

From: Administration

Date: April 22, 2024

Subject: Business Façade Improvement Program 2024

RECOMMENDATION:

THAT Council approves the applications from Mackenzie Community Arts Centre, Mackenzie Chamber of Commerce, and Legion Branch #273 to the Business Façade Improvement Program to a maximum amount of \$13,375.38.

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, 2024. 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 through the District's website, distributed one public notice in mailboxes, handed out flyers to business storefronts and posted ads on social media. Program information was distributed through the Chamber of Commerce. Furthermore, 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.

2024 APPLICATIONS:

The three eligible project applications for consideration for the first intake is as follows:

Mackenzie Community Arts Centre

Project	Total Project Cost	Maximum Eligible Grant	Recommended Grant
Front Door Replacement – Automated Accessible Door	\$24,229.86	\$5,000	\$5,000

Mackenzie Community Arts Centre is a first-time applicant. This quote includes a complete replacement of the existing doors at their new location at 9 Laurier Drive.

Before Photo



Mackenzie Chamber of Commerce

Project	Total Project Cost	Maximum Eligible Grant	Recommended Grant
Automated Accessible Door	\$7,249.28	\$3,624.64	\$3,624.64

Mackenzie Chamber of Commerce is a first-time applicant. The project is to install an automated accessible door at their location in Town Centre Mall.

Before Photo



Legion Branch #273

Project	Total Project Cost	Maximum Eligible Grant	Recommended Grant
Signage, eaves, and ice dam over entrance	\$17,150	\$5,000.00	\$5,000.00

Legion Branch #273 is a third-time applicant. The Legion has received funding through the program to purchase electronic signage and to replace their exterior siding. Each year a building may access the Business Façade Improvement program for new/incremental façade improvements.

Before Photo



NEXT STEPS:

If Council approves the above applications, there will be \$6,375.38 remaining to distribute in 2024. As funding will still be available, applications will continue to be accepted until July 15, 2024 to allow time for additional applications to be received.

BUDGETARY IMPACT:

The District has been approved for \$20,000 in grant funding from the Northern Development Initiative Trust to support this program.

Due to possible frost heaving along the Town Centre Mall sidewalk, the District may be required to provide in-kind support (labour/concrete) for the accessible door improvements to ensure the District-owned sidewalk aligns with the new doors appropriately.

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