


**HRM Grants Committee**  
**August 13, 2012**

**TO:** Chair and Members of HRM Grants Committee

**SUBMITTED BY:**

  
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Greg Keefe, Director of Finance and Information Technology  
Services/CFO

**DATE:** July 19, 2012

**SUBJECT:** **BID Contributions Fund: 2012 Recommended Awards**

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**ORIGIN**

October 4<sup>th</sup>, 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.

**RECOMMENDATION**

It is recommended that the HRM Grants Committee recommend that Regional Council approve the eight (8) awards detailed in Attachment 2 of this report for a combined total of \$106,000 from operating account C771-6919 and C764-6919.

**BACKGROUND**

The Halifax Charter (2008) Item 70 (1) permits an area rate on all properties assessed as Commercial or Business Occupancy within a designated Business Improvement District for the purpose of promoting or beautifying a 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 funds are cash not in-kind and may be derived from the annual tax levy, grants from government or foundations, corporate sponsorship and fundraising (BID Contributions Fund Policy. Item.12).

In accordance with the recommendations of the Auditor General's report on Corporate Grants, Donations and Contributions (2011), eligibility for municipal funding has been formalized through approved policy, effective April 1, 2012. The program now uses a formal application and reporting process. Currently, there are eight (8) BIDs eligible for funding consideration.

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. Individual BID area rates were approved by Regional Council June 26<sup>th</sup>, 2012, and are listed in **Attachment 1**.

**DISCUSSION**

The *BID Contributions Fund* received eight (8) applications for a total of 17 projects. The individual projects are listed in **Attachment 2** of this report.

It should be noted that the application from the North End Business Association was late. Appreciating that this is the first year of a formal application process, acceptance of this application is recommended in 2012. On a go-forward basis, late applications will be declined.

**BUDGET IMPLICATIONS**

The combined value of recommended awards conforms to the program budget of \$106,000 (C771-6919 and C764-6919)

2012-13 BID Contributions Fund Budget	
C771-6919	\$100,000
C764-6919	\$6,000
Less Combined Value of Recommended Awards (8)	<u>(\$106,000)</u>
Balance	<b>\$0</b>

**FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

**COMMUNITY ENGAGEMENT**

The BIDs were consulted throughout the development of the *BID Contributions Fund* policy. Public participation on the HRM Grants Committee is convened through the office of the Municipal Clerk.

**ENVIRONMENTAL IMPLICATIONS**

Not applicable.

**ALTERNATIVES**

1. The Grants Committee could decline matching funds to the North End Business Association as per Item 6 of the Fund's policy which states "Late or incomplete applications shall not be considered".
2. 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. Levy Revenues per BID and Corresponding Proportional Share (%) of HRM Discretionary Funding 2012-2013
2. List of Recommended Awards by Business Improvement District.

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A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/cc.html> 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.

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Report Approved by: **Dan Nordqvist for:** Bruce Fisher, Manager Fiscal Policy & Financial Planning, 490-4493

**Attachment 1**

<b>Table 1. Levy Revenues per BID and Corresponding Proportional Share (%) of HRM Discretionary Funding 2012-2013</b>			
<b>Business Improvement District</b>	<b>Total BID Levy</b>	<b>% of Combined Total Levy</b>	<b>HRM Funding</b>
Downtown Halifax Business Commission	\$821,700	41.75%	<b>\$44,255.98</b>
Downtown Dartmouth Business Commission	\$247,200	12.56%	<b>\$13,313.96</b>
Main Street Dartmouth & Area Business Improvement Association	\$94,100	4.78%	<b>\$5,068.14</b>
Sackville Business Association	\$158,400	8.05%	<b>\$8,531.27</b>
Quinpool Road & Mainstreet District Association	\$103,300	5.25%	<b>\$5,563.64</b>
Spryfield & District Business Commission	\$71,200	3.62%	<b>\$3,834.76</b>
Spring Garden Area Business Association	\$363,500	18.47%	<b>\$19,577.77</b>
North End Business Association	\$108,700	5.52%	<b>\$5,854.48</b>
<b>Total</b>	<b>\$1,968,100</b>	<b>100%</b>	<b>\$106,000</b>

**Attachment 2**

**List of Recommended Awards by Business Improvement District.**

**1. Downtown Halifax Business Commission (\$44,255.98)**

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 a 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. *Decorative Flower Baskets:* Installation of approximately fifty (50) hanging flower baskets along Barrington Street and George Street to enhance the aesthetics of the downtown area.
- Heritage Conservation and Cultural Districts. *Argyle Streetscape Consultation:* A streetscape planning exercise for Argyle Street convened by the Commission to engage business owners and the general public in a vision to encourage new designed features and increase investment.
- Advocacy. *Public Lectures:* A series of free public lectures including guest speakers from the Canadian Urban Institute. Subjects focus on themes such as research on urban development or revitalization, architectural design, connectivity, culture, innovation, employment, public realms, sustainability, diversity and venture capital.
- Marketing and Promotions. *Marketing Initiatives:* Assorted branding and marketing initiatives including a local business directory aimed at increasing pedestrian traffic in the downtown.
- Safety and Security. *Navigator Street Outreach Program:* 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 individuals secure stable housing and employment. In 2010, the program directly assisted over 150 homeless, transient, and at risk youth and adults.

