

HRM Grants Committee
August 12, 2013

TO: Chair and Members of HRM Grants Committee

Original Signed

SUBMITTED BY: _____
Greg Keefe, Director of Finance and ICT/CFO

DATE: July 22, 2013

SUBJECT: **BID Contributions Fund: 2013-2014 Recommended Awards**

ORIGIN

October 4, 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 7 awards detailed in Attachment 2 of this report for a combined total of \$99,803.81 from operating account C771 - 6919.

BACKGROUND

The Halifax Charter (2008) Section 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 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 seven (7) BIDs that are eligible to apply for funding from the 2013-2014 *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 2013-14 BID levies are listed in Attachment 1.

DISCUSSION

The 2013-2014 *BID Contributions Fund* received seven (7) applications for a total of seventeen (17) projects. The individual projects are listed in **Attachment 2** of this report.

It should be noted that the North End Business Association BID did not submit a final report for the funds awarded from the 2012-2013 program. Therefore, the North End Business Association is ineligible for consideration. It should also be noted that an application to the 2013-2014 was not submitted.

FINANCIAL IMPLICATIONS

The combined value of recommended awards valued at \$99,803.81 conforms to the program availability of \$100,000 (Special Projects Account 6919). The remaining balance is \$196.19.

2013-2014 BID Contributions Fund	\$100,000.00
Less Combined Value of Recommended Awards (7)	<u>(\$99,803.81)</u>
Balance	\$ 196.19

COMMUNITY ENGAGEMENT

The Grants Committee consists of five (5) members of Regional Council as well as 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 2013-2014.
2. List of Recommended Awards by Business Improvement District.

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.

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

Original Signed

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

Attachment 1

Table 1. Levy Revenues per BID and Corresponding Proportional Share (%) of HRM Discretionary Funding 2013-2014			
Business Improvement District	Total BID Levy	Percent of Combined Total Levy	HRM Funding
Downtown Halifax Business Commission	\$775,355.67	40.21%	\$42,620.44
Downtown Dartmouth Business Commission	\$267,252.46	13.86%	\$14,690.57
Main Street Dartmouth Business Improvement Association	\$92,032	4.77%	\$5,058.90
Sackville Business Association	\$161,801	8.39%	\$8,894.02
Quinpool Road & Mainstreet District Association	\$98,476.46	5.11%	\$5,413.14
Spryfield & District Business Commission	\$73,200	3.8%	\$4,023.72
Spring Garden Area Business Association	\$347,524.16	18.02%	\$19,103.02
Total	\$1,815,641.75	94.15%	\$99,803.81

Individual BID area rates were approved by Regional Council on June 18, 2013

Attachment 2

The following is a description of each project submitted for funding by BID Associations eligible to apply for funding. 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 Halifax Business Commission (\$42,620.44)

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. **(\$6,055)**
- Marketing and Promotions. Outdoor Picnic Tables: In order to attract and retain visitors to Downtown Halifax as well as an overall effort to promote and utilize the area’s “green spaces”, the Commission plans to purchase and install 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. **(\$2,000)**
- 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. **(\$27,000)**
- Marketing and Promotions. Marketing Initiatives: Assorted branding and marketing campaigns including an updated local business directory aimed at increasing pedestrian traffic in the downtown. **(\$7,565.44)**

2. Downtown Dartmouth Business Commission (\$14,690.57)

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.

- Enhanced Maintenance and Beautification. *Banner and Seasonal Décor Project:* Installation of new street banners to assist in continuation of branding Downtown Dartmouth as a “unique place to live work and play”. In conjunction with this initiative, the Commission is going to install “seasonal décor”: decorative displays that coincide with the changes in season (e.g. Christmas wreaths, summer flowers, etc.). **(\$10,000)**
- Marketing and Promotions. *Marketing and Advertising Initiative:* This is a multi-faceted initiative that will include a number of new marketing strategies including guided walking tours of Downtown Dartmouth, maps listing businesses in the area, rack cards that will highlight features of the Downtown, and a listing of local community events. To compliment this, the Commission will be placing advertisements in a variety of mediums to promote Downtown Dartmouth. **(\$4,690.57)**

3. Quinpool Road and Mainstreet District Association (\$5,413.14)

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. *Holiday Calendar Flyer:* Production of annual calendars distributed to 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. **(\$3,563.14)**
- Marketing and Promotions. *2013 Natal Day Sponsorship.* In addition to the HRM-wide Natal Day celebrations, the Quinpool Road and Mainstreet District Association became involved in the coordination of local events to promote the celebration of Natal Day in 2011. The Association and community partners offer family-oriented celebrations to coincide with the broader Natal Day celebrations. This includes a fireworks display on the Halifax Commons. **(\$1,250).**
- Marketing and Promotions. *Tourism and Promotional Materials:* In order to promote the Quinpool Road and surrounding area as a shopping and tourist destination the Association is developing rack cards and a detailed tourist map that will be mailed to hotels and visitor information centres throughout HRM. **(\$600)**

4. Sackville Business Association (\$8,894.02)

Incorporated as a non-profit society in 2003, the Sackville Business Association represents ~300 commercial property owners/business tenants located on Sackville Drive between the 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 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. **(\$8,894.02)**

5. Main Street Dartmouth Business Improvement Association (\$5,058.90)

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. **(\$3,000)**.
- Marketing and Promotions. *Retractable Banner*: The Association participates in community and corporate events. Planning to purchase a retractable banner which will contain their name and organizational logo. **(\$250)**
- Marketing and Promotions. *Web Site Redesign*: In order to further promote their business directory as well the Association's brand on-line, the Association's web site needs to be re-designed to incorporate new features such as an on-line business directory. **(\$1,808.90)**.

6. Spryfield and District Business Commission (\$4,023.72)

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 the Northwest Arm Drive.

- Enhanced Maintenance and Beautification. *Decorative Flower Baskets*: Installation of forty-five (45) hanging flower baskets along Herring Cove Road that will complement

municipal infrastructure improvements completed in 2012 (paving, medians, tree planting) that enhance the aesthetics of this main arterial route. **(\$4,023.72)**

7. Spring Garden Area Business Commission (\$19,103.02)

- 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 a *Street Outreach Worker* who provides assistance to “street-involved” persons (homeless and/or at risk individuals) by connecting individuals with various social support agencies. The *Navigator* also provides direct support to individuals in the area of 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)**.
- Enhanced Maintenance and Beautification. *Holiday Lighting Program*: The third phase of the holiday décor program to complete side streets in the Spring Garden area with blue and white tri stars affixed to power poles. **(\$3,100)**.
- Marketing and Promotions. *Shopping Under the Stars*: A project to promote the Spring Garden Area for holiday shopping an annual retail shopping “extravaganza” consisting of two evenings, one in November and one in December. This initiative involves a combination of print materials, banners, radio and website promotions as well as a direct mail campaign. **(\$6,003.02)**.