



Regional Incentive Program



Overview

Regional Context

Policy Development

Regional Incentive Program

Local Perspective

Takeaways

Discussion



Regional Incentive Program



Welcome & Overview

T.J. Simpson C.A.O



The SDG Regional Incentives Program is a great example of inter-municipal cooperation and collaboration



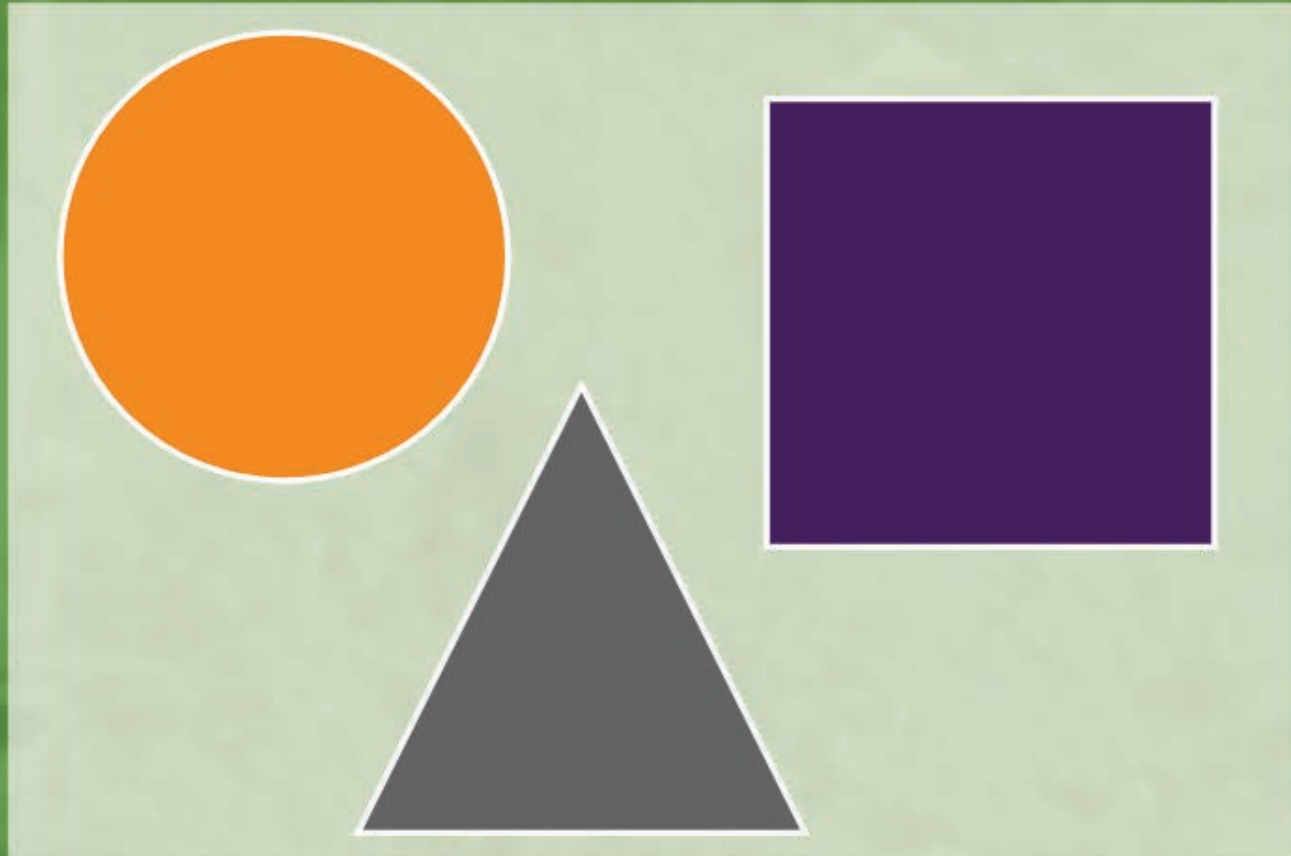
Welcome & Overview

T.J. Simpson C.A.O

- The SDG Regional Incentives Program is a great example of inter-municipal cooperation and collaboration
- SDG has taken a new and innovative approach to Community Improvement Plans



The project included managing many moving parts



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Alison McDonald,

Manager of Planning, SDG



Peter Young

Director of Planning and Economic Development, South Stormont



Regional Incentive Program



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- *Planning Act* limits 'traditional' CIPs to local/single-tier municipalities

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- SDG model challenges the traditional CIP model through strategic partnership

County's 2017 Strategic Plan

Started the discussion about how to effectively implement important strategic goals

- Development/redevelopment and private sector investment in building stock
- Promote tourism, active recreation, trails development, etc
- Stimulate investment in the agricultural sector, particularly on-farm expansion, agri-tourism, etc
- Increase the amount of permanent, roofed accommodations available in the County

