

Pilot Construction Mitigation Grant for the DBBIA

Presented by Carrie Percival, Chair of the DBBIA

Background

On June 7, 2023, the Downtown Brampton BIA Chair and Marketing and Events Chair delegated to Committee of Council requesting support for Downtown Brampton BIA Businesses (CW222-2023). The Council referred to staff to report back to Committee of Council on the following:

1. for consideration and report back to Council prior to the end of June re: Support for Downtown Brampton BIA Businesses;
2. to consider an artist-based tenancy program for vacant city-owned properties;
3. to report back on interest in city-owned vacant properties, and review of the terminology of 'market rent'; and
4. to report on effects of construction impacts on businesses across the city.

On June 21, 2023, staff proposed a budget amendment of \$150,000 to establish a Pilot Downtown Construction Mitigation grant in collaboration with the BIA. Council approved (CW269-2023) a grant amount of \$150,000 to be allocated towards establishing a Pilot Downtown Construction Mitigation Grant.

This support is in accordance with the MOU that is signed between the City of Brampton and the DBBIA.

Purpose

- The Pilot Downtown Construction Mitigation Grant aims to support local businesses within the Downtown Brampton BIA to implement innovative and creative solutions to support and beautify the downtown during major construction.
- "*Major construction*" is defined as major public infrastructure works completed under the authority of the Region of Peel and/or City of Brampton and/or other public agency for a minimum of 18 months that impact the right-of-way, including the roadway, vehicular movement, vehicular access, pedestrian access, and result in road closures or detours. This pilot grant applies specifically to the major construction project defined as: the Region of Peel's Water and wastewater sanitary sewer upgrades and the City of Brampton's Streetscape Improvements construction projects on/after April 2021.
- The grant program is administered and managed by the Downtown Brampton BIA, and funded through the City of Brampton.

Goals

- The goal of the grant program is to support downtown revitalization and unlocking its potential, through enhancing business activities in the downtown, including job creation, business marketing and business enhancements. In addition, the grant program aims to support enhancing the pedestrian experience of the downtown and attracting local residents to the downtown core.
- This pilot grant program is offered through the City of Brampton with a maximum grant value of \$150,000. The grant program administered through the Downtown Brampton BIA will operate between 2023 to 2025, with three intake periods – Fall 2023, Spring 2024, and winter 2025.
- The available funding streams of the program include:
 - Marketing and Communications
 - Placemaking and Events
 - Beautification and Safety
 - Business Operations

Eligible Businesses

The following for-profit incorporated businesses are eligible to apply for the Downtown Construction Mitigation Grant: Mandatory

- Business must be located within the Downtown Brampton BIA boundary; and,
- Businesses must have been located within the Downtown Brampton BIA for a minimum of 6 months
- Businesses located within the affected construction area
- Business must primarily operate and rely on walk-in traffic; and,
- Business must be open to the public; and,
- Businesses must have a physical bricks-and-mortar location.

For-profit incorporated businesses must fall within one or more of the following business classifications:

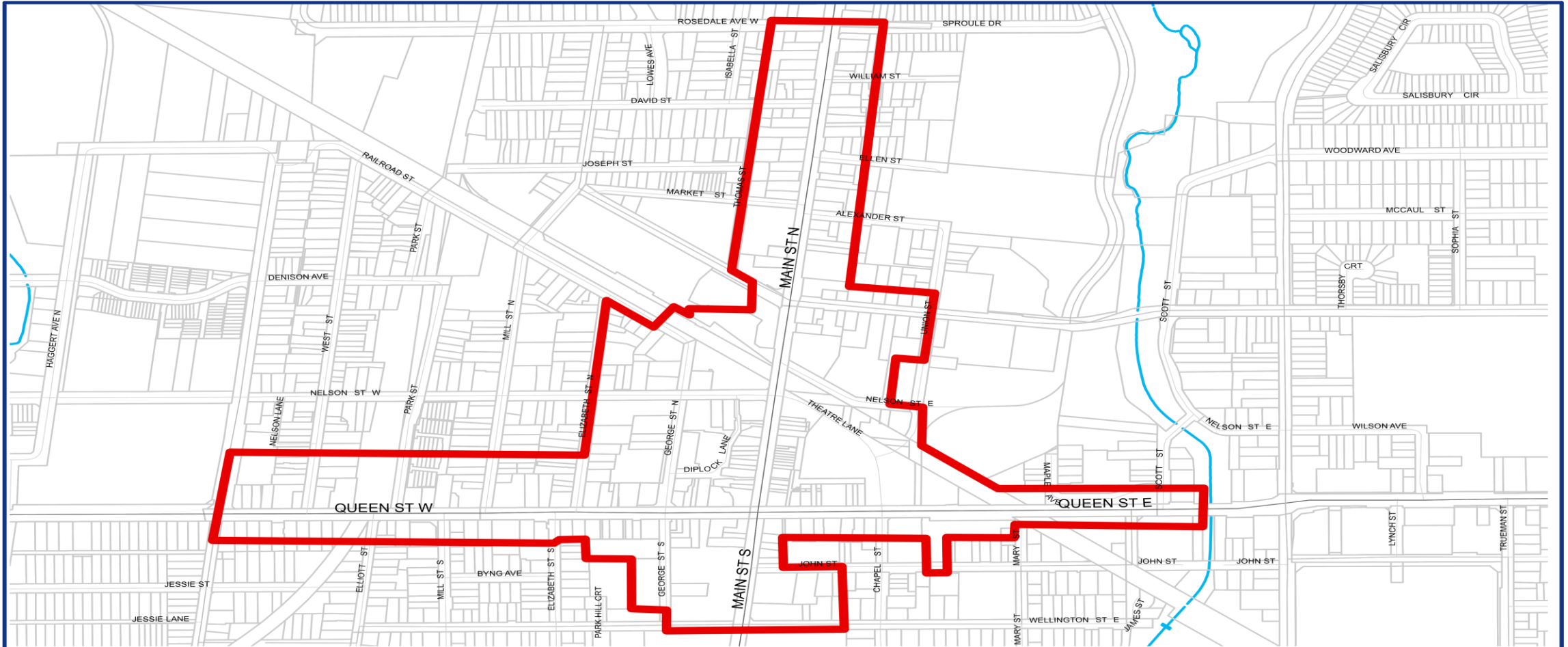
- Retailers and commercial retailers that sell retail goods, rent products or provide consumer services; or,
- Restaurateurs and quick-service restaurants, including franchises; or,
- Personal services, such as hair salon, nail salon, etc.

