

## REPORT

### ADMINISTRATIVE SERVICES COMMITTEE

MEETING DATE: JUNE 18, 2018

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**FROM:** Economic Development Department

**DATE:** May 18, 2018

**SUBJECT:** Main Street Revitalization Funding Program - By-law 2018-090

**LOCATION:**

**WARD:** Multiple Wards: 1 and 2

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#### RECOMMENDATION:

1. That By-law 2018-090, a by-law to enter into an agreement with AMO regarding Ontario's Main Street Revitalization Initiative, attached as Appendix "A" to the report dated May 18, 2018 from the Economic Development department, be passed.
2. That the Town's allocation under the Main Street Revitalization Initiative be split equally between the Kerr Village Business Improvement Area and the Bronte Village Business Improvement Area.

#### KEY FACTS:

- The Province of Ontario has launched a \$26 Million dollar fund for main street revitalization projects to be administered by the Association of Municipalities of Ontario (AMO).
- All municipal governments are eligible for an allocation under the Main Street Revitalization Initiative. The Town of Oakville's allocation is \$201,063.
- Town staff recommend that the town's allocation under this program be split equally between the Kerr Village Business Improvement Area (BIA) and the Bronte Village Business Improvement Area (BIA).

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**BACKGROUND:**

On January 23, 2018 the Ministry of Agriculture, Food and Rural Affairs announced \$26 million dollars in funding for the Main Street Revitalization Initiative. The program provides funding to help revitalize main streets through infrastructure investment or Community Improvement Plans. The funding amount for each municipality was based on population size as indicated in the 2016 Census of population. In March 2018, AMO announced that due to administrative efficiencies 413 municipalities will receive about 4% more than originally indicated in January when the program was announced by the province. Accordingly, the original allocation amount was revised from \$192,507 to \$201,063 as the final allocation amount.

The Guidelines for this funding program require that municipalities must incur expenses for construction, renewal, or material enhancement before March 31, 2020 under two eligible project categories:

- Community Improvement Plans and/or
- Municipal Physical Infrastructure.

Municipalities can identify projects in one or both categories.

Under the terms of this program, the Province has indicated that the following costs will be ineligible:

- Costs incurred prior to April 1, 2018 or after March 31, 2020;
- Any costs associated with providing any reports to AMO;
- Any costs associated with lobbying Ontario, including other Ministries, agencies and organizations of the Government of Ontario;
- Costs for infrastructure works in the following categories: highways, short-sea shipping, short-line rail, regional or local airports, and brownfield redevelopment;
- Costs of infrastructure works that do not improve energy efficiency, accessibility, aesthetics or marketability of small business within a main street area;
- Costs of infrastructure works outside of main street areas, as defined through an existing Community Improvement Plan or other municipal land use planning policy;
- The cost of leasing of equipment, any overhead costs, including salaries and other employment benefits of any employees, its direct or indirect operating or administrative costs, and more specifically its costs related to planning, engineering, architecture, supervision, management and other activities normally carried out by its staff, except in accordance with eligible costs above;
- Taxes to which the municipality is eligible for a tax rebate;
- Purchase of land or any interest therein, and related costs; and,
- Routine repair and maintenance costs.

**COMMENT/OPTIONS:**

Town staff have met with representatives of the Kerr Village BIA and Bronte Village BIA to identify strategic municipal infrastructure investments that could be implemented before March 31, 2020 with the terms of the program criteria.

The Boards of Management for the Bronte and Kerr BIAs have met and have requested that the Ontario's Main Street Revitalization initiative funds be used for the following infrastructure projects:

- Kerr Street BIA – Gateway signage
- Bronte BIA – Gateway Signage

The proposed investments have been informed by the following reports and studies:

- Kerr Village BIA Action Plan, September 2015
- Retail Market Action Plan for Bronte Village, September 18, 2012
- Livable Oakville, Draft Urban Design Guidelines for Kerr and Bronte.
  - Town staff are preparing urban design documents tailored specifically for the main street corridors of Kerr Village and Bronte Village. This work will provide direction for achieving desirable and compatible development that responds to the surrounding local context and further enhances the character of that district.

Staff recommends that the \$201,063 allocation for Oakville be split equally between the Kerr Village BIA and the Bronte Village BIA. Council has already approved a significant financial allocation for infrastructure Downtown Oakville in the Lakeshore Road Streetscape project. The requests for gateway signage in Kerr Village and Bronte Village BIAs are eligible costs under Ontario's Main Street Revitalization Initiative.

The municipal funding agreement for Ontario's Main Street Revitalization Initiative must be signed between the Association of Municipalities of Ontario and the municipality in order to receive these funds. Appendix A contains the by-law authorizing the execution of the agreement. A copy of the *AMO Municipal Funding Agreement – Ontario's Main Street Revitalization Initiative* is attached as Appendix B to this report.

**CONSIDERATIONS:****(A) PUBLIC**

This is a funding allocation between the Town of Oakville and the Kerr Street Village and Bronte Village BIAs.

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**(B) FINANCIAL**

The Main Street projects will be funded through funds made available from the Province of Ontario.

**(C) IMPACT ON OTHER DEPARTMENTS & USERS**

Not applicable

**(D) CORPORATE AND/OR DEPARTMENT STRATEGIC GOALS**

This report addresses the corporate strategic goal to:

- enhance our economic environment
- provide outstanding service to our residents and businesses

**(E) COMMUNITY SUSTAINABILITY**

These Main Street projects will help improve the economic environment of two of Oakville's commercial districts by providing improved Gateway signage to attract people to retailers located within the BIA boundaries.

**APPENDICES:**

Appendix A – By-law - 2018-090 - A by-law to enter into an agreement with AMO regarding Ontario's Main Street Revitalization Initiative

Appendix B – AMO Municipal Funding Agreement, Ontario's Main Street Revitalization Initiative

Prepared by:

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