

HALIFAX

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Item No.
HRM Grants Committee
September 8, 2014

TO: Chair and Members of Grants Committee

Original Signed

SUBMITTED BY:

Bruce Fisher Acting for Greg Keefe, Director of Finance & Information
Technology/CFO

DATE: August 1, 2014

SUBJECT: **BID Contributions Fund: 2014-2015 Recommended Awards**

ORIGIN

October 4th, 2011- BID Contributions Fund Policy approved by Regional Council effective April 1, 2012. This program provides discretionary matching funding to Business Improvement Districts formally recognized by HRM.

LEGISLATIVE AUTHORITY

HRM Charter (2008) Section - 70 (1).

RECOMMENDATION

It is recommended that the HRM Grants Committee recommend that Regional Council approve the 8 awards detailed in Attachment 2 of this report for a combined total of \$107,000 from operating account C771 – 6919.

BACKGROUND

The Halifax Charter (2008) Section 70 (1) permits an area rate on all properties assessed as Commercial located within a designated Business Improvement District (BID) for the purpose of promoting or beautifying the district. Historically, HRM has partnered with local BIDs through the provision of discretionary funding for specific projects conditional upon matching non-municipal funding provided by the BID; these matching contributions of cash, not in-kind, may be derived from the annual tax levy, grants from government or foundations, corporate sponsorship etc. (BID Contributions Fund Policy, Item 12).

Currently, there are eight (8) BIDs that are eligible to apply for funding from the 2014-2015 *BID Contributions Fund*. The value of award is determined on an annual basis as a proportional share (%) of

the combined value of the current year's BID levies, excluding any grant-in-lieu of taxes paid by the provincial or federal government. The 2014-15 BID levies are listed in **Attachment 1**.

DISCUSSION

The 2014-2015 *BID Contributions Fund* received eight (8) on-time applications for a total of twenty one (21) projects. The individual projects are listed in **Attachment 2** of this report.

FINANCIAL IMPLICATIONS

The combined value of recommended awards conforms to the program budget of \$107,000 (Special Projects Account C771-6919).

2014-2015 BID Contributions Fund	\$107,000.00
Less Combined Value of Recommended Awards (8)	<u>(\$107,000)</u>
Balance	\$0

COMMUNITY ENGAGEMENT

The Grants Committee consists of five (5) members of Regional Council and five (5) members of the general public.

ENVIRONMENTAL IMPLICATIONS

Not applicable.

ALTERNATIVES

The Grants Committee could overturn or amend a staff recommendation, or request further information prior to making a committee recommendation to Regional Council.

ATTACHMENTS

1. Table 1. Combined BID Levies and Eligible Proportional Share of HRM Discretionary Funding 2014-2015.
2. List of Recommended Awards by Business Improvement District.

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.php> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Peter Greechan, Community Developer, Grants & Contributions, Finance & ICT, 490 7310

Original Signed

Report Approved by: Bruce Fisher, Manager Fiscal Policy & Financial Planning, Finance & ICT, 490 4493

Table 1. Levy Revenues per BID and Corresponding Proportional Share (%) of HRM Discretionary Funding 2014-15			
Business Improvement District	Total BID Levy	Percent of Combined Total Levy	HRM Funding
Downtown Halifax Business Commission	\$786,600	40%	\$43,162.15
Downtown Dartmouth Business Commission	\$249,200	13%	\$13,674.05
Main Street Dartmouth Business Improvement Association	\$92,000	5%	\$5,048.21
North End Business Association	\$116,900	6%	\$6,414.51
Quinpool Road & Mainstreet District Association	\$104,700	5%	\$5,745.08
Sackville Business Association	\$168,100	9%	\$9,223.95
Spring Garden Area Business Association	\$360,300	18%	\$19,770.31
Spryfield & District Business Commission	\$72,200	4%	\$3,961.74
Total	\$1,950,000	100%	\$107,000

Individual BID area rates were approved by Regional Council on June 24, 2014.

Attachment 2

In alphabetical order, the following lists the projects submitted for funding by eligible BID Associations in 2014. The dollar amount requested for each project represents **a minimum of 50% of the actual project costs**. Program policy states; "HRM's total contribution (from all sources) shall not exceed 50% of total project costs". (BID Contributions Policy, Section 11).

1. Downtown Dartmouth Business Commission (\$13,674.05)

Incorporated as a non-profit society in 2002, the Downtown Dartmouth BID represents ~350 businesses including retail, government institutions, corporate offices and predominantly medium to low-rise residential holdings. The Commission's catchment area is in part, bounded by the Downtown Dartmouth waterfront, extending North West to Shore Road and North East to encompass Prince Albert Road.

