



Regular Council Meeting

To:	Mayor and Council
Date:	February 7, 2022
From:	Brigid Ayotte – Economic Development & Communications Officer
Report Number:	ECD-2022-01
Subject:	Community Improvement Plan (CIP) Expansion Project

Recommendations:

1. That Council provide direction on the preferred option for the implementation of a Township-wide Community Improvement Plan (CIP) Program, and;
 2. That Council direct Staff to move forward with the development of a draft Township-wide CIP Program for future Council consideration.
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Overview:

In the 2021 capital budget, Council allocated a total of \$15,000.00 to the development of a Township-wide Community Improvement Plan (CIP) Program. With the support of the OMAFRA Rural Economic Development (RED) Program, the total project budget for this initiative is \$30,000.

The intent of the expansion project is to attract more businesses within the Township to access financial incentives and to consider the addition of sector specific programs (i.e. agriculture) and/or geographic specific programs to further job opportunities within the Township. The proposed expanded CIP will support the recent Growth Management Strategy (GMS) approved by the Township which projected significantly higher population and employment growth over the next 20 years. The GMS reinforced the need for investment attraction to ensure employment to population ratios established in the Township's Official Plan are maintained. (Note: the GMS is currently being updated to include growth to the year 2051 as required by the provincial Growth Plan).

In September 2021, the Township contracted D.M. Wills Associates Ltd (Wills) to complete the expansion project.

A project schedule (see Attachment No. 1) centred around four (4) phases was developed and is attached to this Report.

- Phase 1: Background Review and Stakeholder Consultation
- Phase 2: Analysis and Recommendations
- Phase 3: Preparation of Community Improvement Plan
- Phase 4: Circulation

As noted in the Directions Report (see Attachment No. 3), a Technical Advisory Committee (TAC) was established at the onset of the project. The TAC consists of Township, County and consultant Staff, Township Councilors, representatives from economic & community development corporations as well as industrial, commercial and agricultural businesses. The role of the Committee is to review and comment on reports prepared by the consultant and to network with residents and business contacts to ensure their interests are represented as the project moves forward.

The Background Report (see Attachment No. 2), concluded that an expansion of the existing CIP was not only appropriate but necessary to further facilitate employment and economic development opportunities throughout the Township. Specifically, it noted that only about 16% of businesses are located within the existing Millbrook CIP area leaving about 84% of businesses within the Township ineligible to apply for financial incentive programs.

The Background Report also confirmed that businesses outside the existing CIP area have different land and operation needs and as such the development of additional and unique incentive programs would be appropriate to support all businesses in the Township.

The consultant was asked to investigate and recommend the best approach to expand and implement programs across the Township considering the different geographic areas and sectors. Specifically, the consultant was asked to determine if incentives should be delivered under two separate CIP programs or under one all encompassing program.

Three options for program delivery were evaluated and presented in Section 6 of the Directions Report. These options include:

- Option #1: Geographic Area
- Option #2: Geographic Area and Sector Specific Programs
- Option #3: Program Based (recommended)

Based on the background data, the consultant recommends that the Township move forward with Option #3 which is a program-based approach to the implementation of incentive programs. If adopted, the new CIP will include three (3) CIP areas: existing Millbrook CIP; Urban Fringe; and Rural Areas. The new program would also include the addition of nine (9) additional incentive programs as noted in Sections 4.1 (Figures 1 and 2) and 4.2.1 (Table 1) of the Directions Report.

Staff support this recommendation as it gives Council the most flexibility in directing limited funds to the needs of the broader Cavan Monaghan Community. If approved as recommended, funds could be allocated either on a rotating geographical basis or as a targeted response to fluctuating market demands or both.

Next Steps

With Council's direction, Staff will work with the consultant and the TAC to develop a draft Township-wide CIP for Council consideration.

As noted in Section 5 of the Directions Report, updates to existing Township plans and policies will be required. Specifically, an Official Plan Amendment (OPA) will be required to reflect the intent to designate the entire Township as a Community Improvement Plan Area. Implementing by-laws will also be required, the nature of which depend on the program delivery option chosen by Council. In addition, the draft CIP needs to be circulated to the Ministry of Municipal Affairs and Housing for comment and presented at a Statutory Public Meeting in accordance with the *Planning Act*. The final CIP will be presented to Council for adoption in early May 2022.

Financial Impact:

There is no financial impact associated with this Report at this time, however, Staff have already put forward a request for Council consideration for CIP funding as part of the 2022 Budget.

Attachments:

Attachment No. 1 – CIP Expansion Project Schedule

Attachment No. 2 – Background Report

Attachment No. 3 – Directions Report

Respectively Submitted by:

Reviewed by:

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