## **2. Downtown Dartmouth Business Commission (\$13,313.96)**

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.

- Marketing and Promotions. *Re-Branding Project*: Installation of new street banners featuring the Commission's new brand *All Together Downtown Dartmouth*, street signage, posters, brochures and web site upgrades aimed at retaining and attracting business and promoting downtown Dartmouth as a "unique place to live, work and play". Features include events promotion, housing availability, new business openings, and profiles of current business owners operating within the area.

## **3. Main Street Dartmouth and Area Business Improvement Association (\$5,068.14)**

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. *2013 Main Street Dartmouth Calendar*: Production of an annual calendar distributed to approximately 6,000 residents, businesses, and community organizations. The calendar promotes local events (parade, clean-ups, networking), dates of historical significance, profiles of select local business and community organizations, and key marketing messages with photographs and narrative descriptions.
- Marketing and Promotions. *Street Banner Project*: Installation of banners on Tacoma Drive, Hartlen Avenue, and Gordon Avenue.

## **4. Sackville Business Association (\$8,531.27)**

Incorporated as a non-profit society in 2003, the Sackville Business Association represents ~300 commercial property owners/business tenants located on Sackville Drive between Beaver Bank Road and Millwood Drive. The district contains a mix of predominantly retail and professional services.

- Enhanced Maintenance and Beautification. *Decorative Flower Baskets and Seasonal Decorations*: The Association will install approximately 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.

### **5. Quinpool Road and Mainstreet District Association (\$5,563.64)**

The Quinpool Road BID incorporated as a non-profit society in 2001 and represents ~180 retail and professional businesses located on Quinpool Road between Robie Street and Connaught Avenue, Halifax.

- Marketing and Promotions. *Quinfest Event*: The Association will be re-branding their annual Fall event with the addition of a free concert and kite flying competition. The event is family-oriented with games, crafts, and food sampling. Local merchants stage indoor and outdoor merchandise promotions.
- Marketing and Promotions. *2013 Holiday Calendar Flyer*: Production of annual calendar distributed to approximately 16,000 residents, businesses, and community organizations in the area. The calendar promotes local events and includes discount coupons and merchandizing offers to encourage seasonal shopping at local venues.

### **6. Spryfield and District Business Commission (\$3,834.76)**

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

- Enhanced Maintenance and Beautification. *Decorative Flower Baskets*: Installation of approximately forty-four (44) hanging flower baskets along Herring Cove Road that will complement recent municipal infrastructure improvements (paving, medians, tree planting) that enhance the aesthetics of this main arterial route.

### **7. Spring Garden Area Business Association (\$19,577.77)**

Incorporated as a non-profit association in 1984, the Spring Garden Area BID represents ~420 members. The area contains a variety of predominantly retail and entertainment businesses, and the hospitality industry. The BID's catchment area includes Spring Garden Road from Summer Street to Brunswick Street and smaller side streets including Queen Street, Clyde Street, Birmingham Street, College Street, and a portion of University Avenue, Halifax.

- Safety and Security: *Navigator Street Outreach Program*: In partnership with the Downtown Halifax Business Commission, the Association supports the *Navigator Street Outreach Program*.
- Enhanced Maintenance and Beautification: *Seasonal Decorations*: Installation of additional seasonal lighting on side streets adjacent to Spring Garden Road.
- Marketing and Promotion: *Shopping Under the Stars Promotional Campaign*: The Association encourages residents to support local business during the Christmas season

through the provision of live music street performances, shopping specials and product demonstrations. This year's campaign will add radio and social media to print materials and advertising.

**8. North End Business Association (\$5,854.48) – Late Application**

Incorporated as a non-profit society in 2011, the North End Business Association is HRM's newest BID representing ~ 400 members of predominantly retail, sole proprietorships, light industrial services in close proximity to the Maritime Command (Naval). The Association's catchment area is the Gottingen and Agricola Street area, extending south to Cogswell Street and North to Kaye Street, Halifax.

- Enhanced Maintenance and Beautification: *Decorative Flower Baskets*: Installation of approximately forty-eight (48) hanging flower baskets located on the main intersections within the district to enhance the aesthetics of the area.
- Marketing and Promotion: *Point of Entry Signage*: Design, fabrication and installation of point of entry signage to enhance the district's profile.