
HALDIMAND COUNTY

Report PED-EDT-05-2018 Main Street Revitalization Funding Program For Consideration by Council in Committee on April 24, 2018



OBJECTIVE:

To provide Council with an overview of the new municipal funding agreement for the Main Street Revitalization Program announced in early 2018 and to authorize the Mayor and Clerk to execute the Agreement with the Association of Municipalities of Ontario.

RECOMMENDATIONS:

1. THAT Report PED-EDT-05-2018 Main Street Revitalization Funding Program be received;
2. AND THAT funds received from the Association of Municipalities of Ontario for the Main Street Revitalization Funding Program in the amount of \$69,935.67 be contributed to the Community Improvement Plan Reserve;
3. AND THAT a By-law be presented for enactment, authorizing the Mayor and Clerk to execute the Municipal Funding Agreement for the transfer of the Main Street Revitalization Funding Allocation.

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Respectfully submitted: Craig Manley, MCIP, RPP, General Manager of Planning and Economic Development

Approved: Donald G. Boyle, Chief Administrative Officer

EXECUTIVE SUMMARY:

A by-law must be passed by Council to execute the Municipal Funding Agreement between Haldimand County and the Association of Municipalities of Ontario for the transfer of the Main Street Revitalization funding. Staff are recommending that the \$69,935.67 from the Main Street Revitalization funding program be allocated to the Community Improvement Plan reserve.

BACKGROUND:

The recently announced Main Street Revitalization Initiative is a \$26 million Provincial fund to help municipal government undertake main street revitalization activities that support and benefit small businesses. Based on the funding formula, Haldimand County will receive \$69,935.67. The Association of Municipalities of Ontario (AMO) is administering the fund on behalf of the Ministry of Agriculture, Food and Rural Affairs (OMAFRA). The agreement between AMO and Haldimand County is effective as of April 1, 2018 and the monies must be fully spent by March 31, 2020.

ANALYSIS:

The intent of the Main Street Revitalization Funding program is to assist municipalities in investing in those activities that will support small businesses and revitalize main streets. The funding can be allocated to one or both of the following areas:

1. Community Improvement Plan (existing) with eligible projects that might include:
 - Commercial building façade improvements;
 - Preservation and adaptive reuse of heritage and industrial buildings;
 - Provision of affordable housing;
 - Space conversion for residential and commercial uses;
 - Structural improvements to buildings (e.g. Building Code upgrades);
 - Improvement of community energy efficiency; and
 - Accessibility enhancements.
2. Physical infrastructure priorities (municipal) identified through other municipal land use planning documents for the municipality's main street that involves the construction, renewal, renovation/redevelopment, or material enhancement. Eligible projects include:
 - Signage – wayfinding, directional and gateway;
 - Streetscaping and landscape improvements – lighting, banners, murals, street furniture, interpretive elements, public art, urban forestation, accessibility, telecommunications/broadband equipment, parking, active transportation infrastructure (e.g. bike racks/storage, cycling lanes and paths) and pedestrian walkways/trails; and
 - Marketing plan and implementation – business attraction and promotion activities, special events.

Staff from Engineering, Finance, Planning and Development and Economic Development and Tourism met to discuss the best use of these funds based on approved projects that would meet the above criteria. Staff are in agreement that allocating these funds to the existing Downtown Community Improvement Program (CIP) would provide the best opportunity to impact several of the urban areas within Haldimand County, as well as, to ensure that our small businesses would directly benefit from these funds. Haldimand County's existing CIP has programs already established that would permit the projects as identified through the Main Street Funding program.

It is important to note that only projects within the defined Downtown Areas Community Improvement Plan Areas (CIPAs) of the 5 urban areas including Caledonia, Cayuga, Dunnville, Hagersville, Jarvis and the hamlet of Selkirk will be eligible for this funding. Moving forward, eligible projects will continue to be approved on a project by project basis based on the funding parameters as stated in the existing CIP guidelines. The Downtown Areas CIP program continues to receive significant interest and uptake across Haldimand County, and to date, successful projects have been implemented in all of the five (5) urban areas and the hamlet of Selkirk.

The execution of the agreement with AMO requires Haldimand County to report the initial anticipated upfront projects for 2018 (see chart below). It should be noted that with the exception of the first project listed, all other projects listed are still at a very early stage. These property owners/tenants may have indicated an interest and had a preliminary discussion with staff but have not yet submitted an application nor has the project been vetted through the staff review process. Based on previous years uptake of the program, Staff expect that all the funding received will be allocated by the March 31, 2020 deadline.

Project Title	Project Description	Eligible Projects	Total Project Cost	Estimate of Funds (Main Street) to be Spent
Project 1 - Cayuga	Commercial Building Façade Improvement	Downtown Areas CIP	\$43,578 (estimated)	\$15,900
Project 2 - Dunnville	Commercial Building Façade Improvement	Downtown Areas CIP	\$8,000 (estimated)	\$4,000 (estimated)
Project 3 - Dunnville	Commercial Building Façade Improvement	Downtown Areas CIP	\$17,000 (estimated)	\$8,500 (estimated)
Project 4 - Dunnville	Commercial Building Façade Improvement	Downtown Areas CIP	\$35,000 (estimated)	\$15,000 (estimated)
Project 5 - Jarvis	Commercial Building Façade Improvement	Downtown Areas CIP	\$35,000 (estimated)	\$15,000 (estimated)
Total			\$138,578	\$58,400

FINANCIAL/LEGAL IMPLICATIONS:

The 2018 Tax Supported Operating Budget includes an annual contribution of \$150,000 to the Community Improvement Plan Reserve. The projected 2018 ending balance of the reserve is \$77,624 which includes approved projects for 2018 in the amount of \$95,249. The municipal funding agreement with AMO states that funding received for the Main Street Revitalization must be deposited in a dedicated reserve fund or other separate distinct interest bearing account. Staff recommend that the funding received from AMO for the Main Street Revitalization be contributed to the Community Improvement Plan Reserve bringing the forecasted 2018 ending balance to \$147,560 (excluding interest earned on the grant funds received). As the Community Improvement Plan Reserve is not an interest bearing reserve fund, staff will ensure the grant monies received and the timing of when the project expenditures are utilized and tracked in order to ensure that interest is allocated appropriately. Any interest earned will be allocated to projects specifically identified under the grant program. Interest earned is allocated based on the average yield of the County's overall investment portfolio, as is County practice for all interest bearing reserve funds. Municipalities have until March 31, 2020 to spend funds received on eligible projects.

Building on the success of the risk management framework established under the Federal Gas Tax Agreement, municipalities only need to report the initial upfront anticipated projects for 2018 and then once annually on projects until all funds are spent. The annual reporting is similar to what is required under the Federal Gas Tax Agreement. These reports will be due to AMO by May 15, 2019 and every year thereafter until the funds are spent. The full reporting criteria is included in Schedule D of the attached Agreement (Attachment 1).

STAKEHOLDER IMPACTS:

There are requirements within the agreement that require Haldimand County to acknowledge the support of Ontario for Eligible Projects. In addition, Haldimand County is required to notify Ontario within five (5) business days of planned media events or announcements related to the project, to facilitate the attendance of Ontario. Media events and announcements include but not limited to – news conferences, public announcements, official events or ceremonies and news releases.

REPORT IMPACTS:

Agreement: Yes

By-law: Yes

Budget Amendment: No

Policy: No

ATTACHMENTS:

1. Funding Agreement Authorizing By-law.