

NO: R190

COUNCIL DATE: September 11, 2017

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **September 6, 2017**

FROM: **General Manager, Parks, Recreation & Culture** FILE: **1850-01**
General Manager, Finance

SUBJECT: **Community Enhancement Partnership Program Grant Application – Mason’s Cloverdale Home Furnishings Façade Enhancement Project**

RECOMMENDATION

The Parks, Recreation & Culture Department and the Finance Department recommend that Council fund a grant under the Community Enhancement Partnership (CEP) Program of up to \$3,000 to the Mason’s Cloverdale Home Furnishings Façade Enhancement Project.

INTENT

The intent of this report is to recommend Council award a CEP grant to support the Mason’s Cloverdale Home Furnishings Façade Enhancement Project.

BACKGROUND

In January 2010, Council adopted the Community Enhancement Partnership Program, which is intended to provide financial support for projects focussed on community engagement and neighbourhood enhancement. Under the CEP Program, residents, businesses and community groups may apply to the City for a grant under these separate categories;:

- **Small Project Grants** - to support in planning, organizing and implementing projects intended to directly improve the physical aesthetic appeal of a neighbourhood;
- **Partnership Grants** - to support projects that build community relationships through celebration and activity; or
- **Façade Grants** – enable small businesses or commercial property owners to apply for funding to renovate or improve their building facades.

The CEP Program Guidelines are attached as Appendix “1”. The 2017 CEP Program has a budget of \$45,000.

The community has been notified of this program through stakeholder mail-outs, newspaper ads, press releases, promotional posters at civic facilities and on the City's website and social media channels. A Grant Selections Committee has been established with representatives from various departments and is responsible for assessing grant applications that are received under the Program. One hundred and fifty eight (158) CEP Program grants have been approved to date.

The following sections of this report provide a description and evaluation of an application for a grant under the CEP Program that was recently received by the City.

DISCUSSION

Mason's Cloverdale Home Furnishings Façade Enhancement Project

The business owner at Mason's Cloverdale Home Furnishings at 5759 and 5765 176 Street has applied for a Façade Enhancement Grant to update the storefront (Appendix "II"). The proposed work includes replacing the outdated awning, painting the brick walls and replacing old wood siding with improved materials. The new look will be more representative of the quality of products carried within the store and will help to better integrate the storefront into the modernizing streetscape.

The total project cost is \$15,000 and the business owner is asking for \$3,000 to help defray the renovation costs.

Based on a review of the project according to the CEP Program criteria, a grant of up to \$3,000 for the Mason's Cloverdale Home Furnishings Façade Enhancement Project is considered reasonable, subject to the group submitting photographs documenting the progress and outcomes of the project.

FUNDING

Appendix "III" provides information on the status of funding related to the Community Enhancement Partnership Program based on an assumption that Council will approve the recommendations of this report.

SUSTAINABILITY CONSIDERATIONS

The CEP Program meets the goals of the City's Sustainability Charter by encouraging social connections, community pride, volunteerism, community ownership, placemaking at the neighbourhood level, fostering a culture of collaboration and the generation of new ideas, and citizen engagement. Specifically the project supports the following Desired Outcomes and Strategic Directions:

- Inclusion DO 21: All residents have opportunities to be meaningfully engaged in civic issues and to contribute to community life.
 - SD 19: Support placemaking opportunities at the neighbourhood level and the creation of community gathering spaces.

- Built Environment and Neighbourhoods DO 3: The City Centre is a dynamic, attractive and complete metropolitan area and important international destination, and is one of North America's most livable and desirable downtowns.
 - SD 8: Strengthen and promote community engagement and programming in public spaces.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a CEP Program grant of up to \$3,000 for the Mason's Cloverdale Home Furnishings Façade Enhancement Project.