- Enhanced Maintenance and Beautification. *Banner and Seasonal Décor Project*: Installation and removal of seasonal street banners and seasonal decorations for the 2014 Christmas Season. **(\$7,500)**
- Marketing and Promotions. *Marketing and Advertising Initiative*: This is a multi-faceted initiative that will include updating visitors / residents walking map, development and delivery of new summer events promotional flyers, the promotion of *Santa Shops Here* through multiple advertising mediums, the promotion of summer music concert series and *Movies in the Park*, and general brand ongoing marketing and advertisement. **(\$6,174.05)**

2. Downtown Halifax Business Commission (\$43,162.15)

The Downtown Halifax BID incorporated as a non-profit society in 1996 and represents ~ 1,800 businesses that includes small sole proprietorships and retailers, government institutions, corporate offices, medical facilities, entertainment and hospitality industries, the non-profit sector, and predominantly high density residential holdings. The Commission's catchment area is bounded by the Halifax waterfront, Cogswell Interchange, and the southern portion of Brunswick Street and Barrington Street.

- Enhanced Maintenance and Beautification. *Seasonal Flower Baskets*: Installation of fifty (50) flower baskets along Barrington and George Street. The baskets will remain in place for the months of June, July, August, and September. **(\$7,285.00)**
- Marketing and Promotions. *Outdoor Picnic Tables*: In order to attract and retain visitors to Downtown Halifax as well an overall effort to promote and utilize the area's "green spaces", the Commission plans to purchase and install an additional 10 multi-coloured wooden picnic tables at various locations. The picnic tables will be moved periodically throughout the Downtown to encourage people to experience various green spaces and create a "warm and welcoming atmosphere" for the public. **(\$1,500)**
- Safety and Security. *Navigator Street Outreach Initiative*: Local businesses have taken a progressive and pro-active approach to tackle issues that inhibit the development of a vibrant downtown economy through development of the Navigator Program. The program is sponsored in collaboration with the Spring Garden Area Business Association and employs a full-time support worker to liaise with government and non-profit service providers in identifying the support mechanisms (i.e. food, accommodation, employment, transportation, education, health services etc.) required to help homeless and at-risk persons' secure stable housing and employment. **(\$29,000)**

- Business Recruitment & Retention. *Pedestrian Counter Initiative*: Involves the installation of six (6) electronic pedestrian counters throughout the Downtown area. Data will be collected from the counters on an ongoing basis and will be made available to members of the Commission and other interested parties. In addition the Commission will be creating a web site that will allow access to the data collected. **(\$1,000)**
- Governance & Membership. *DHBC Engagement Storefront*: The creation of a storefront presence to enhance and increase membership outreach and engagement. The space will be equipped with large TV monitors and associated software that will promote downtown Halifax businesses. It will also contain a large graphic magnetic map to promote various downtown events, places, activities; among others. The *storefront* will contain tables, chairs and other furniture. Members will be able to more readily meet with staff and other members of the Business Commission. Members will also be able to utilize the space for `pop-up retail` and information for residents and visitors to the urban core. **(4,377.15)**

3. Main Street Dartmouth Business Improvement Association (\$5,048.21)

The Main Street & Area Business Improvement District was incorporated as a non-profit society in July, 2008. The Association represents ~ 175 businesses that include a variety of retail amenities including restaurants, health services, automotive sales and services. The Association's district encompasses the Main Street / Tacoma Drive area including Lakecrest Drive, Gordon Avenue, Hartlen Street, and a portion of Major Street, Dartmouth.

- Marketing and Promotions. *Main Street Dartmouth Calendar*: Production of an annual calendar distributed to ~ 6,000 residents, businesses, and community organizations. The calendar promotes local events (parade, clean-ups, networking), dates of historical significance, and key marketing messages with photographs and narrative descriptions. Total project costs estimated to be \$12,000. **(\$3,500)**.
- Events. *The Tribute to Veterans and Those Who Serve*: An annual parade hosted by the Association in November. Due to weather conditions a large tent for public seating is rented at a cost of ~\$4,000. **(\$1,548.21)**

4. North End Business Association (\$6,414.51)

Incorporated as a non-profit society in 2011, the North End Business Association is Halifax's newest Business Improvement District association. Representing ~ 265 commercial accounts that include approximately 400 businesses, the NEBA's catchment area includes Gottingen Street and Agricola Street, extending south to Cogswell Street and North to Kaye Street.

