



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Economic Development Division
and
PUBLIC WORKS DEPARTMENT
Transportation Operations and Maintenance Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	February 20, 2019
SUBJECT/REPORT NO:	Ontario's Main Street Revitalization Initiative Program Update (PED19039/PW19017) (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Julia Davis (905) 546-2424 Ext. 2632 Jennifer DiDomenico (905) 546-2424 Ext. 5596
SUBMITTED BY: SIGNATURE:	Glen Norton Director, Economic Development Planning and Economic Development Department
SUBMITTED BY: SIGNATURE:	Edward Soldo Director, Transportation Operations and Maintenance Public Works Department

RECOMMENDATION

- (a) That staff be authorized to release the Ontario's Main Street Revitalization Initiative Program Funding from Reserve Account No. 104051 to Department ID No. 815010;
- (b) That staff be directed to apply the \$294,574 of the \$504,574 in funding made available through the Ontario's Main Street Revitalization Initiative (OMSRI) for the following purposes:
 - (i) \$20 K allocated to each of the 13 existing Business Improvement Area for projects to be approved by staff that are in scope of the eligible expenditures

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of the Ontario's Main Street Revitalization Initiative Project description (\$260 K total);

- (ii) \$34,547 allocated to the execution of a marketing campaign to bring awareness and promotion to the "One City. Spend It Here" brand with the goal of driving business to all Business Improvement Areas.
- (c) That staff satisfy and execute all the program requirements of the Ontario's Main Street Revitalization Initiative Guide to the Municipal Funding Agreement found in Appendix "A" to Report PED19039/PW19017 and the elements of the Municipal Funding Agreement Ontario's Main Street Revitalization Initiative as outlined in Appendix "B" to Report PED19039/PW19017;
- (d) That the item related to Utilization of the Main Street Revitalization Funds be identified as complete and removed from the General Issues Committee Outstanding Business List

EXECUTIVE SUMMARY

On January 23, 2018, the Minister of the Ontario Ministry of Agriculture Food and Rural Affairs (OMAFRA) and Small Business announced the Ontario's Main Street Revitalization Initiative (OMSRI) and the government's approach to the distribution of the \$26 M support for Ontario's main streets and their business communities. All single and lower tier municipal governments (except Toronto) are to receive funding that will enhance and revitalize downtowns and main street areas.

As of April 1, 2018, municipal governments can invest in revitalization activities that will support small businesses through activities undertaken to revitalize main streets. The work can be identified as priority through an existing Community Improvement Plan (CIP) or municipal physical infrastructure priorities identified through other municipal land use planning documents for the municipality's main street that involves the construction, renewal, renovation or redevelopment, or material enhancement. The funding can be used to support revitalization efforts related to energy efficiency, accessibility, aesthetics and marketability. As identified in the Municipal Funding Agreement (MFA) attached as Appendix "B" to Report PED19039/PW19017, there will be two program categories:

1. Implementing priority financial incentives under existing CIP (includes grants for renovations, retrofits and structural improvements); and/or,
2. Funding for strategic municipal infrastructure improvements that will support main street businesses in CIP or in land use planning policy documents, such as signage, streetscape improvement and marketing plan implementation.

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Municipalities can fund projects in one or both categories and have until March 31, 2020 to spend the funds on an eligible project.

On May 2, 2018 the Mayor and Members of Council approved and carried Report FCS18045 – Ontario's Main Street Revitalization Initiative in which:

- (a) The Mayor and City Clerk were authorized and directed to sign a Municipal Funding Agreement between the City of Hamilton and the Association of Municipalities of Ontario for the transfer of Main Street Revitalization Funds, together with all necessary associated documents in a form satisfactory to the City Solicitor and with content acceptable to the General Manager of Finance and Corporate Services;
- (b) The By-law to Authorize the Signing of the Municipal Funding Agreement for the Transfer of Main Street Revitalization funds between the Association of Municipalities of Ontario and the City of Hamilton, attached as Appendix "A" to Report PED19039/PW19017 was passed;
- (c) A certified copy of the approved by-law authorizing the signing of the Municipal Funding Agreement was forwarded Association of Municipalities of Ontario;
- (d) The 2018 Main Street Revitalization funds were allocated to a new dedicated reserve – Main Street Revitalization Reserve (104051); and,
- (e) That staff of the departments of Planning and Economic Development and Public Works report back to the General Issues Committee with recommendations for the utilization of Main Street Revitalization Funds.

