

DATE: December 4, 2023

TO: MAYOR AND COUNCIL

NAME AND TITLE: Deanna Wasnik, Director, Planning and Development

SUBJECT: Application to Northern Development Initiative Trust Business Façade Improvement Program

ATTACHMENT(S): None

RECOMMENDATION(S):

That Council SUPPORTS Administration's application to Northern Development Initiative Trust for a grant of up to \$20,000 for the 2024 Prince George Business Façade Improvement program from the Prince George Regional Development Account and AUTHORIZES the Director of Planning and Development to sign any necessary funding agreements.

PURPOSE:

For Council consideration.

BACKGROUND:

Since 2016, the City of Prince George had an agreement with Northern Development Initiative Trust that enhanced a development incentive and in turn paused the City's access to all other Northern Development funding programs, except for partner programs administered by the Trust. That agreement has the City eligible for funding from the Trust again starting in 2024.

One of these programs was the Business Façade Improvement program, which provides annual grant funding of up to \$20,000 for to enhance economic development by encouraging private sector investment in businesses façade improvements. The fund was accessed by businesses in the Downtown Prince George BIA through Downtown PG, and while the City was ineligible for funds, it still provided the businesses access to the same level of funding to continue achieving objectives of improving the downtown.

The City continues to partner with Downtown Prince George, and now with new eligibility criteria, will be the lead on the application, but Downtown PG can continue to administer the program, but at a reduced cost to the City by upwards of \$20,000.

A resolution of support from Council is required for the application to Northern Development to allow for any funding agreements should the application be awarded.

STRATEGIC PRIORITIES:

This project is aligned with myPG Goals, Council's 2023-2026 Strategic Plan, and Economic Development Strategy goals:

- myPG goals:
 - Diversified Economy
 - Vibrant Economy
 - Sustainable Business
- Strategic Plan:
 - Economic Growth and Diversity
 - Social Health and Well-Being
- Economic Development Strategy:
 - Foster a Startup Ecosystem
 - Create, Embrace, and Promote Place

FINANCIAL CONSIDERATIONS:

The grant is 100% funding and will require no financial contribution from the City.

SUMMARY AND CONCLUSION:

The Business Façade Improvement program from Northern Development supports private sector investments in business facades and has been a successful program in Prince George's downtown for years. The City will be eligible for up to \$20,000 in grant funding to support this program starting in 2024 and needs a Council resolution of support as part of its application for the funds.

RESPECTFULLY SUBMITTED:

Deanna Wasnik, Director, Planning and Development

PREPARED BY: Deklan Corstanje, Manager, Economic Development

APPROVED:

Walter Babicz, City Manager

Meeting Date: 2024/12/04