- Marketing and Promotions. *Web site development*: Development of the Association's web site that is accessible on mobile, tablet and desktop computers to use a marketing and promotion tool, for businesses and events in the North End. **(\$3,000)**
- Marketing and Promotions. *Agricola Street Holiday Open House and Parade*: Involves expanding the scope of the holiday parade by engaging businesses in an open house event. **(\$1,500)**
- Marketing and Promotions. *Gottingen 250 Anniversary Festival*: A component of the Festival will involve the installation of commemorative plaques that celebrate people, places and events in the

North End. The plaques are intended to enhance the audience's (e.g. shoppers, visitors, tourists and local residents) experience in the area such as highlighting destinations within the District. **(\$1,500)**

- Business Recruitment & Retention. *HRM Centre Plan Collaboration*: Involves working with local businesses and organizations in relation to the HRM Centre plan initiative scheduled to commence in the Fall of 2014. **(\$414.51)**

5. **Quinpool Road and Mainstreet District Association (\$5,745.08)**

The Quinpool Road BID incorporated as a non-profit society in 2001 and represents ~120 retail and professional businesses located on Quinpool Road between Robie Street and Connaught Avenue.

- Marketing and Promotions. *"Quinspired" Gift Ideas & Holiday Calendar*: The initiative, available to Association members at no cost, highlights specific local business promotions and is publicized through the Association's web site and 2,000 flyers. The flyers will also feature a list of free holiday events on Quinpool Road. **(\$2,300)**
- Marketing and Promotions. *Quinpool Road's "Q-PON" Initiative*: Launched in 2013, the initiative, available to all Quinpool Road and Mainstreet District Association members without cost, involves the production of 3,500 "cards and card wraps". The cards will be distributed to the public during various special events hosted by members and/or the Association. **(\$1,848)**
- Marketing and Promotions. *Seasonal Décor*: The installation and removal of twenty-four (24) Christmas banners along Quinpool Road. **(\$571.08)**
- Marketing and Promotions. *Tourism & Promotional Materials*: The creation of a detailed road map of all the tourism related businesses located within the BID boundaries. The maps accompanied with card racks are distributed to local hotels and mailed to visitor information centres located throughout the Province. **(\$1,026)**

6. **Sackville Business Association (\$9,223.95)**

Incorporated as a non-profit society in 2003, the Sackville Business Association represents ~ 300 business and commercial property owners located within the Sackville Drive Secondary Planning area, in addition to a portion of Sackville Drive between Beaver Bank Road and Millwood Drive.

- Enhanced Maintenance and Beautification. *Decorative Flower Baskets and Seasonal Decorations*: The Association will install seventy (70) hanging flower baskets along Sackville Drive that are replaced in the Fall by wreaths to enhance the aesthetics of this major arterial route at a total cost of \$21,760. **(\$9,223.95)**

7. **Spring Garden Area Business Commission (\$19,770.31)**

Incorporated as a non-profit in 1984, the Spring Garden Area BID represents ~380 businesses comprising predominantly retail, entertainment and hospitality industries. The BID's catchment area includes Spring Garden Road from Summer Street to Brunswick Street and smaller side streets including Queen, Clyde, Birmingham, and College and a portion of University Avenue.

- Safety and Security. *Navigator Street Outreach Initiative*: A partnership between the Spring Garden Area Business Commission and Downtown Halifax Business Commission which in part involves the employment of an outreach worker to provide assistance to “street-involved” persons (homeless and/or at risk individuals) by connecting them with various social support agencies. The service also provides direct assistance to individuals with personal identification (i.e. obtain proper identification), obtaining a driver’s license, establishing a bank account, identification of potential employment opportunities, and access to health care and affordable housing. **(\$10,000)**
- Marketing and Promotions. *Shopping Under the Stars*: A seasonal retail promotion in November and December using a combination of print materials, banners, radio and website promotions as well as a direct mail campaign. **(\$9,770.31)**

8. Spryfield and District Business Commission (\$3,961.74)

The Spryfield BID incorporated as a non-profit society in 2000. The Commission represents ~175 predominantly small to medium- sized businesses located on and adjacent to Herring Cove Road and extending to Northwest Arm Drive.

- Enhanced Maintenance and Beautification. *Decorative Flower Baskets*: Installation of thirty-two (32) hanging flower baskets throughout the Business Improvement District. **(\$3,961.74)**