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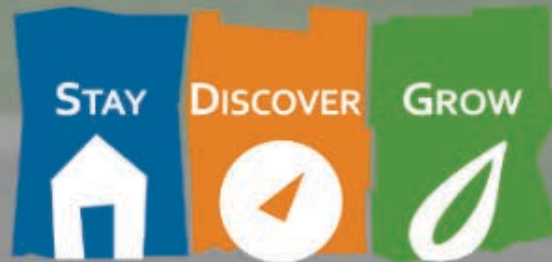
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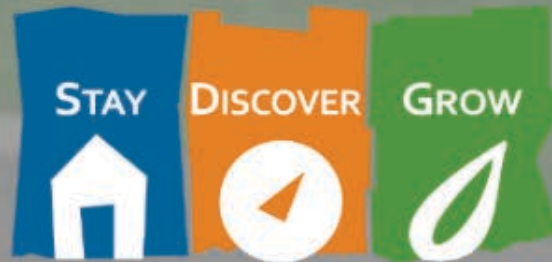
County Regional Incentives



- **County's Official Plan amended to facilitate development of Regional Incentives Programs**

- "County Council may make grants/loans available to local municipalities for the purpose of carrying out Community Improvement Plans throughout the County"

County Regional Incentives



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- "County Council may make grants/loans available to local municipalities for the purpose of carrying out Community Improvement Plans throughout the County"

- **Three of the local municipalities had existing CIP's, three did not.**

Our Approach

- **Discussion amongst members of County Council & staff (mid-2017)**
 - Generated excitement for project

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Our Approach

- **Discussion amongst members of County Council & staff (mid-2017)**
 - Generated excitement for project
- **Working Group formed: elected officials and local/County staff**
- **Working Group developed a unique approach that is simple and respects local efforts**



Regional Incentive Program



Policy Development

MMAH engaged early to provide feedback and training



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Received valuable assistance from Elgin, Bruce and Haldimand Counties



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County Council approved the Regional Incentives Program and a \$100K funding commitment in 2018 budget



Public consultations held beginning February 2018 across SDG, as well as presentations to each local Council





Regional Incentive Program



Regional Incentive Program

- Program aimed at incentivizing businesses/non-profits to:

STAY
DISCOVER
GROW

WHO IS
ELIGIBLE?

GRANT
MODEL

ELIGIBLE
ELEMENTS

IMPLEMENTATION
COMMITTEE

PROGRAM
DETAILS

Regional Incentive Program

• **Program aimed at incentivizing businesses/non-profits to:**

- **Generate wealth**
- **Create jobs**
- **Increase assessment**
- **Reflect regional economic priorities**

STAY
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WHO IS
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Developed tag line as play on words with County name combined with important elements of plan.



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Stay (Stormont – roofed accommodations, etc.)

Discover (Dundas – trails development, etc.)

Grow (Glengarry – adaptive re-use, agriculture value add, etc.)

Who is Eligible?

- Private sector businesses, non-profits (e.g. Fair Boards) and local municipalities eligible



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- Entire County eligible provided local municipality has an approved CIP including the Regional Incentives template



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- Entire County eligible provided local municipality has an approved CIP including the Regional Incentives template
- Funds not allocated per local municipality – funds awarded based on merit, regardless of location



Simplest Model Employed

**Grants only (no loans) –
maximum of 50% of element to a prescribed upset**



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No incremental tax deferrals grants



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No incremental tax deferrals grants

**Brownfield assistance initially considered for funding –
rejected due to complexities involved**





STAY

Facade, Signage, and Property Improvement Grant (up to \$17,500)

Restoration or improvement of historic building facades

Building Improvement/Restoration Grant (up to \$10,000)

Restoration or repair of historic building
Improvement to accessibility
Architectural engineering services in planning process

Building Conversion/Expansion Grant (up to \$40,000)

Conversion of non-historic building to historic use
Conversion of vacant historic properties and residential units
Conversion of a building to a use as a building with a historic character and historic architectural details that are related to the property



DISCOVER

Outdoor Grant (up to \$1,000)

Tourist
Scenic
Farm

The following types of costs are eligible for grants:

- Menus
- Signage and lighting and landscaping that highlight the public art

Trails Improvement Grant (up to \$10,000)

• Acquisition or rental of equipment including:
• Bicycles, maintenance equipment
• Personal protective equipment
• Safety equipment and other facilities
• Accessory equipment (e.g., water, snacks, and gear)
• The acquisition of land adjacent to the corridor for the installation of an existing trail and
• Closure of road trails



GROW

Feasibility, Design, and Study Grant (up to \$2,000)

Concept plans
Site plan studies

• Architectural, engineering and other planning services
• Traffic signs, accessories
• Street lighting
• Signage, etc.
• Any other study or plan as approved

Planning Application and Building Permit Fee Grant (up to \$2,500)

• Municipal and county planning application fees, including those for historic preservation by-law applications or other special provisions, and/or
• Municipal building permit fees in charge of the permit



ELEMENTS ELIGIBLE FOR FUNDING

STAY



Façade, Signage, and Property Improvement Grant (up to \$12,500)

- Restoration or replacement of exterior building treatments;
- Painting, cleaning & repair;
- Storefront signage;
- Landscaping.

