



REPORT TO: Mayor and Members of Council Choose an item.

PREPARED BY: Felicia Krista, Economic Development & Communications Coordinator

DEPARTMENT: Economic Development

DIVISION: Economic Development

MEETING DATE: November 20, 2024

SUBJECT: CIP Application Four Seasons Fashions, Gifts & More

PROPOSED MOTION

That Council award Four Seasons Fashions, Gifts and More located at 214 Parkhill Main St., Parkhill with \$1380.96 upon completion of their proposed beautification project as per the Municipality's Community Improvement Plan.

STAFF RECOMMENDATION

To grant \$1380.96 to Four Seasons for professional fees, as per the Municipality's Community Improvement Plan, Beautification Program.

EXECUTIVE SUMMARY

In 2021, Council approved the implementation of the Municipality's local Community Improvement Plan (CIP) whereby providing property owners/businesses a set of tools to incentivize local business investments. This year's CIP funding stream is focussed on:

1. **Beautification**
2. **Rural Economic Development**
3. **Accessibility**
4. **Brownfield Study Program**

The application before Council relates to Four Seasons Fashions, Gifts & More located at 214 Parkhill Main St., in as per the Beautification Program guidelines.

LINK TO STRATEGIC PRIORITIES

Choose an item. Choose an item.

Choose an item. Choose an item.

Plans: To Support Robust Industrial, Commercial and Residential Growth By Offering High Quality Public Spaces And Places

Choose an item. Choose an item.

Prosper: To Support Economic Strength, Foster Entrepreneurship And Attract Investment By Promoting Economic Growth Through Implementation Of The Economic Development Plan

BACKGROUND

The North Middlesex Community Improvement Plan (CIP) was approved at the May 12th, 2021, Meeting of Council. The CIP provides an incentive toolbox that can be used to support economic development and community improvement projects throughout the Municipality. Council has the option of selecting which financial incentive programs, funding methods and budget on an annual basis. Not all available programs and funding methods will be utilized annually. This year’s CIP funding stream is focused on:

1. Beautification
2. Rural Economic Development
3. Accessibility
4. Brownfield Study

In discussions/meetings with the applicant, staff have vetted the application and have confirmed that the proposed works meet the intent of our CIP; to this effect, Four Seasons Fashions, Gifts & More has provided all relative information including 2 quotations for their proposed work.

DISCUSSION

In examination of the provided quotes, the proposed works are within the amount of the \$1,500 threshold where Four Seasons Fashions, Gifts & More is seeking 50% of allowable funds under the Municipality’s Community Improvement Plan up to \$1,500. The applicant is proposing to produce a 4’ side circular sign which will replace the existing sign of the same size on the storefront of their business. The applicant completed this application to have some of the associated professional fees reimbursed.

FINANCIAL

Approved Operational Budget

2024 Opening Balance	Funds Dedicated to Date	Proposed Funding	Proposed Closing Balance
\$20,000	\$14,246.15	\$1,380.96	\$4,372.89

ATTACHMENT

Prepared By: Felicia Krista, Economic Development & Communications Coordinator

Approved By: Carolyn Tripp, Chief Administrative Officer