

COUNCIL REPORT

To: Mayor and Council

From: Administration

Date: March 23, 2023

Subject: Business Façade Improvement Program 2023

RECOMMENDATION:

THAT Council approves the Mackenzie PharmaChoice application to the Business Façade Improvement Program to a maximum amount of \$5,000.00.

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 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 and 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.

2023 APPLICATIONS:

The one eligible project application is as follows:

Mackenzie PharmaChoice

Project	Total Project Cost	Maximum Eligible Grant	Recommended Grant
Installation of accessible, motorized doors, reconstructing of vestibules to be fully accessible	\$51,780.55	\$5,000	\$5,000

Mackenzie PharmaChoice is a first-time applicant.

Before Photo



NEXT STEPS:

If Council approves the above application, there will be \$15,000.00 remaining to distribute in 2023. As funding will still be available, applications will continue to be accepted until April 15, 2023, to allow time for additional applications to be received.

COUNCIL PRIORITIES:

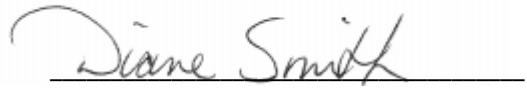
Economic Vitality

- 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



Approved for Submission to Council