

Date: 2023-08-21

Subject: **Status Report - Downtown Brampton Construction Mitigation Grant**

Contact: Shahinaz Eshesh, RPP MCIP, Principal Planner/Supervisor,
Downtown Revitalization
Planning, Building & Growth Management Department

Report Number: Planning, Bld & Growth Mgt-2023-727

Recommendations:

1. That the report from Shahinaz Eshesh, Principal Planner/Supervisor, Downtown Revitalization, Planning, Building & Growth Management Department, to the Committee of Council Meeting of September 6, 2023, re: **Status Report - Downtown Brampton Construction Mitigation Grant**, be received;
2. That Council endorses the direction for the Pilot Downtown Construction Mitigation Grant as proposed by the Downtown Brampton BIA, in coordination with key City staff; and,
3. That staff be directed to facilitate the distribution/disbursement of the amount of \$150,000 to Downtown Brampton BIA, subject to executing an agreement with the Downtown Brampton BIA consistent with the proposed methodology outlined herein and the delegation from Carrie Leigh Percival, Chair, on August 9, 2023 at Committee of Council.

Overview:

- **The purpose of the report is to provide an update on the Pilot Downtown Brampton Construction Mitigation Grant methodology and process.**
- **On June 21, 2023, Council approved \$150,000 (CW269-2023) to be allocated towards the establishment of a Pilot Downtown Construction Mitigation Grant managed by the Downtown Brampton Business Improvement Area (DBBIA). The purpose of the grant is for the DBBIA to implement innovative and creative solutions to support local business and beautify the downtown during major construction.**

- **The Region of Peel is undertaking necessary watermain and sanitary sewer replacements along Main Street (Nelson Street West and Wellington Street) and Queen Street (Mill Street South to Chapel Street). In partnership with the Region of Peel, the City will be undertaking streetscape improvements along Main Street and Queen Street. The Region of Peel and City construction projects started in April 2022 with anticipated completion by Q4 2025.**
- **The Integrated Downtown Plan (IDP) identifies and implements strategies to support the community through economic recovery and Main Street revitalization.**
- **This report is consistent with the “A City of Opportunities” theme in the Term of Council Priorities. It supports unlocking the potential of the Downtown, prioritizing jobs within centres as well as attracting investment and employment.**

Background:

DBBIA Delegation at Committee of Council on June 7, 2023

Carrie Leigh Percival, Chair, and Emma O'Malley, Marketing and Events Chair, DBBIA delegated to Committee of Council on June 7, 2023 requesting support for DBBIA 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 DBBIA. Council approved (CW269-2023) a grant amount of \$150,000 to be allocated towards establishing a Pilot Downtown Construction Mitigation Grant. Council requested that Downtown Brampton BIA reports back on or before the Committee of Council meeting of September 6, 2023 with a proposed methodology for the management of the Pilot Downtown Construction Mitigation Grant in coordination with key City staff.

On August 9, 2023, Carrie Leigh Percival, Chair, DBBIA delegated to Committee of Council outlining the proposed methodology for the management of the Pilot Downtown Construction Mitigation Grant supported by City staff. Key City staff were involved in the development of the framework and are in support of the proposed methodology. Council requested staff to report back outlining the process and feasibility of expanding the boundary and scope of the Pilot Downtown Construction Mitigation Grant.

Current Situation:

Pilot Downtown Construction Mitigation Grant

City staff from Downtown Revitalization and Economic Development have worked closely with the DBBIA since June 2023 to develop a proposed methodology for the Pilot Downtown Construction Mitigation Grant. Staff will continue to provide support to the DBBIA to support the implementation for the Pilot Downtown Construction Mitigation Grant in an expeditious manner.

The Pilot Downtown Construction Mitigation Grant aims to support local businesses within the BIA to implement innovative and creative solutions to support and beautify the downtown during major construction. 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 Downtown Revitalization (Streetscape Improvements) construction projects on/after April 2022.

The goal of the grant program is to support downtown revitalization and unlocking its potential, by enhancing business activities in the downtown, through job creation, business marketing, and business enhancements. In addition, the grant program aims to enhance the pedestrian experience and attract local residents to the downtown core.

The grant program shall be administered and managed by the Downtown Brampton BIA, and funded through the City of Brampton. The grant program will operate between 2023 and 2025, with three intake periods – Fall 2023, Spring 2024 and Winter 2025.

The key objectives of the Downtown Construction Mitigation Grant are to:

- Support local businesses within the Downtown Brampton BIA impacted by major construction;
- Empower local businesses to participate in the revitalization and beautification of their community;
- Implement innovative and creative solutions to address challenges faced by the DBBIA and the local business community;
- Implement enhanced or new marketing and communication solutions;
- Support the DBBIA to establish community focused programming, activation, and beautification strategies to attract residents to the heart of the city and create opportunities for social connection and vibrancy in the downtown; and,
- Reduce barriers for local businesses by offsetting the cost of fees and licensing.