Building Improvement/Restoration Grant (up to \$10,000)

- Structural repairs, restoration;
- Improvement to accessibility;
- Professional engineering, architect or planning services.

Building Conversion/Expansion Grant (up to \$40,000)

- Conversion of non-commercial or vacant space into new commercial;
- Conversion of upper storey space into new residential units;
- Conversion of a building or a unit in a building into a hotel, inn or bed and breakfast;
- Environmental studies which are related to the conversion.

DISCOVER



Outdoor Grant (up to \$1,000)

- Murals;
- Sculptures;
- Fountains;
- Local heritage-based art pieces and displays;
- Historic low-art pieces and displays; and
- Any other art piece or display as approved by the City Council, Council Implementation Committee.

The following types of costs are included eligible:

- Materials;
- Installation; and
- Lighting and landscaping that highlights the public art.

Trails Improvement Grant (up to \$10,000)

- Installation or repair of signs including:
 - Directional, informational, identification of personnel, public information, safety-related and other forms;
 - Accessory signage or other public equipment;
- The acquisition of land adjacent to the corridor to be widened or an existing trail, path, or section of trail.

GROW



Feasibility, Design, and Study Grant (up to \$2,000)

- Concept plans;
- Site plan drawings;
- Feasibility studies;
- Environmental studies;
- Small-scale drawings;
- Evaluation of existing and proposed services; and
- Other studies and other planning related to:
 - Traffic signals; Access points;
 - Market analysis;
 - Business plan; and
 - Any other study related to business.

Planning Application and Building Permit Fee Grant (up to \$2,500)

- Municipal and county planning application fees, including model scenarios, site plans, zoning by-law amendments or official plan amendments; and/or
- Municipal building permit fees in charge of the permit.





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Outdoor Grant (up to \$3,000)

- Murals;
- Sculptures;
- Paintings;
- Local heritage-based art pieces and displays;
- Interactive art pieces and displays; and,
- Any other art piece or display as approved by the Stay, Discover, Grow Implementation Committee.

The following types of costs are considered eligible:

- Materials;
- Installation; and,
- Lighting and landscaping that highlights the public art.

Trails Improvement Grant (up to \$10,000)

- Infrastructure or capital expenses including:
 - Renovation, construction or transformation of permanent spaces, parks or grounds, and/or pertinent and ancillary facilities;
 - Furniture, fixtures or other non-portable equipment.
- The acquisition of land essential to the connection or extension of an existing trail; and
- Creation of new trails.



Feasibility, Design, and Study Grant (up to \$2,000)

- Concept plans;
- Site plan drawings;
- Feasibility studies;
- Environmental studies;
- Small-scale planning;
- Evaluation of existing and proposed infrastructure, electrical and street lighting systems;
- Traffic Impact Assessments;
- Market analysis;
- Business plan; and
- Any other study system as approved.

Planning Application and Building Permit Fee Grant (up to \$2,500)

- Municipal and county planning application fees, including model scenarios, site plans, zoning by-law amendments or official plan amendments; and/or
- Municipal building permit fees or a range of fee permits.





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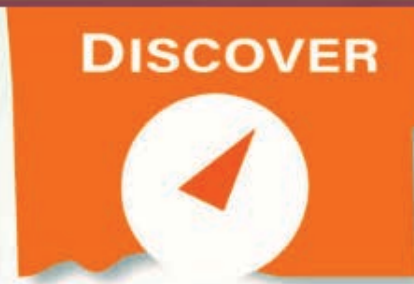
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- Feasibility studies;
- Environmental studies;
- Structural analyses;
- Evaluation of existing and proposed mechanical, electrical and other building systems;
- Traffic Impact Assessments;
- Market analyses;
- Business plans; and
- Any other study or plan as approved.

Planning Application and Building Permit Fee Grant (up to \$2,500)

- Municipal and County planning application fees, including minor variances, site plans, zoning by-law amendments or official plan amendments; and/or
- Municipal building permit fees or change of use permits.