In addition to seeking approval for the recommendations, included Report PED19039/PW19017 will provide Council with background and updates on relevant consultation and proposed initiatives. Specific detail is provided within the Analysis and Rationale for Recommendation within this Report.

Alternatives for Consideration – See Page 9

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: The funding allocated to the City of Hamilton through the Association of Municipalities of Ontario (AMO), the OMSRI (\$504,574) was received and placed into a dedicated Reserve No. 104051. Staff are recommending that \$294,574 be moved to Department ID No. 815010 to be utilized for the recommendations included within Report PED19039/PW19017.

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The remaining Reserve funding of \$210,000 has been approved through the 2019 Capital Budget to support the following municipal projects:

- Cigarette Litter Prevention Program (\$65 K – Project ID No. 5121990900);
- Public Space and Special Event Containers (\$70 K – Project ID No. 5121990700); and,
- Signal Controller Wrapping Project (\$75 K – Project ID No. 4661920988).

Staffing: No additional staffing is required. Staff will work internally and with members from the Business Improvement Areas, Keep Hamilton Clean and Green Committee and the Cleanliness and Security in the Downtown Core Task Force as required.

Legal: By-law 18-116 attached as Appendix “C” to Report PED19039/PW19017 authorizing the signing of the MFA which was approved May 9, 2018 and submitted to the AMO.

HISTORICAL BACKGROUND

On January 23, 2018, the Ontario Government announced an investment of \$26 M for the OMSRI that has been designed to support capital improvements for energy efficiency, accessibility, aesthetics, and marketability of small businesses within main street areas, and encourage strategic public investments in businesses. This initiative is part of a \$40 M outlay over three years in the Main Street Enhancement Fund to help strengthen small businesses in downtown and main street municipal infrastructure that will support main street areas. Funding has been allocated to municipalities based on population size, using the most recent data from the 2016 Statistics Canada Census of Population. Hamilton has been advised that its initial OMSRI allocation will be \$504,574.02.

The AMO has agreed to administer the funding on behalf of OMAFRA. Funding will follow a model similar to the Federal Gas Tax Fund (GTF) and as such, there is no application process. Municipal governments will need a by-law authorizing it to sign a MFA with an AMO.

As of April 1, 2018, municipal governments can invest in revitalization activities that will support small businesses through activities undertaken to revitalize main streets. The work can be identified as priority through an existing CIP or municipal physical infrastructure priorities identified through other municipal land use planning documents for the municipality's main street that involves the construction, renewal, renovation or redevelopment, or material enhancement in each of the following categories:

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Implementation of priority financial incentives in existing Community Improvement Plans such as:

- a) Commercial building façade improvements;
- b) Preservation and adaptive reuse of heritage and industrial buildings;
- c) Provision of affordable housing;
- d) Space conversion for residential and commercial uses;
- e) Structural improvements to buildings (e.g. Building Code upgrades);
- f) Improvement of community energy efficiency; and,
- g) Accessibility enhancements.

Funding of strategic municipal physical infrastructure in CIP or other land use planning documents such as:

- a) Signage–wayfinding/directional and gateway;
- b) Streetscaping and landscape improvements–lighting, banners, murals, street furniture, interpretive elements, public art, urban forestation, accessibility, telecommunications/broadband equipment, parking, active transportation infrastructure (e.g. bike racks/storage, cycling lanes and paths) and pedestrian walkways/trails; and
- c) Marketing plan implementation–business attraction and promotion activities, special events.

Municipalities can identify projects in one or both categories and have until March 31, 2020 to spend the funds on an eligible project. During this time, municipalities may earn interest on OMSRI funds.

The City of Hamilton entered into a MFA with the AMO and enacted a Municipal By-law authorizing the execution of such an agreement with respect to the OMSRI included as Appendix “C” to Report PED9039/PW19017.

