



## Council report

<b>Meeting date:</b>	May 18, 2021
<b>Title:</b>	Municipality of West Grey – Community Improvement Plan (2021) Application Update
<b>Prepared by:</b>	Lorelie Spencer, Manager of Planning and Development
<b>Reviewed by:</b>	Laura Johnston, CAO

### Recommendation

THAT council receive the report: Community Improvement Plan (2021) Application Update for information.

### Executive summary

West Grey's Community Improvement Plan (CIP) was approved by council through bylaw 83-2020 on December 1, 2020. The application for program funding was posted on-line in January 2021. Pre-consultation is required for all applications with the Plan Administrator and work is not permitted to commence until approval and execution Financial Incentive Program Agreement has been completed. At the time of authoring this report, staff have received a total of 13 applications.

### Background and discussion

A CIP enables municipalities to develop policies and provide incentives to target growth and investment. West Grey created the CIP to support the economic development vision of the municipality of 'Investment Ready and Open for Business' while also supporting the vibrant rural and agricultural community. The CIP applies to all lands within the defined area of the municipality. Seven different streams within the CIP program exist, as follows:

1. Façade, building and signage improvement grant
2. Property, landscaping and parking area improvement grant
3. Accessibility improvement grant
4. Planning and building permit fee grant
5. Secondary suite development charge grant
6. Surplus land and building grant
7. Environmental study grant



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Each grant has parameters to define the eligible components. Staff have found the public are gaining stride in the application process and the program is being met with enthusiasm. Staff have encouraged each successful applicant to document the construction process so photographs can be utilized to further promote the program now and in the years to follow.

A fund allocation of \$120,000.00 was set aside for 2021. To date, approximately \$48,000.00 in improvements have been approved, with half of these projects are nearing completion. As each project is completed, a final site inspection will be completed to ensure that the works have been completed in accordance with the agreement to facilitate release of the funds.

All successful applicants are also eligible for funding through the Saugeen Economic Development Corporation (SEDC). For those businesses located in West Grey and having received formal written approval by the municipality to participate in the CIP, the SEDC is offering the following: a business improvement loan to provide 50% of the matching funds required for a commercial revitalization project, as per the eligibility requirements of the West Grey Community Improvement Plan.

SEDC funds can assist in the following program streams:

1. Facade and Building Improvements
2. Signage Improvements
3. Parking, Landscaping and Parking Area Improvements
4. Accessibility Improvements
5. Planning Fee Grant
6. Building Permit Fee Grant
7. Environmental Study Grant

Terms:

1. Proof of municipal CIP approval
2. Unsecured business loan up to \$20,000
3. 5% interest rate
4. Simple application process
5. Flexible repayment terms
6. Personal guarantee required

A further loan is available for Secondary Suite Development of up to \$20,000 under the same terms.

## Legal and legislated requirements

None.



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## Financial and resource implications

Funds to be withdrawn from the CIP budget, once the funds are exhausted the program will close to applications for 2021.

## Staffing implications

None.

## Consultation

None.

## Alignment to strategic vision plan

Pillar: Build a Better Future

Goal: Vibrant Community

Strategy: Continue West Grey Beautification Projects

## Attachments

None.

## Next steps

Staff will continue to assist applicants in the pre-consultation and application process and ensure that the plan is promoted as much as possible through the communications coordinator and West Grey's promotional channels.

Further updates will be provided to council, including a full CIP report card toward the end of 2021. This will keep council apprised of the success of the CIP and further promote the program to the public.

Respectfully submitted:



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