The available funding streams of the program include:

- Marketing and Communications
- Placemaking and Events
- Beautification and Safety
- Business Operations

Eligible Business

For-profit incorporated businesses who meet the following criteria are eligible to apply for the Pilot Downtown Construction Mitigation Grant:

Mandatory:

- Must be located within the Downtown Brampton BIA boundary (as amended); and,
- Must have been located within the Downtown Brampton BIA for a minimum of six months.
- Must be located within the affected construction area (tier 1 only)
- Must primarily operate for and rely on walk-in traffic; and,
- Must be open to the public; and,
- 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.

Eligible Areas

The eligible area is defined in tiers based on level of immediate impacts as a result of the ongoing construction.

Tier 1 (Priority): Affected construction area is defined as the major construction works area undertaken for the Region of Peel's Water and Wastewater Sanitary Sewer Upgrades and the City of Brampton's Downtown Revitalization (Streetscape Improvements) construction projects that began on April 2022. Businesses within the affected construction area are eligible under "tier 1" of the grant. The defined boundary is defined here: <https://www.peelregion.ca/pw/construction/bram/pdf/16-18/18-1380-construction-sketch.pdf>

Tier 2: All other areas within the Downtown Brampton BIA boundary (as amended)

It is the expectation of the City that the Downtown Brampton BIA will be responsible for managing the grant program consistent with the program purpose, objectives, and eligible businesses, as defined above.

The Downtown Brampton BIA shall be responsible for defining the eligible expenses/programs for the respective streams, as well as how the grant amount will be distributed over the year(s), across the four streams, and maximum amount(s) allotted per project.

Evaluation Sub-Committee

The Downtown Brampton BIA is responsible for appointing members of the evaluation sub-committee that evaluates the applications, and to ensure the evaluation process is

fair and equitable. The City requires a minimum of one City staff person to sit on the evaluation committee.

Reporting Expectations

The City outlines the following expectations for reporting to Council on the outcomes of the Pilot Downtown Construction Mitigation Grant:

The Downtown Brampton BIA is accountable to the grant program, and is required to provide a report to Council annually or as requested/required, on the management of the grant program, measurable outcomes, and key performance indicators. The report shall address the success of the grant program, including if the program has achieved the intended goals through measurable outcomes and key performance indicators. The City shall work closely with the Downtown Brampton BIA to define key performance indicators to ensure that the program is meeting its intended goals and objectives, as well as providing a high-level understanding of impact and return on investment.

In addition, a financial report is required which shall include the full accounting of the use of the grant amount, including grant recipients, total grant amount allocated, and how the grant was spent. Financial reporting is required from the Downtown Brampton BIA on an annual basis.

Initiating New Business Improvement Areas (BIAs) to Expand Scope for Construction Mitigation Grant

Staff presented the *Recommendation Report - Initiating New Business Improvement Areas*, at the June 9, 2021 Committee of Council meeting (CW296-2021) which outlined the need to consider facilitating the creation of other BIAs across the City. The City of Mississauga with a population of 717,961 has four established BIAs, whereas the City of Brampton with a population of 656,480 has one established BIA. The report outlined potential locations across the City that might be conducive to a BIA based on an agglomeration of different business and landowners. From the outset commitment and leadership by proponents are essential considerations for the establishment and success of a BIA.

There are other areas of the city impacted by major construction that affect local businesses, however in order to offer a similar grant program, BIAs must be established. By working collectively as a BIA, local businesses have the organizational and funding capacity to be catalyst for civic improvement, enhancing the quality of life in their local neighbourhood. As a legal organization formed pursuant to the Municipal Act, 2001, BIAs are able to develop a budget for improvements and, through the city, collect a levy from landowners in the area to raise the necessary funds. Staff remain available as a resource for any groups or interested individuals that wish to initiate a BIA in their neighbourhood.

Update on Boundary for the DBBIA

On March 1, 2023, Council (CW059-2023) directed that staff report back to Council on the steps required to adjust the Downtown Brampton BIA boundary, potentially with suggestions on revisions to the boundary in consultation with the Downtown Brampton

BIA. Staff are preparing a status update under a separate cover, which is targeting September Committee of Council.

Corporate Implications:

Financial Implications:

Subject to the execution of the agreement, disbursement of the \$150,000 to the Downtown Brampton BIA will be funded from the following source:

Project #	Project Name	Budget Approved
237819 - 001	Downtown Brampton Construction Mitigation Grant	\$150,000

Legal Implications

There are no legal implications associated with this report.

Strategic Focus Areas:

This report directly aligns with the “Growing Urban Centres & Neighbourhoods” theme in the Strategic Focus Areas. It supports the creation of complete communities, unlocking the potential of the Downtown, prioritizing jobs within centres as well as attracting investment and employment.

Conclusion:

Downtown Brampton is undergoing major transformation to unlock its potential, and prioritize jobs within centres as well as attracting investment and employment. Staff will continue to support the development and implementation of the Pilot Downtown Construction Mitigation Grant to offset the challenges faced by our local business community.

Authored by:

Reviewed by:

Shahinaz Eshesh, RPP MCIP
Principal Planner / Supervisor
Downtown Revitalization,
Planning, Building & Growth
Management Department

Steve Ganesh, RPP MCIP
Commissioner, Planning, Building &
Growth Management Department

Submitted by:

Steve Ganesh, RPP MCIP
Commissioner, Planning, Building &
Growth Management Department

Approved by:

Marlon Kallideen
Chief Administrative Officer