Implementation Committee

- Review and approve applications, report to Council



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- Authority delegated via a Terms of Reference



Implementation Committee

- **Review and approve applications, report to Council**
- **Authority delegated via a Terms of Reference**
- **Review Committee:**
 - **County Warden (Chair)**
 - **2 County staff members**
 - **1 staff member from the local municipality where the application is situated (determined by the local municipality)**
 - **2 lay appointees made by County Council**



KEY STEPS OF APPLICATION & REVIEW PROCESS

Regional Incentives Program

- 1 Application submitted to committee.
- 2 Application reviewed by committee.
- 3 Committee makes decision.
- 4 Approved applicant undertakes work; Notifies Committee upon completion.
- 5 County provides grant payment to local Municipality.
- 6 Grant is paid by local Municipality to applicant.



PROGRAM DETAILS

- All County funds paid to local municipality then flowed to successful applicants



PROGRAM DETAILS

- All County funds paid to local municipality then flowed to successful applicants
- Applicants may be funded by the County and local municipality for different elements of the same project
 - e.g. local municipality funds signage, County funds large building improvement
 - Purposely designed the funding to double down on good projects without pyramiding on existing local funding





Regional Incentive Program



Local Perspective

- **South Stormont's CIP in place since 2013**



Local Perspective

- **South Stormont's CIP in place since 2013**
- **Traditional CIP, focusing on main street and downtown improvements**
 - Façade, building improvement, brownfield, study/fees grants
 - \$175,000 municipal funding supporting \$2.3 million in private sector investment.
 - Majority of applicants are for retail or restaurant uses



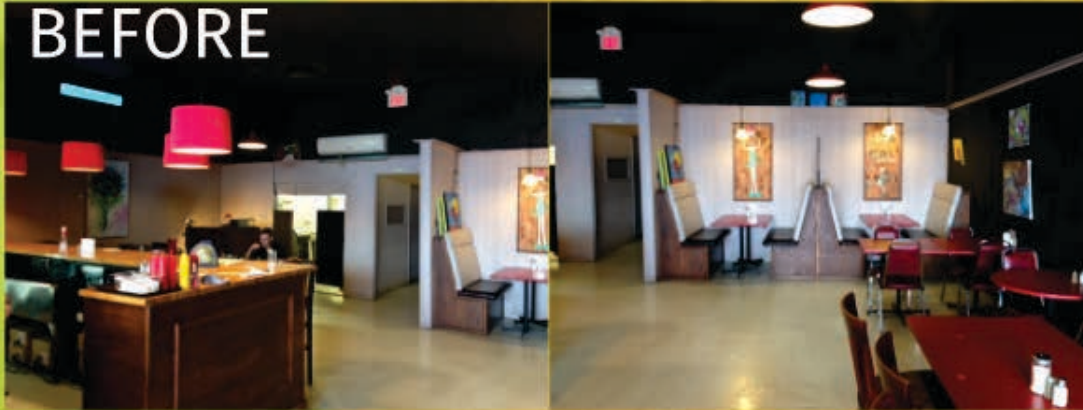


BEFORE



AFTER

BEFORE



AFTER



BEFORE



AFTER

Local Perspective



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- Expands community improvement to uses beyond the retail/restaurants common in downtown areas
- “Big picture” on regional goals vs local CIPs that are typically smaller projects and may only impact immediate area

Leveraging County/Township CIPs



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- Funding can be complementary where there is overlap



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- Funding can be complementary where there is overlap
- County/Township will not fund the same project, but can add multiple phases for improvement



Leveraging County/Township CIPs

- Funding can be complementary where there is overlap
- County/Township will not fund the same project, but can add multiple phases for improvement
- Leverage larger County dollars for larger and more significant projects



BEFORE



AFTER



BEFORE



AFTER





Regional Incentive Program



Takeaways

STAY



DISCOVER



GROW



Takeaways

- **Communicate/collaborate often and regularly – best way to achieve success**

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- **Be sensitive to local needs and differences – appreciate similarities but respect differences**

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- **Communicate/collaborate often and regularly – best way to achieve success**
- **Be sensitive to local needs and differences – appreciate similarities but respect differences**
- **Get political and staff buy-in early in the process – essential**

Takeaways

- **Don't reinvent the wheel – great examples are already out there**

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- **Don't take a cookie cutter approach – design program to fund areas most needed (link to strategic plan)**

Takeaways

- **Don't reinvent the wheel – great examples are already out there**
- **Don't take a cookie cutter approach – design program to fund areas most needed (link to strategic plan)**
- **Keep the program as simple as possible – all elements, applications, marketing materials, applications, etc.**

Takeaways

- **Rely on local staff and resources as your front-line resource**

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- **Avoid duplicating local programs but complement where appropriate**

Takeaways

- **Rely on local staff and resources as your front-line resource**
- **Avoid duplicating local programs but complement where appropriate**
- **County and local municipalities very proud of project**



Regional Incentive Program



Discussion & Questions



the Counties
SDG

STORMONT • DUNDAS • GLENGARRY

THANK YOU!



Regional Incentive Program

