

**COMMUNICATION 133070**

Received From: Trisa McConkey, CPA, CGA, Treasurer  
Addressed To: Committee of the Whole  
Date: August 9, 2022  
Topic: Façade Improvement Program

**SUMMARY:**

The BIA has received more applications in 2022 than usual from downtown businesses to improve their façade and are requesting additional funds from the Town's Façade Improvement reserve.

**BACKGROUND:**

Each year the Town provides \$20,600 in its budget to support the BIA Façade Improvement program. Successful applications are funded jointly by the BIA and the Town. The BIA funds one-third (1/3) of the cost of façade improvements that meet the criteria determined by the BIA and the Town funds the remaining two-thirds (2/3) of the cost.

**COMMENTS:**

The BIA Board has indicated that there has been a great uptake in the program in 2022 and that they have approved fifteen (15) projects totaling \$29,320. Of this amount, \$19,547 is funded from the Town's budget leaving \$1,053 for the year. Four (4) BIA businesses have submitted applications for a total of \$17,800 that have not yet been approved.

The BIA's request is for Council to increase its 2022 allocation by \$10,815 to enable these additional projects to proceed. The Town currently has a Façade Improvement Reserve with a balance of \$13,379.50 which could be used to fund the increase.

**FINANCIAL IMPLICATIONS**

As shown above.

**STAFF RECOMMENDATION**

THAT the Committee approve additional funding for the BIA's 2022 Façade Improvement program in the amount of \$10,813 to be funded from the Façade Improvement Reserve.