On May 2, 2018, the Mayor and Members of Council approved and carried Report FCS18045–Ontario's Main Street Revitalization Initiative in which:

- (a) The Mayor and City Clerk were authorized and directed to sign a MFA between the City of Hamilton and the AMO for the transfer of Main Street Revitalization Funds, together with all necessary associated documents in a form satisfactory to the City Solicitor and with content acceptable to the General Manager of Finance and Corporate Services;
- (b) The By-law to Authorize the Signing of the Municipal Funding Agreement for the Transfer of Main Street Revitalization funds between the Association of Municipalities of Ontario and the City of Hamilton, attached as Appendix “A” to Report PED19039/PW19017 was passed;

- (c) A certified copy of the approved by-law authorizing the signing of the Municipal Funding Agreement was forwarded Association of Municipalities of Ontario;
- (d) The 2018 Main Street Revitalization funds were allocated to a new dedicated reserve – Main Street Revitalization Reserve (104051); and,
- (e) That staff of the departments of Planning and Economic Development and Public Works report back to the General Issues Committee with recommendations for the utilization of Main Street Revitalization Funds.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

By-law 18-116 – To Authorize the Signing of a Municipal Funding Agreement for the Transfer of Main Street Revitalization Funds between the Association of Municipalities of Ontario and the City of Hamilton.

RELEVANT CONSULTATION

Through the consultation process, staff engaged with the following City of Hamilton Divisions, Committees and Boards to assist with the development of the recommendations included within this Report:

- Public Works, Environmental Services Division, Waste Collection Section;
- Public Works, Transportation Operations and Maintenance Division, Transportation Operations Section;
- Planning and Economic Development, Economic Development Division, Urban Renewal Section;
- Planning and Economic Development, Tourism and Culture Division, Placemaking, Public Art and Projects Section;
- Planning and Economic Development, Tourism and Culture Division, Heritage Resources Management Section;
- Corporate Services, Financial Planning, Administration and Policy Division;
- 13 Business Improvement Areas (Ancaster Village, Barton Village, Concession Street, Downtown Dundas, Downtown Hamilton, International Village, King Street West, Locke Street, Main West Esplanade, Ottawa Street, Stoney Creek, Waterdown Village and Westdale Village);
- Keep Hamilton Clean and Green Volunteer Advisory; and,
- Cleanliness and Security in the Downtown Task Force.

All consultations resulted in detailed feedback of the proposed recommendations included within this Report and support the information provided within.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Since the initiative was announced and details were made available, many discussions have occurred internally and with external stakeholder group with respect to potential uses of the funding. City of Hamilton staff have engaged with all 13 Business Improvement Areas (BIA) across the City on proposed utilization of the funding in addition to reviewing capital projects that would be eligible within the Program criteria to come to the recommendations presented in this Report.

The recommended utilization of the funding is as follows:

Allocation to Each Business Improvement Area

Through the eligible criteria outlined in the OMSRI Guide to the MFA included as Appendix "B" to Report PED19039/PW19017, Urban Renewal staff will work directly with each BIA to approve expenditures that align with priorities and ensure compliance with funding allowances and project timelines. Each BIA will be allocated \$20 K in funding from the Program (\$260 K in total to all BIAs) which must be spent prior to March 31, 2020 to implement improvements to each jurisdiction. Each BIA area will work with their current Board of Directors to put forward eligible projects and will engage with City of Hamilton staff to execute planned expenditures successfully and within the identified timelines.

The City of Hamilton BIA's are eligible to utilize this funding for implementation of strategic physical infrastructure or other land use planning documents such as:

- a) Signage—wayfinding/directional and gateway;
- b) Streetscaping and landscape improvements—lighting, banners, murals, street furniture, interpretive elements, public art, urban forestation, accessibility, telecommunications/broadband equipment, parking, active transportation infrastructure (e.g. bike racks/storage, cycling lanes and paths) and pedestrian walkways/trails; and,
- c) Marketing plan implementation—business attraction and promotion activities, special events.

Cigarette Litter Prevention Program

The Cigarette Litter Prevention Program was created following an approved motion from the City of Hamilton General Issues Committee on May 2, 2018. The motion put forward was from the Cleanliness and Security in the Downtown Core Task Force recommending staff to identify potential funding sources for the Cigarette Litter Prevention Program and investigate the feasibility of enforcement by Municipal Law Enforcement Officers.

On September 26, 2018 Hamilton City Council approved a Motion from the Planning Committee recommending that the cost to dedicate a part time Municipal Law

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Enforcement Officer towards the enforcement of Cigarette Litter Prevention Program include warnings of impending enforcement.

