

TOWN OF YARMOUTH DOWNTOWN FAÇADE INCENTIVE PROGRAM PHASE 1 FINAL REPORT

Presented by: Yarmouth Façade Society
November 2015

Summary Points:

Program initiated July 2014

Phase 1 Launched September 2014 to October 2015

- Yarmouth Façade Society established
- Target Area: Downtown Core Retail Area (King St. to Forest St. on Main)
- Target Applicants: 28 Applicants Achieved: 24 Applicants
- Target Budget: \$150,000 Granted: \$97,000
- Economic Spin off - \$300,000 of total construction spend

Phase 2 Recommendation:

- Expand to other areas along the Main St. corridor from fountain to fountain and down to Water St. with program budget of \$200,000
- 22 unsolicited interest from the building owners

PHASE 1 - PROGRAM SCOPE

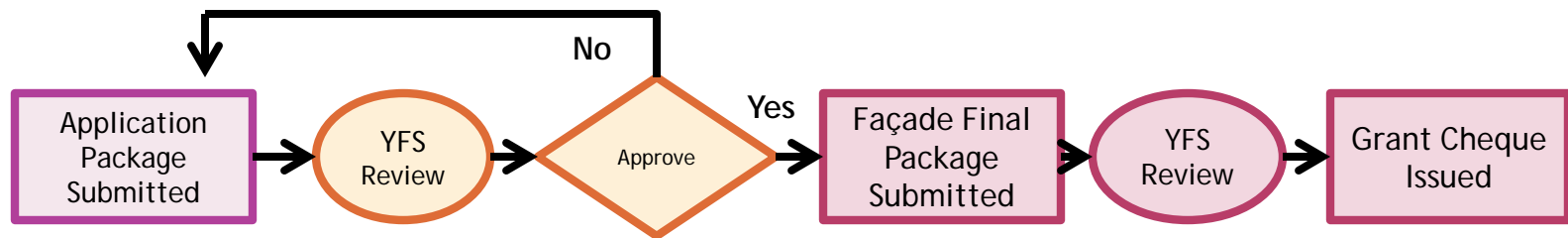
- The Façade program provides matching funds for façade improvements to commercial building owners/tenants up to a \$5000 contribution limit.
- Phase 1 of the program comprise of front facades located on Main St. from King St. to Forest St. Program amended to add side facades for those building at intersections that could be seen from Main St.
- The program is administered and managed through a Not-For-Profit incorporated society of volunteers, The Yarmouth Façade Society (YFS).
- YFS developed applicant process and application package to facilitate the program.

YARMOUTH FAÇADE SOCIETY

The Yarmouth Façade Society is a seven member volunteer board.
The members of the board are:

Gil Dares	President
Kilby Nickerson	Vice-President
Kathryn Murphy	Treasurer
Sonia Ryan	Secretary
Angela Collier	Director
Shawna Jackson	Director
Tony Papadogiorgakis	Director
Natalie Smith	Town Staff Representative

PROCESS FOLLOWED



Includes:

- Before Photos
- Scope of Work
- Quotes
- Applicant Info.

If Yes, identifies what & grant amount approved.
If No, identifies what info. missing and façade requirement to re-submit.

Includes:

- After Photos
- Paid Invoices
- Work verified
- Cheque issued for Scope of Work

LESSONS LEARNED

- Adjusted program timeline for bad weather.
- Adjusted application requirements to one Quote.
- Flexibility on colours by applicants within reason.
- No flexibility provided on materials used and signage.
- One-on-One engagement with building owners & Businesses help with traction of program.
- Application needs to be approved in the Fall/Winter for readiness in Spring/Summer work.

PHASE 1 PARTICIPATION

- 24 applications approved - target was 28
- \$97,265 in Grants approved
- \$291,183 total economic spin-off in Phase 1

Phase 1 Façade Incentive Program	Total Number Applications Still Pending	Number Applications Approved in Month	Total Value (\$) of Applications Approved	Total Façade Value (\$) of Application Approved	Total Façade Value (\$) of Application to Reimburse
April 2015	10	0	\$ -	\$ -	\$ -
May 2015	10	1	\$ 23,000.00	\$ 10,000.00	\$ 5,000.00
June 2015	10	1	\$ 3,300.00	\$ 3,300.00	\$ 1,650.00
July 2015	13	3	\$ 25,361.00	\$ 20,361.00	\$ 10,180.50
August 2015	12	4	\$ 68,997.98	\$ 68,997.98	\$ 18,060.35
September 2015	12	3	\$ 38,318.38	\$ 33,918.38	\$ 14,209.19
October 2015	0	12	\$ 132,206.10	\$ 132,206.10	\$ 48,165.03
Total Approved		24	\$ 291,183.46	\$ 268,783.46	\$ 97,265.07

Note: *As of Nov 3/15 - The society has disbursed \$33,378.48 in grants. Applications approved as of Nov 3/15.

PHASE 2 PROGRAM

- Façade Society recommends to move to Phase 2 of the Downtown Façade Improvement Program
- Unsolicited interest from existing businesses/building owners within the Phase 1 area that were not able to participate due to:
 - Lack of availability of contractors within Phase 1 timeline
 - Finances not available this year
 - Saw the positive impact of other businesses and want to participate
 - 9 additional buildings to participate in Phase 2
- Unsolicited interest from other areas outside of the Phase 1 area
 - From Forest St. to Argyle St. - 5 buildings
 - From King St. to Vancouver St. - 1 building
 - Below Main St. - 5 buildings
 - Above Main St. - 2 buildings
- Total of 22 buildings interested in Phase 2 program.

PHASE 2 PROGRAM OPTIONS

Option A - Grant Budget Estimate: \$200,000

Town allows YFS to maintain funds dedicated in the Phase 1 program and agrees to fund the project to the same extent next year; extend the boundaries as follows:

- Repeat the existing coverage area
- Include Main to Water along Store Street, South on Water to Forest and up Forest to Main
- Cliff Street from Main to Willow, north on Willow to Parade and West on Parade to Main
- Main Street from Argyle to Vancouver (include four corners?)

PHASE 2 PROGRAM OPTIONS

Option B - Grant Budget Estimate: \$150,000

Town repeats funding at \$150,000 but does not allow use of surplus funds from this year:

- Repeat the existing coverage area
- Include Main to Water along Store Street, South on Water to Forest and up Forest to Main
- Cliff Street from Main to Willow, north on Willow to Parade and West on Parade to Main
- No expansion north or south along Main Street.



PHASE 2 PROGRAM OPTIONS

Option C - Grant Budget Estimate: \$ 50,000

No renewed funding:

- Repeat the existing Phase 1 coverage area from King St. to Forest St. until funds are expended.





THANK-YOU