



Business Reopening Grant Program

Progress Update

September 2021



Council Direction – May 31, 2021

Moved by Councillor Sutherland

Seconded by Councillor Davison

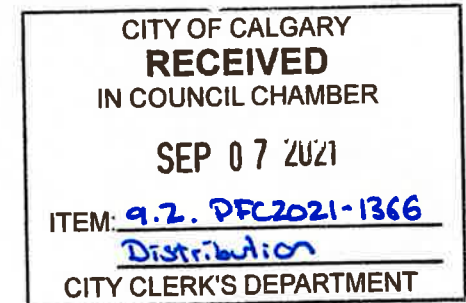
That with respect to Report C2021-0725, the following be adopted:

That Council direct Administration to:

1. Allow hotel/motel non-residential property owners who have not paid their 2021 property taxes to be considered for a deferral of 2021 municipal and provincial property taxes by this program, without penalties, to 2022 December 31, and provide a Report to Council no later than 2021 Q3 with a list of roll numbers of qualifying properties for approval; and,
2. Develop and administer a Calgary Reopening Grant for Restaurants, Pubs and Bars based on the eligibility and criteria outlined in Attachment 3; and,
3. Develop and administer a separate Calgary Reopening Grant for Fitness Facilities with a larger individual grant amount reflecting their Covid-19 business impact, to a maximum program allocation of \$3 million, to be funded through the City's Covid-19 surplus in #2 above, and supplemented from the Fiscal Stability Reserve as needed, based on the eligibility and criteria outlined in Attachment 3; and,
4. Develop and administer a separate Calgary Reopening Grant for Entertainment Establishments that have been closed since the beginning of the pandemic (including Night Clubs and Private Music Venues) with a larger individual grant amount reflecting their Covid-19 business impact, to a maximum program allocation of \$500,000, to be funded through the City's Covid-19 surplus in #2 above, and supplemented from the Fiscal Stability Reserve as needed, based on the eligibility and criteria outlined in Attachment 3.

For: Mayor Nenshi, Councillor Farkas, Councillor Gondek, Councillor Chahal,
 (14) Councillor Davison, Councillor Keating, Councillor Woolley, Councillor Carra,
 Councillor Chu, Councillor Colley-Urquhart, Councillor Farrell, Councillor Magliocca, Councillor Sutherland, and Councillor Demong

MOTION CARRIED





Council Direction – May 31, 2021

Moved by Councillor Woolley

Seconded by Councillor Davison

That with respect to Report C2021-0725, the following Motion Arising be adopted:

That Council direct the Business Advisory Committee to continue to conduct consultations with different sectors of businesses including personal wellness services and continue to bring opportunities for support to Council.

Mayor Nenshi, Councillor Farkas, Councillor Gondek, Councillor Chahal,

For: Councillor Davison, Councillor Keating, Councillor Woolley, Councillor Carra,

(14) Councillor Chu, Councillor Colley-Urquhart, Councillor Farrell, Councillor

Magliocca, Councillor Sutherland, and Councillor Demong

MOTION CARRIED



Eligibility

“To be eligible for the grant, the applicant must be a business owner with a licensed business located within the City of Calgary limits, and must follow the criteria and application process.

This will confirm that grant resources are used efficiently and effectively to support businesses that have been significantly impacted by the pandemic, specifically, restaurants, pubs, bars, entertainment establishments (including nightclubs) and fitness centres. Business owners with multiple Calgary permanent physical establishments are eligible to apply for funding for each establishment. This includes scenarios where a business owner has more than one location or chapter or branch, to a maximum of three.”



Program

Restaurants, pubs, bars

- Grant \$2,500 per physical permanent premise up to a maximum of three locations
- Maximum of \$9.5 million grant funds available

Fitness centres (including fitness studios)

- Grant \$7,500 per physical permanent premise up to a maximum of three locations
- Maximum of \$3 million in grant funds available

Entertainment establishments (night clubs and music venues only)

- Must have been fully closed since the beginning of the pandemic
- Grant \$15,000 per physical permanent premise up to a maximum of three locations
- Maximum of \$500,000 in grant funds available

Program ran from July 2 – August 10, 2021



Communications

- A postcard with a QR code leading to the application was direct-mailed to every eligible business.
- Nearly 19,000 unique visitors to the website.
- We exceeded all of our benchmarks in terms of impressions and engagement, with our social media campaign being particularly successful. The social campaign generated more than 1 million impressions.
- Our traditional marketing campaign also exceeded expectations and resulted in 3.8 million impressions.



Results to date

- As of September 1, more than \$7 million has been distributed to 2,240 Calgary businesses.
- We expanded our interpretation to account for some subjectivity in which business license a facility held to ensure that we were helping as many businesses as possible.
- The most significant single reason that an application was refused was because they opened after March 2020.



Grant distribution as of September 1, 2021

| Business Category | Grant Approved (\$) | Count | Budget (\$) | Remaining Budget (\$) |
|-----------------------------|----------------------------|--------------|--------------------|------------------------------|
| Entertainment Establishment | 195,000.00 | 13 | 500,000 | 305,000 |
| Fitness Centre | 1,897,500.00 | 253 | 3,000,000 | 1,102,500 |
| Restaurant Pub Bar | 4,930,000.00 | 1,974 | 9,500,000 | 4,570,000 |
| Grand Total | 7,022,500.00 | 2,240 | 13,000,000 | 5,977,500 |