Laurie Cavan
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Parks, Recreation & Culture

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Finance

Appendix "I": CEP Program Overview and Guidelines

Appendix "II": Project Details and Location

Appendix "III": Status of Community Enhancement Partnership Program Funding

CEP Program Overview and Guidelines



Community Enhancement Partnership Program (CEPP) Program Overview and Guidelines

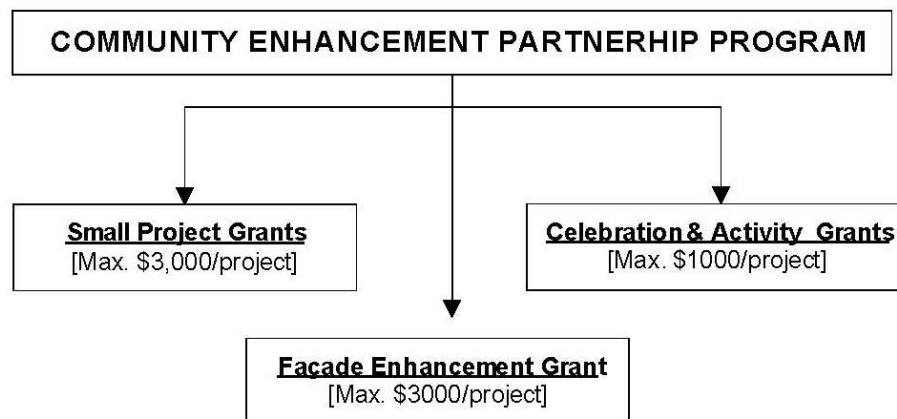
The Community Enhancement Partnership Program (CEPP) is an initiative of Council to encourage neighbourhood projects and activities that beautify our streets and public spaces. Through the Program, residents, groups and businesses can apply to the City for a grant to plan, organize and implement small beautification and place-making projects, activities and celebrations. Successful applicants match their requested grant amount with contributions of volunteer labour and services, donated materials, and/or cash. The Grant program is a partnership in which the applicant and the City contribute towards the applicants proposed project. Projects must be completed within twelve (12) months of a grant being awarded.

FUNDING CRITERIA & ELIGIBILITY

Grants are available to all Surrey residents, students, community groups, organizations or associations. Small businesses will also be considered for building or landscaping beautification projects in targeted areas. All applications must encourage inclusive neighbourhood participation. Projects must be undertaken within the geographic boundaries of Surrey. All applicants must demonstrate their project or activity will:

- focus on beautifying, celebrating and creating engaging places in Surrey;
- generate a public benefit in an inclusive and cooperative manner;
- involve members of the community in the project;
- commit to overseeing the project and any resulting maintenance;
- have broad neighbourhood support.
- improve the look and feel of City streets

PROJECT GRANT CATEGORIES



i) Small Project Grants

Small project grants have a maximum amount of \$3,000 per project. They are offered to support planning, organizing and implementing projects that physically improve the appearance of the City. As examples, a neighbourhood garden, boulevard landscaping, community pathway, floral tree plantings, decorative lighting display or a neighbourhood entrance feature would fall under this category.

ii) Celebration & Activity Grants

Celebration & Activity grants have a maximum amount of \$1,000 per project. They are offered to support community activism and celebration. As examples, a neighbourhood festival or block party or a neighbourhood improvement campaign would fall under this category. Projects that create opportunities to develop neighbourhood organization and promote community leadership are encouraged. Ideally, the community celebration will ultimately encourage people to get involved in improving their neighbourhood for the long term.

iii) Facade Enhancement Grants

Facade Enhancement Grants help to encourage commercial property owners and businesses to invest in their buildings and storefronts through facade renovations. Property owners are urged to renovate, building facades through grants, matching up to 30% of the eligible costs to a maximum of \$3,000. Through the Facade Enhancement Grant Program, property owners and businesses will help to improve the streetscape of the local community, attracting residents, businesses and customers to the area. Facade grants are targeted towards different areas around the City each year.

PROJECT MANAGEMENT & RECOGNITION

For awarded projects, photos must be submitted to the City as a permanent record and for potential posting on the City's website and within local newspapers.

Awarded projects may be subject to inspection by City staff. Annual inspections may be undertaken to monitor maintenance and upkeep of projects.

- Applicants that have failed to undertake or maintain projects, as outlined on submitted applications, may be eliminated from consideration for future City grant opportunities.
- Applicants are required to abide by all Municipal, Provincial and Federal laws and regulations.
- The City of Surrey reserves the right to remove any physical installations or improvements on public land at any time.

APPLICATION REVIEW PROCESS

Each application will be evaluated by a grant evaluation committee using the following evaluation criteria and within available funding.

Evaluation Criteria

Overall Community Enhancement Program Objective

- Project corresponds with the objective to “beautify, animate and celebrate Surrey”.

