

COUNCIL REPORT

Meeting Date: August 16, 2021
Department: Economic Development
Report No.: ED-2021-04
Submitted by: Demetri Makrakos – Economic Development Officer
Approved by: Fred Tranquilli – Chief Administration Officer/Clerk

SUBJECT: Community Improvement Plan Applications

RECOMMENDATION: THAT: Council approve the funding through the CIP programs for the three applications presented below.

STRATEGIC PLAN ALIGNMENT:

This matter is in accord with the following strategic priorities:

- 1) Economic Development: Strathroy-Caradoc will have a diverse tax base and be a place that offers a variety of economic opportunities to current and prospective residents and businesses.
- 2) *Destination Building*: Strathroy-Caradoc will provide distinct experiences that celebrate its past and future by prioritizing innovative new ideas that set the community apart.

BACKGROUND:

The Municipality of Strathroy-Caradoc undertook the preparation of this Community Improvement Plan (CIP) in late 2019 and early 2020, intending to build on the success of the previous CIP “About Face”. Through this new CIP, Strathroy-Caradoc intends to renew its commitment to community improvement and encourage economic investment through the expansion of improvement strategies and financial incentives. The former façade improvement program lacked consistency and an efficient management strategy. The application process for Strathroy-Caradoc’s ten incentive programs stream through the new CIP plan and became active in April of 2021.

COMMENTS:

Six applications have been received so far in 2021. The CIP Implementation Committee met to review the applications. Of the six, three have been selected by the committee for funding.

- 1) Middlesex Spine & Sport Clinic

This application is for new signage in front of the building at 22494 Adelaide Rd, Mount Brydges. Through the 5.1 Beautification Program, the municipality can fund the project for 50% of construction costs up to \$15,000 and 50% of professional fee costs up to \$1,500. The quote provided in the application is for \$7200 + HST. The drawings for this application can be found in Attachment A of this report.

2) Front Street Revival Ltd.

This application is for new exterior lighting at 51 Front St W, Strathroy. Through the 5.10 Environment and Sustainability Program, the municipality can fund the project for 50% of construction costs up to \$10,000. The quote provided in the application is for \$9850 + HST. Labour costs were not included in the quote but are estimated to be \$3000 for this project.

3) Front Street Revival Ltd.

This application is for façade construction project at 51 Front St W, Strathroy. Through the 5.1 Beautification Program, the municipality can fund the project for 50% of construction costs up to \$15,000 and 50% of professional fee costs up to \$1,500. The quote provided in the application indicates \$53000 of project costs and \$5000 of professional fee costs. An illustration of the façade work to be completed can be found in Attachments B.

CONSULTATION:

The CIP Implementation Committee which met to review applications against funding criteria was comprised of:

- Director of Finance | Treasurer – Bill Dakin
- Director of Community Services – Rob Lilbourne
- Director of Building and Planning – Jennifer Huff

FINANCIAL IMPLICATIONS:

Middlesex Spine & Sport Clinic – \$4,100

Front Street Revival Ltd. (5.1) – \$16,500

Front Street Revival Ltd. (5.10) – \$6,425

\$170,000 was allocated to CIP Program funding for 2021. If the three projects herein are the remaining balance available for all CIP incentives would stand at 84% (\$142,000) of the CIP budget for the remainder of 2021. Intake and evaluation periods for applications are quarterly, with this current intake period ending September 30, 2021. Any unspent funds will be rolled over into the CIP program funding for 2022.

The CIP is intended to incentivize a broad array of community activities which have been identified as Council priorities including increasing densities, improved design and energy efficiency.

ATTACHMENTS:
NONE

A) Middlesex Spine & Sport Clinic



B) Front Street Revival Ltd.