Ineligible Businesses

- Businesses not located within the Downtown Brampton BIA boundary
- Individuals
- Unincorporated businesses or organizations
- Professional, technical, consulting, and business-related services
- Financial and insurance services
- Real estate services
- Property owners, landowners, landlords, and property management
- Post secondary institutions, schools, educational services, and extra-curricular activities
- Financial institutions
- Health care and social assistance services, including medical offices, such as dentist, doctor, physiotherapist etc.
- Non-for-profit agencies
- Fundraising associations
- Political organizations
- Religious organizations
- Organizations that receive their core funding from the City of Brampton

Eligible Areas

- The eligible area is defined in tiers based on level of immediate impacts as a result of major construction. All businesses must have been located within the Downtown Brampton BIA for a minimum of 6 months (6 months) to be eligible to apply.



BRAMPTON
Flower City



0 30 60 120 180 240 Meters

Date: 2018/12/14



BIA Boundary



Parcel Fabric



Major Watercourse

**Brampton Improvement Area
Boundary Map**

Marketing and Communications Stream

Purpose	To support businesses that incur expenses related to marketing and communications. Successful applicants will consider and implement enhanced, new or innovative marketing and communication solutions that aims at reaching new and broader customers/consumers to promote their business.
Open to	Eligible businesses
Available funding	Total \$30,000 (10k per application intake period)
Maximum available grant	Tier 1: 100% Tier 2: 75%
Eligible expenses and projects	Rebates for marketing Brand and marketing material Brand and marketing campaigns Print material, including post cards, brochures, signage, flyers, etc. Social media fees and expenses Digital media, such as Garden Square screen fees

Placemaking and Events Stream

Purpose	<p>To support businesses that incur expenses related to placemaking and events, including special events, pop up markets, farmer's markets, and shows. This stream aims to empower businesses to lead and organize community focused programming and activations to attract residents to the heart of the city and create opportunities for social connection and vibrancy in the downtown. This stream aims at supporting businesses to expand their business market to other market places and venues to support additional revenue options beyond their main business location in downtown Brampton.</p> <p>Locations for these special events and markets must have or will take place in the Region of Peel. Priority may be provided to projects within the City of Brampton.</p>
Open to	Eligible businesses
Available funding	Total \$30,000 (10K per application intake period)
Maximum available grant	Tier 1: 100% Tier 2: 75%
Eligible expenses and projects	Rebates for special events, pop up markets, shows and art installations Rebates for venue fees and rental fees Placemaking of the downtown

Beautification and Safety Stream

Purpose	<p>To support projects led by businesses to beautify their property and/or business storefront to create an attractive, vibrant, and inviting space. Successful applicants will ensure projects are inclusive to attract residents to the heart of the city and create opportunities for social connection and vibrancy in the downtown. This stream aims at empowering local businesses to participate in the revitalization and beautification of their community.</p> <p><u>*Note:</u> Submissions must outline the approvals received from the City of Brampton or other agency, if the proposed project is within the public realm or public right of way. Appropriate approvals are required from respective divisions for the location and placement of materials, planters, or market spaces on the public right of way.</p>
Open to	Eligible businesses
Available funding	Total \$30,000 (10K per application period)
Maximum available grant	Tier 1: 100% Tier 2: 75%
Eligible expenses and projects	Rebates for beautification and safety Business storefront beautification, such as flowers, floral baskets, banners, etc. Business storefront window cleaning and maintenance Security for events

*Business
Operations
Stream*

Purpose	To support business operations substantially affected by major construction that has resulted in unanticipated costs and expenses
Open to	Eligible businesses
Available funding	Total \$60,000 (20K per application intake period)
Maximum available grant	Tier 1: 100% Tier 2: 75%
Eligible expenses and projects	Rebates for fees and licensing, such as signage fees, business licensing fees, and food truck licensing fees Service delivery needs and local delivery services One-time business operations rebate for affected businesses

Application and reporting process

- 1) Business apply through an online application.
- 2) Applications are reviewed by DBBIA Staff for completeness and eligibility.
- 3) Applications are submitted to sub-committee for review and assessment against a criteria – based on the Advanced Brampton Fund.
- 4) Business completes project.
- 5) Business will have 60 days upon completion of project to present the BIA with a report – similar to My Main Street Grant
- 6) DBBIA will present a report back to City council annually a fulsome report on the success of the pilot program as well as quarterly the financials.

Sub Committee

- Appointed by the BIA
- The sub-committee is responsible for the evaluation of the applications and evaluation process
- Appointed members of the sub-committee must declare potential or actual conflict of interest, should it arise
- Must include a maximum of 5 members (odd numbers): This is a volunteer-based committee (unpaid role) and members must remain impartial throughout the process
- New members shall be selected annually

Pilot Construction Mitigation Grant for the DBBIA

- We are ready to implement this Pilot program and help our membership.
- We, the DBBIA, have been working very closely with City staff to have this methodology to be approved sooner then later.