

2014-2018 Façade Economic Impact Report

Author: Natalie Smith, Economic Development Officer – Town of Yarmouth February 22, 2018



Purpose: Façade Economic Impact Report

Façade improvement programs produce many benefits -- including strengthening locally owned businesses, which helps keep dollars in the local economy. The purpose of the Façade Economic Impact Report is to confirm where:

- Commercial building improvements resulted in an increase in sales in the year after the improvements were made,
- Sales improvements were sustained for several years,
- Sales increases exceeded increases in local taxes,
- The improvements attracted new businesses and shoppers to the target area,
- Participants were often motivated to make additional improvements (such as to interior spaces or product lines), and
- Owners/tenants of properties and businesses in surrounding areas were motivated to make improvements

Report Content

- 2018 Façade Applicant Survey Results
- Downtown Occupancy Comparison 2016 vs 2018
- Property Value Assessment

Program Achievements

- 62 Applications Approved (12 in 2017)
- 49 Facades Applications Completed (24 in 2017).
- 13 Facades to complete by late Spring 2018.
- \$268,881.41 in grants approved; \$203,187.78 grants paid.
- \$894,261.27 value of building improvements made by the facade applicants (does not include in-house labour costs not submittable for grant) .

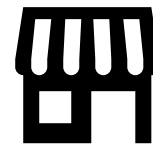
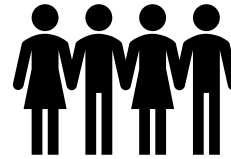
Façade Survey Responses

Façade Survey Questions and Participation

Survey Question asked:

- Why did you participate in the Façade Program?
- As part of the Façade Project did you complete any other exterior/interior improvements?
- What was the value of those additional improvements?
- Did you see any increase customer traffic, and if yes, what percentage increase?
- Did you have any increase in sales/revenues and if yes, what percentage increase?
- Would you recommend Façade Program to other businesses?

31 Applicants
Responded
to survey



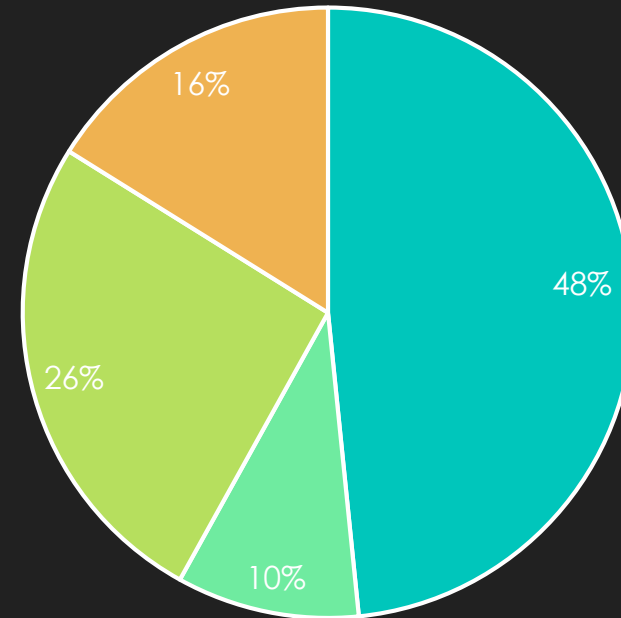
Respondents:
Property Owners,
Services, Retail,
Restaurants

- We reached out to 46 applicants with completed façade projects from 2015 to 2017.
- We asked 8 questions about how the façade program impacted their property/business.

Question 1: Why did you participate in the Façade Program?

- 48% building façade in poor condition
- 26% rebranding business
- 16% purchased property and took advantage of program
- 10% spruce up facade

Reason for participation in Façade Program

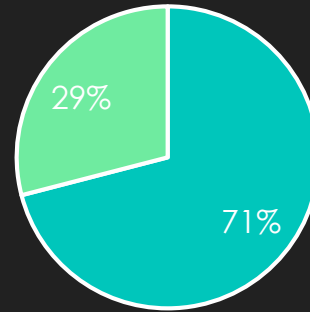


- Building façade in poor condition.
- Rebranding my business with a new façade.
- Purchased property and took advantage of façade program.
- Spruce Up Façade

Questions 2 & 3:

- As part of the Façade Project did you complete any other exterior/interior improvements?
- What was the value of those additional improvements?

