

COUNCIL REPORT

To: Mayor and Council

From: Administration

Date: May 8, 2023

Subject: Business Façade Improvement Program 2023

RECOMMENDATION:

THAT Council approves the Mackenzie Counselling Services application to the Business Façade Improvement Program to a maximum amount of \$2,078;

AND THAT Council approves the Ace Victory Building Centre application to the Business Façade Improvement Program to a maximum amount of \$2,158.50.

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 original deadline for applications was March 15, 2023. One application was received and approved by Council. As funding was still available, staff offered a second intake, with a deadline of April 23, 2023. Staff informed the Chamber of Commerce and posted information about the extension on social media and on the District's website.

2023 APPLICATIONS:

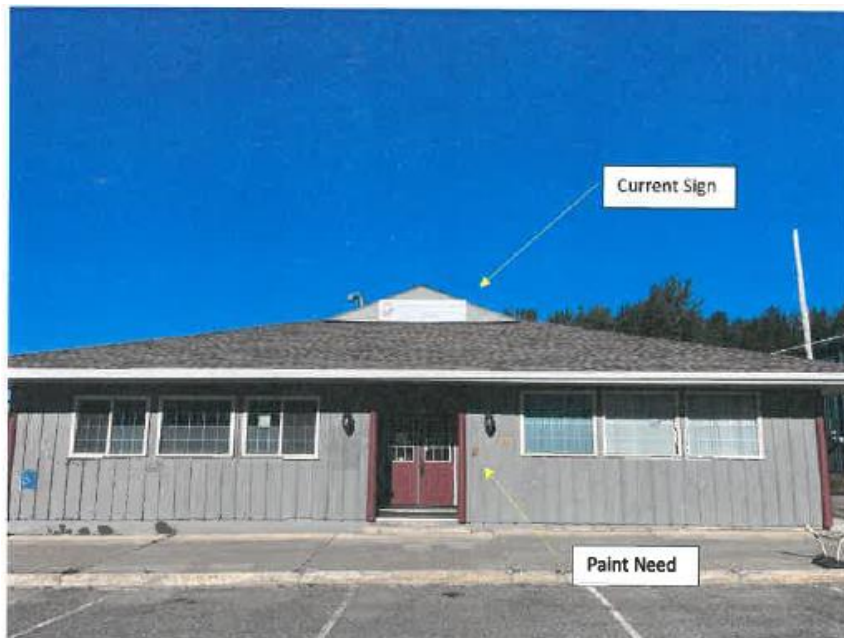
One application was received and approved at the first intake for a total of \$5,000.00, leaving \$15,000.00 remaining. The two eligible project applications for consideration for the second intake is as follows:

Mackenzie Counselling Services

Project	Total Project Cost	Maximum Eligible Grant	Recommended Grant
New signage and exterior door paint	\$4,156	\$2,078	\$2,078

Mackenzie Counselling Services is a second-time applicant. In 2017 Mackenzie Counselling Services received funding to paint the exterior and roof overhang, repair damaged boards and replacement of face board. Each year a building may access the Business Façade Improvement Program for new/incremental façade improvements.

Before Photo



Ace Victory

Project	Total Project Cost	Maximum Eligible Grant	Recommended Grant
Installation of 55' sign decal on warehouse building	\$4,317	\$2,158.50	\$2,158.50

Ace Victory is a second-time applicant. In 2017 Ace Victory was awarded funding for the installation of a digital sign, and in 2020 they received funding for the painting of the exterior of their building. 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 \$10,763.50 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:

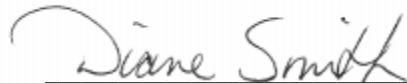
Economic Vitality

- The District is a leader in 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