

Proposed Main Streets Business Support Grant Pilot – General Terms of Reference

Summary

- The Main Streets Business Support Grant Pilot will provide a lump sum \$5,000 grant to eligible businesses affected by City-led construction of the Marda Loop and/or Bridgeland Main Streets projects boundaries in 2024.
- This grant pilot is specifically designed for these particular Main Streets projects due to the extended duration and cumulative impact that construction activities, including road closures, detours, utility relocations, and sidewalk replacements, can have on customer access and business operations.
- This grant is not financial compensation and there is no requirement in Alberta's Municipal Government Act to compensate business owners for the effects of City-led infrastructure construction (e.g. Public utilities).
- This grant is intended to provide financial support to help businesses:
 - a) prepare for the potential effects of construction by adapting their operational practices, and
 - b) implement their own strategies to encourage patronage during construction.
- This is a one-time grant being implemented as a pilot in 2024. The pilot will serve as a tool for The City to learn from and evaluate the effectiveness of providing construction financial support.

Pilot Objectives

- 1) Assess the effectiveness and outcomes of providing businesses with financial support to help them prepare for and manage the potential effects of construction on business operations.
- 2) Uncover and aim to resolve potential unanticipated challenges that could arise through the administration of the grant (e.g. potential challenges with eligibility requirements or administration process).
- 3) Better understand internal resourcing requirements and processes associated with administering the grant.
- 4) Develop recommendations to refine and adjust should The City proceed with formalizing a Council-approved grant program.
- 5) Evaluate overall effectiveness of the pilot to help inform a recommendation on potentially formalizing a business support grant for Main Streets infrastructure projects.

Financial Support Provided

The City of Calgary will provide a one-time lump sum \$5,000 grant to eligible businesses.

Eligibility

- Businesses must provide in-person retail sales, product rentals or consumer services, which require customers to travel to the site of business to complete the business transaction.
- Businesses must operate with a physical storefront location within one city block of 2024 planned construction activities for Marda Loop and/or Bridgeland Main Streets projects. Eligible businesses will be identified once 2024 construction plans are finalized in Q2 2024.

- Businesses must provide in-person retail sales, product rentals or consumer services, which require customers to travel to the site of business to complete the business transaction.
- Businesses must be licenced by The City of Calgary and possess one or more of the Licence Types listed in Table 1.
- Businesses must be operational at any point during the grant application period, which is anticipated to open by end of Q2 2024 and will close on 31 October 2024.

Exclusions

- In the situation where an individual business has two or more Business Licence types, only one grant will be provided.
- Businesses that are not required to possess one or more of The City of Calgary Business Licences listed in Table 1 are not eligible for financial support through this grant pilot.

Grant Application Process

- Administration will establish the grant application process in Q2 2024, which will be outlined in the grant application package distributed to eligible businesses.

Evaluating Success

- Evaluation metrics will be developed in Q2 2024 and business participation and reporting requirements will be outlined in the grant application package.
- Eligible businesses will be requested to participate in the grant pilot evaluation process. This may be conducted through one-on-one dialogue with City business liaisons, short surveys, optional focus groups or other means to be established.
- The City will seek feedback on topics including but not limited to:
 - o Grant administration, eligibility criteria and application process.
 - o The way(s) in which businesses used the funding.
 - o Assessment of the effectiveness of the grant to help businesses prepare for the potential effects of construction and implement strategies to encourage patronage during construction.
 - o Suggestions and ideas for future business support initiatives, including financial support and non-financial supports.

Table 1. City of Calgary licenced business types eligible for the Business Financial Support Grant Pilot

BUSINESS TYPES ELIGIBLE FOR GRANT (Business type as defined in Business Licence Bylaw 32M98, Body Rub License Bylaw 53M2012 and Massage License Bylaw 52M2013)	
Alcohol Beverage Sales	Liquor Store
Amusement Arcade	Massage Centre
Auto Body Shop	Motor Vehicle Dealer – Premises
Body Rub Centre	Motor Vehicle Repair & Service
Cannabis Store	Outdoor Patio
Cinema	Pawnbroker
Entertainment Establishment	Payday Lender
Fabric Cleaning	Personal Service
Food Service – Premises	Retail Dealer – Premises
Fuel Sales/Storage	Secondhand Dealer
Furniture Refinishing	Tobacco Retailer
Hotel/Motel	Vaping Retailer
Kennel Service/Pet Dealer	