Applicants with additional projects with Façade application.

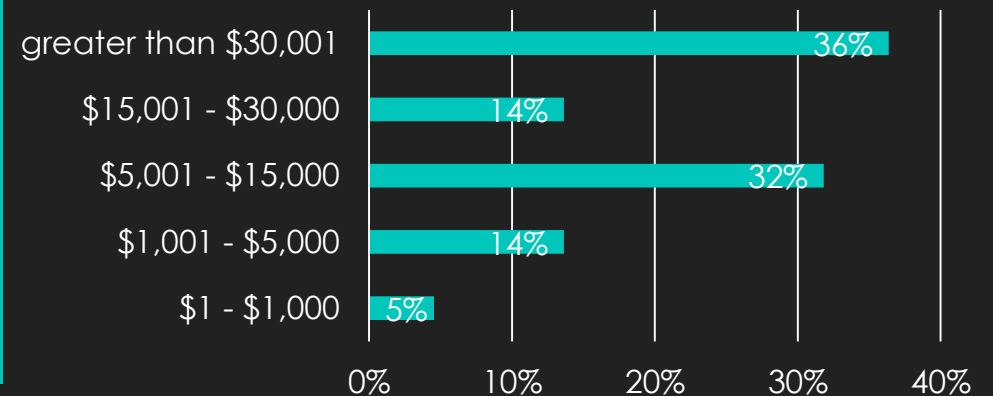


■ Yes ■ No

71% of Survey Applicants Completed additional Interior/Exterior Projects

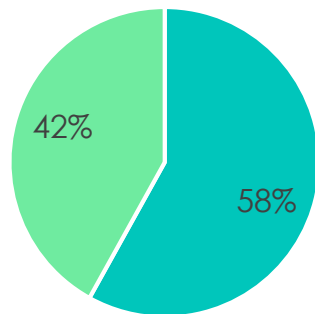
82% invested more than \$5,000 on projects outside Façade program. 36% of those, invested > \$30,000

Additional value of improvements with Façade projects completion.



Questions 4 & 5 – Did you see any increase in customer traffic, and if yes, when percentage increase?