Project Proposal & Feasibility

- Provides a clear description of what the project is and why it is proposed.
- Provides a clear public benefit.
- Is well planned with a realistic timeline and a clear beginning and end.
- Has a reasonable budget.

Community Building

- Community contribution is documented, demonstrating broad community participation and support for the project.
- Encourages inclusive community participation and provides opportunity to bring people together.
- Encourages interaction between different groups, such as different cultural groups, tenants, seniors and business owners.
- Encourages collaboration between all age groups, particularly youth and adults.

Outcomes

- There is a clear understanding of how the community will be improved as a result of the project, with anticipated outcomes clearly documented.
- Project is designed for low maintenance and the applicant and stakeholders commit to project maintenance, with the majority of maintenance undertaken by the applicant.

Grants will **NOT** be awarded to/for:

- The purpose of private gain.
- Government agencies, political or partisan groups, formal business associations, universities, exclusive clubs or associations, newspapers and non-Surrey-based organizations (based or originating).
- Applicants who have failed to document a community contribution.
- Applicants who have failed to successfully carry out or maintain a project for which a grant was previously awarded.

Grants must **NOT** be used to:

- Duplicate an existing public or private program.
- Support ongoing programs or services.
- Replace funding lost from other sources or provide gap funding.
- Pay for the applicants operating expenses that are not directly related to the project for which the grant is awarded.
- Purchase land or buildings.
- Pay for out of City travel expenses.
- Pay for expenditures or financial commitments made *before* the organization's grant application was submitted.

APPENDIX “III”

Status of Community Enhancement Partnership Program Funding



2017 FINANCIAL PLAN COMMUNITY ENHANCEMENT PARTNERSHIP PROGRAM

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	46,032		
2017 Adopted Budget	<u>45,000</u>		\$ 91,032
1. Newton Tickle Trunk		\$ 2,000.00	
2. SSSC Community Summit		cancelled	
3. Friends of the PLOT		\$ 3,000.00	
4. Alexandra N. House		\$ 3,000.00	
5. 129 St. Block Party		\$ 750.00	
6. United Way Avenues of Change		\$ 1,000.00	
7. Fun Fun Park Clean up Day		\$ 740.00	
8. Adams Road Community Festival		\$ 1,000.00	
9. Rising Tides Skin Boats Project		\$ 320.00	
10. Clayton Community Festival		\$ 1,000.00	
11. Youth Basketball Tournament		\$ 550.00	
12. FAÇADE- Newton Mural Project		\$ 2,000.00	
13. Skylands Block Party		\$ 500.00	
14. Blockwatch 3-076		\$ 325.00	
15. Ocean Park Planters		\$ 900.00	
16. Country Woods Celebration		\$ 1,000.00	
17. Surrey Skill Share Fair		\$ 1,000.00	
18. 58B Block Party		\$ 500.00	
19. 60 Ave Block Party		\$ 500.00	
20. Clayton Block Watch BBQ		\$ 265.00	
21. 135 Street Block Party		\$ 440.00	
22. 59 A Avenue Block Party		\$ 500.00	
23. International Day of Yoga		\$ 1,000.00	
24. Harvest Wynde (75 Avenue) Block Party		\$ 500.00	
25. 69 Avenue Block Party		\$ 500.00	
26. 100 Avenue Block Party		\$ 500.00	
27. Jedburgh Place Block Party		\$ 500.00	
28. St. James Block Party		\$ 500.00	
29. Love Newton Community Nights		\$ 1,000.00	
30. Gratitude Garden		\$ 3,000.00	
31. Spirit Garden		\$ 2,900.00	
32. WeLive2Empower Block Party		\$ 1,000.00	
33. Panorama Neighbours' Block Party		\$ 500.00	
34. Sequoia Park Block Party		\$ 300.00	
35. 165A Street Block Party		\$ 500.00	
36. Façade 5615 176A Street Landscape		\$ 375.00	
37. 85A Avenue Block Party		\$ 350.00	
38. 70A Avenue Block Party		\$ 500.00	
39. Bark Park		\$ 2,000.00	
40. 150 B Street Block Party		\$ 500.00	
41. 158 Street The Oliver Block Party		\$ 500.00	
42. Amble Greene Halloween Parade		\$ 500.00	
43. Waterstone Block Party		\$ 500.00	
44. Mason's Cloverdale Home Furnishings (proposed)		\$ 3,000.00	
Allocations for 2017		\$ 42,215	\$ 48,800