



Legislation Details (With Text)

File #: PM-22-010 **Version:** 1 **Name:**
Type: Budget Postponed Motion **Status:** Agenda Ready
File created: 11/3/2021 **In control:** City Council
On agenda: 12/2/2021 **Final action:** 12/2/2021
Title: Beautification Cost Sharing Program Funding
Notice given by: Mayor Heron

Sponsors:

Indexes:

Code sections:

Attachments: 1. Beautification Program Agreement (2021)

Date	Ver.	Action By	Action	Result
12/2/2021	1	Committee of the Whole	approved	Pass

TAMRMS#: B06

Beautification Cost Sharing Program Funding

Notice given by: Mayor Heron

BUDGET POSTPONED MOTION:

That \$20,000 be put back in the Economic Development budget for the Beautification Cost Sharing Program, funded from the tax levy.

Administration's Understanding of the Intent of the Motion:

This motion is understood to be a desire to continue administering and offering matching grant funding associated with the City's Beautification Program.

Operational or Organizational Impacts if Motion is Approved:

Renewal of the Beautification Program would require the continuation of the services associated with its administrative.

Financial Implications of Motions:

This motion would resume the \$20,000 previously budgeted for the matching grant associated with the Beautification Program. An average of approximately \$11,000 per year has been granted over the last 5 years.

Stakeholder Consultations:

Direct stakeholder consultation has not been conducted with local businesses to assess the value of this program or the impact of removing it.

Indirectly, through reviewing participation, the program is identified as underutilized by local

businesses relative to the budget allocated. In the last 5 years, \$54,000 of the available \$100,000 was used. Additionally, feedback received from local businesses earlier this year, through the City's Business Resiliency Survey, indicated the greatest need from businesses was for supports related to improving their marketing and online presence.

Background:

St. Albert's Beautification Program was introduced in 2009, as a way to help local merchants, located within the Downtown Area Redevelopment Plan boundary, improve their business storefront through the addition of perpendicular storefront signs, street furniture, and flower planters. The program offered matching funding, up to 50% of the total cost of improvements, with a maximum reimbursement limit of \$2,500 per business per year. The program has remained largely the same over the years, however eligibility was expanded to include all St. Albert businesses with a storefront.

Report Date: December 2, 2021

Author(s): Mike Erickson (Director, Economic Development), Shawn McCauley (Manager, Business Retention & Expansion)

Committee/Department: Economic Development

Deputy Chief Administrative Officer: Kerry Hilts

Chief Administrative Officer: Kevin Scoble