% of Survey Applicants
Increase in Customer Traffic

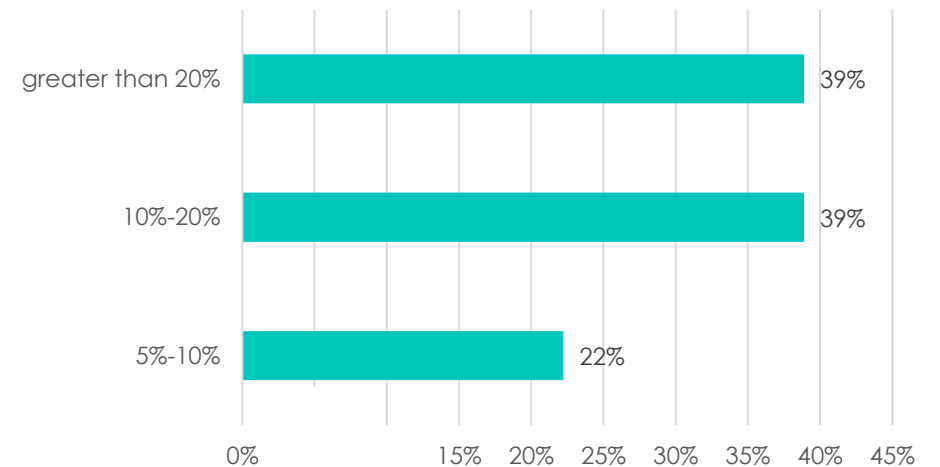


■ Yes ■ No

58% of Survey Applicants saw increase in customer traffic

78% saw greater than 10% increase in Customer Traffic

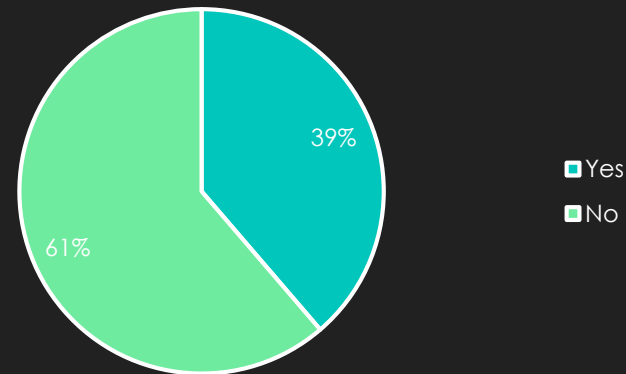
Increase in Customer Traffic



Questions 6 & 7 & 8

- Did you have increase in sales/revenues and if yes, what percentage increase?
- Would you recommend Façade Program to other businesses?

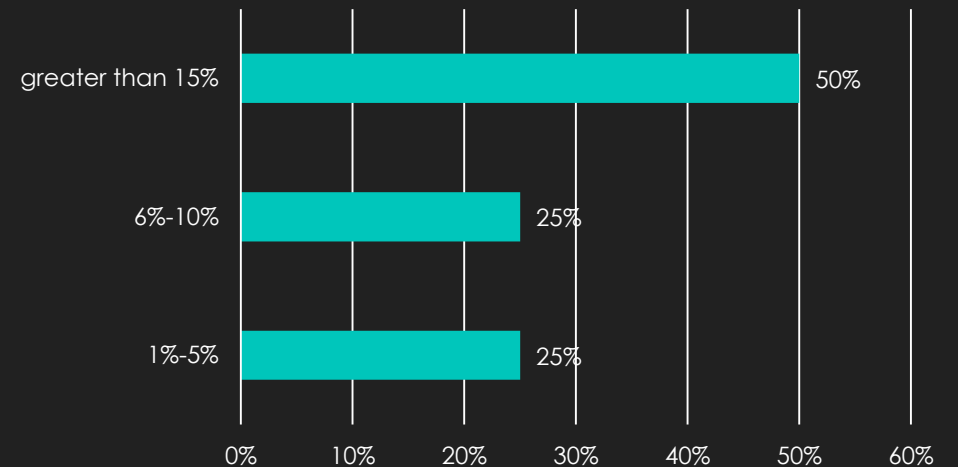
% of Survey Applicants Increase in Sales/Revenue



94% would recommend Façade Program

- 39% of Survey Applicants saw increased Sales/Revenue.
- 50% had increase greater than 15%.

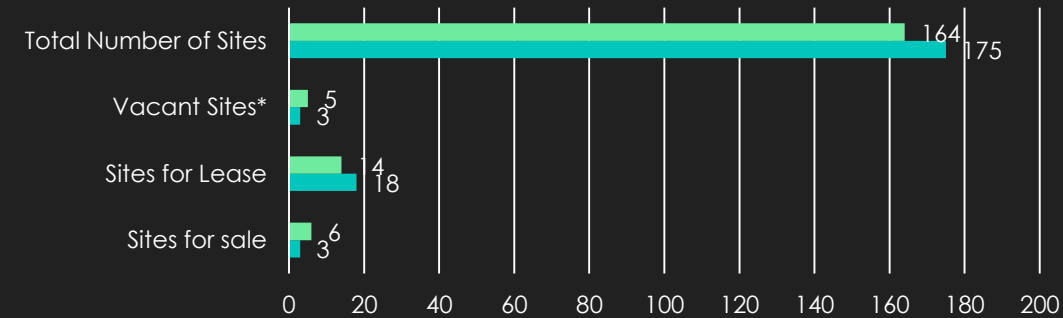
% Increase in Sales/Revenue



Downtown Commercial Occupancy Comparison Feb. 2018 vs May 2016

- +1% increase in downtown commercial Occupancy from May 2016 to Feb 2018.
- - 50% decrease in commercial properties available for sale in the downtown commercial area.
- + 22% increase in available units for lease, with newly purchased properties creating more Units.
- - 40% reduction in vacant properties (not rentable). Properties were resold, renovated and now leasable.

