



Meeting Date: April 28, 2021

Submitted by: Scott Mairs

Report No: CMS-06-2021

Subject: 2021 Community Improvement Plan Applications

Recommendation:

THAT Report CMS-06-2021 re: 2021 Community Improvement Plan Applications be received;

AND THAT Council approves the recommendations of the Community Improvement Plan Evaluation Committee for the following projects:

- This Oak House – Total estimated Façade and Signage Improvement costs of \$12,771.26 be approved for a municipal contribution of \$4,500.00;
- Jezebel Soaps – Total estimated Façade and Signage Improvement costs of \$348.04 be approved for a municipal contribution of \$174.02;
- King Edward Restaurant - Total estimated Renovation or Construction costs of \$3,000.00 be approved for a municipal contribution of \$2,500.00;
- Saker Realty - Total estimated Façade and Signage Improvement costs of \$18,710.74 be approved for a municipal contribution of \$4,500.00;
- Compass Rose Wellness - Total estimated Façade and Signage Improvement costs of \$8,610.00 be approved for a municipal contribution of \$4,305.00;
- McLachlan Family Syrup - Total estimated Façade and Signage Improvement costs of \$12,260.50 be approved for a municipal contribution of \$4,500.00 and
- Parsons Pump Works - Total estimated Façade and Signage Improvement costs of \$10,961.00 be approved for a municipal contribution of \$4,500.00
- TomLand Holding Corporation - Total estimated Façade and Signage Improvement costs of \$42,950.00 be approved for a municipal contribution of \$4,500.00.

Purpose:

To review the applications received by the Municipality under the 2021 Community Improvement Plan.

Background:

Municipalities are using community improvement planning as one means of planning and financing development activities that effectively use, reuse and restore lands, buildings and infrastructure. The objective is to continually invigorate communities through the realization of environmental, social, cultural and economic benefits achieved from more sustainable growth management and development practices.

In 2020, Middlesex Centre retained Erebus Municipal Consulting to review the Ilderton Community Improvement Plan with the following mandate:

1. Review the existing catchment area and determine if the Community Improvement Plan could be expanded to include other parts of the municipality;
2. Review the existing incentives noted in the Master Plan and determine the relevance of the incentives while also offering other incentives permitted under legislation. Erebus Municipal Consultants made several visits to Middlesex Centre and met with staff, business owners and residents to gain an understanding of the community and inform their review and report.

At the November 25, 2020 Council meeting, Report CAO-44-2020 was brought forward for Council to adopt a new Community Improvement Plan for the Municipality Middlesex Centre. The intake period for this round of applications was open between February 17, 2021 and March 31, 2021.

Analysis:

The six grant categories are:

1. Façade and Signage Improvement Grant
2. Development Charges Grant
3. Property Tax Increment Equivalent Grant
4. Building Fee Reimbursement Program
5. Retrofits or Modifications to Premises to Improve Accessibility
6. Allowance for Renovation or Construction Costs related to a Significant Public Health Event

Successful applicants may receive 50% of the project costs up to a maximum project cost of \$10,000, therefore the maximum grant the Municipality will be allocating to one project is \$5,000. Total project costs can exceed \$10,000, but the Municipality will only contribute a maximum of \$5,000.

In total, eight applications were received. The following applications were evaluated and approved by the Evaluation Committee:

| Applicant | Funding Stream | Total Project Costs | Eligible Amount | Approved Amount |
|-----------------------------|-------------------|---------------------|--------------------|--------------------|
| This Oak House | Façade & Signage | \$12,771.26 | \$5,000.00 | \$4,500.00 |
| Jezebel Soaps | Façade & Signage | \$348.04 | \$174.02 | \$174.02 |
| King Edward Restaurant | Rebate/Reno Costs | \$3,000.00 | \$2,500.00 | \$2,500.00 |
| Saker Realty | Façade & Signage | \$18,710.74 | \$5,000.00 | \$4,500.00 |
| Compass Rose Wellness | Façade & Signage | \$8,610.00 | \$4,305.00 | \$4,305.00 |
| McLachlan Family Syrup | Façade & Signage | \$12,260.50 | \$5,000.00 | \$4,500.00 |
| Parsons Pump Works | Façade & Signage | \$10,961.00 | \$5,000.00 | \$4,500.00 |
| TomLand Holding Corporation | Façade & Signage | \$42,950.00 | \$5,000.00 | \$4,500.00 |
| Total | | \$109,611.54 | \$31,979.02 | \$29,479.02 |

Financial Implications:

That \$29,479.02 is to be funded through the Build Middlesex Centre Fund.

Strategic Plan:

This matter aligns with following strategic priorities:

- Vibrant Local Economy
- Balanced Growth