

## **COUNCIL REPORT**

**To:** Mayor and Council

**From:** Administration

**Date:** January 21, 2025

**Subject:** RTC – Business Façade Improvement Program 2025

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### **RECOMMENDATION:**

THAT Council approves the applications from Mackenzie Community Arts Centre, Mackenzie Chamber of Commerce, and The Purple Bicycle to the Business Façade Improvement Program to a maximum amount of \$9,969.59.

### **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 help businesses attract more customers. The District of Mackenzie Business Façade Improvement Program provides the following types of reimbursement grants:

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

Due to the inability to allocate more than half of the 2024 Business Façade Improvement funding, the District was ineligible to receive additional funding for 2025. Instead, the District is permitted to utilize the remaining \$10,000 from the initial allocation for 2025 Business Façade Improvements.

This funding will continue to support local businesses in enhancing their storefronts, creating a more attractive and welcoming environment in Mackenzie's commercial and industrial areas.

**PROMOTIONAL ACTIVITIES:**

Staff advertised the program through the District’s website, distributed a public notice in mailboxes, 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.

**2025 APPLICATIONS:**

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

**Mackenzie Community Arts Centre**

<b>Project</b>	<b>Total Project Cost</b>	<b>Maximum Eligible Grant</b>	<b>Recommended Grant</b>
Front entrance exterior paint, trim, siding, and 3 exterior murals.	\$14,000	\$5,000	\$5,000

Mackenzie Community Arts Centre is a second-time applicant. This quote includes revitalization of the exterior covered entrance with new paint, trim and siding, as well as the installation of three murals that will be placed around the entrance of the new location at 9 Laurier Drive.

Before Photo



**Mackenzie Chamber of Commerce**

<b>Project</b>	<b>Total Project Cost</b>	<b>Maximum Eligible Grant</b>	<b>Recommended Grant</b>
Automated Accessible Door	\$6,472.57	\$3,236.29	\$3,236.29

Mackenzie Chamber of Commerce is a second-time applicant. The project is to install an automated accessible door at their location in Town Centre Mall. The Chamber applied for this improvement in 2024; however, they did not receive approval for another grant in time to proceed with the project as initially planned.

Before Photo



### The Purple Bicycle

Project	Total Project Cost	Maximum Eligible Grant	Recommended Grant
Exterior Signage – above front entrance and another facing Mackenzie Blvd	\$3,466.60	\$1,733.30	\$1,733.30

The Purple Bicycle is a second-time applicant; however, they were unable to complete their project in 2022, due to financial constraints. This quote includes the design and installation of two signs. One will be placed above their front entrance, and the other will be placed on the side of the building facing Mackenzie Blvd at their new location at Town Centre Mall.

#### Before Photo





**NEXT STEPS:**

If Council approves the above applications, there will be \$30.41 remaining.

**BUDGETARY IMPACT:**

The funding will be allocated from the General Government Operating Budget, funded by the Northern Development Initiative Trust's Business Façade Improvement Program grant.

**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 Richman, Economic Development Coordinator

**Reviewed By:** Corporate and Financial Services

**Approved By:** Chief Administrative Officer