Core Business District Commercial Occupancy February 2018 vs May 2016 (# of units)



	Sites for sale	Sites for Lease	Vacant Sites*	Total Number of Sites
■ May-16	6	14	5	164
■ Feb-18	3	18	3	175

■ May-16 ■ Feb-18

88%
Occupancy
Feb 2018

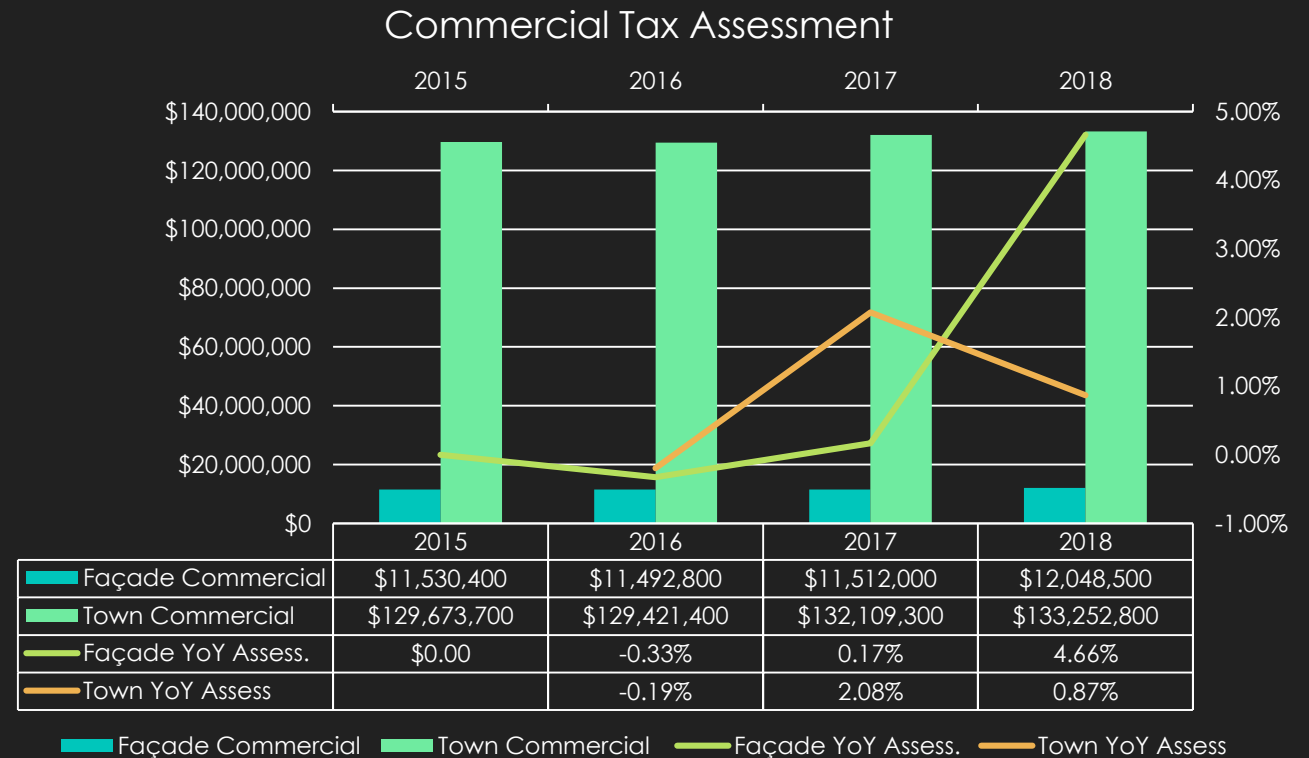


87%
Occupancy
May 2016



Façade Property Valuation Impact

- Total Façade properties assessed value increased by 4.49% (2015 to 2018) over three year period.
- Total Commercial assessed property value increased at a slower rate by 2.76% for same three year period (2015 to 2018).



YoY % = Year over Year % = (current year-past year)/past year x 100

Source: Property Valuation Services Corporation (PVSC)