The Cigarette Litter Prevention Program involves the coordinated efforts of various stakeholders including representatives from various sections within in Public Works (Business Programs, Waste Collections and Policy and Programs), Planning and Economic Development (Service Delivery, Urban Renewal) and Healthy and Safe Communities (Tobacco Control and Prevention) and external stakeholders from the Keep Hamilton Clean and Green Advisory Committee, the BIA Advisory Committee and the Cleanliness and Security in the Downtown Core Task Force. The Project is focused on reducing cigarette litter in Hamilton's BIAs and other commercial areas across the City and will also contribute to a long-term reduction in cigarette litter City-wide. Other long-term benefits of this Program include empowerment of community members to clean their neighbourhood of cigarette litter and minimize cigarette-related municipal operating costs.

Signal Controller Wrapping Project

In alignment with the Graffiti Management Strategy Workplan timelines as approved by the General Issues Committee on November 13, 2017 in Report PED17078/PW17198, staff are working to implement an anti-graffiti traffic box wraps projects across the City as a component of the Victim Assistance Program within the strategy.

Staff from Public Works (Policy and Programs and Traffic Operations and Engineering) as well as Planning and Economic Development (Urban Renewal, Placemaking, Public Art and Programs and Heritage Resource Management) have developed a working group to initiate this Program for traffic signal and street light electrical boxes across the City of Hamilton. The purpose of this working group is to analyse funding, identify target locations across the City of Hamilton for wraps to be implemented, engagement of the community through consultation and a Public Art call and installation of wraps by end of Q1 2020.

Successful implementation of anti-graffiti signal controller wraps across the City of Hamilton is intended to reduce the instances of graffiti on municipally owned assets, beautify neighbourhoods where the program is executed and fulfil key milestones within the Graffiti Management Strategy Workplan.

Public Space and Special Event Containers

Through consultation and feedback from the Cleanliness and Security in the Downtown Task Force, Business Improvement Area Advisory Committee (BIAAC), and Keep Hamilton Clean and Green Committee, a need has been identified for funding towards capital costs and installation of waste receptacles, including those with cigarette litter disposal features, across the City in public spaces and containers at special events.

The OMSRI will provide an opportunity to update and replace receptacles which are in poor condition or lacking in certain areas. Staff from Waste Collections and members of the BIAAC will review the current inventory and recommend the locations for installation through observation and community engagement through Q4 2019.

Spend It Here Marketing Campaign

On February 15, 2017 the City of Hamilton General Issues Committee approved funding of the "One City. Spend It Here" Branding Campaign and launched a marketing initiative that ran throughout 2017 promoting the 13 BIA's across the City of Hamilton utilizing print advertising, a radio campaign, external banner advertisements on HSR buses and the production of a two-minute video. This campaign was successful and since then various BIAs have been using this branding to engage their customers across print, web and social media advertising.

To further leverage the "One City. Spend It Here" branding, a similar marketing program will be undertaken through Q1 2020 to promote visitation, spending and community involvement across all 13 BIA's in Hamilton. This initiative will use similar strategies to the 2017 campaign while also emphasizing social media presence through targeted ads also promoting and highlighting BIA specific events all year long.

Successful execution of this marketing campaign will cross promote all BIAs across Hamilton and will drive traffic locally to these jurisdictions. The economic spin-off and benefit to the communities and the business owners will mean an increase in exposure, visitation and customer base.

ALTERNATIVES FOR CONSIDERATION

Should Council not wish to adopt the recommendations included within this Report then staff should be directed to investigate additional projects outside of the ones presented in Report PED19039/PW19017 that align with the OMSRI and report back to the General Issues Committee. Staff are not recommending this alternative as extensive consultation has been conducted and the projects included have received positive feedback across the City. All recommendations included within Report PED19039/PW19017 fit within the program criteria and can be completed within the identified timeline, fully executed by March 31, 2020.

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement and Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Built Environment and Infrastructure

Hamilton is supported by state of the art infrastructure, transportation options, buildings and public spaces that create a dynamic City.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A"–Ontario's Main Street Revitalization,
Initiative Guide to the Municipal Funding Agreement

Appendix "B"–Municipal Funding Agreement
Ontario's Main Street Revitalization Initiative

Appendix "C"–City of Hamilton By-Law 18-116

JD:dt