

From: [PF-Mailbox-01](#)
To: [Norio, Ann-Marie](#); [Trennum, Matthew](#)
Subject: FW: Online Form - Request to Speak at a Standing Committee or Regional Council
Date: Thursday, July 29, 2021 2:51:36 PM

From: Niagara Region Website
Sent: Thursday, 29 July 2021 14:51:33 (UTC-05:00) Eastern Time (US & Canada)
To: Clerks
Subject: Online Form - Request to Speak at a Standing Committee or Regional Council

Request to Speak at a Standing Committee or Regional Council

To reply, copy the email address from below and put into 'To'. (if resident entered their email address)

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David Jovanovic

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Organization

Lundy's Lane BIA

standing committee

Committee of the Whole

Presentation Topic

Niagara Region Incentive Review

Presentation includes slides

No

Previously presented topic

No

Presentation Details

Reconsideration of elimination of Region's funding of several current CIP & Development Charges incentives. Files will be uploaded by August 3

Video Consent

Yes





August 3, 2021

Chair Jim Bradley & Members of Regional Council
1815 Sir Isaac Brock Way
PO Box 1042, Thorold, ON L2V 4T7
289-687-0799

Re: Niagara Region Incentive Review

Dear Chair Jim Bradley & Members of Regional Council,

It has come to our attention that the Niagara Region has undertaken a review of incentive programs, including various Community Improvement Plan (CIP) programs available to businesses within our Business Improvement Area (BIA).

The Lundy's Lane BIA is comprised of 250+ businesses and oversees the improvement, beautification, maintenance, marketing, promotion, and communication within our BIA boundary. Additionally, by working with local stakeholders, the LLBIA promotes the area as an attractive place for individuals to visit; and entrepreneurs to locate their businesses. Over the past six years, the Lundy's Lane BIA has rolled out several progressive initiatives including a comprehensive Streetscape Master Plan, Urban Design Guidelines, and the Lundy's Lane CIP which included a vital TIFF Incentive to spur new investment on the Lane. The LLBIA is also finalizing our exciting new rebranding campaign that will be rolled out in mid-September this year and will be integrated into the major public realm projects that will be occurring along the Lane in the 1-4 years. These projects will include the design of the much-needed Lundy's Lane OPG History Park at the hydro canal and Lundy's Lane (currently under review at the Region), the refurbishment of the OPG Canal Bridge and new trail heads which is slated for construction in 2022. In 2023 we are slated for the utility and complete road makeover of Lundy's Lane by the Region from Highland Ave to Montrose Rd, with the balance tentatively scheduled for 2024/25. When completed, the public realm on Lundy's Lane will be exciting, first class and this will all be through the joint efforts of the Lundy's Lane BIA, City of Niagara Falls and the Region of Niagara.

It is with great concern however, that we have learned about the potential elimination of the Region's participation in the CIP and DC incentive programs within our BIA. Programs such as the Smarter Niagara Incentive Program (SNIP), including façade and building

improvement and TIG programs; and the Smart Growth Regional DC Program are essential to the creation of a vibrant economic environment within the area. Having programs such as these creates an opportunity to stimulate additional private sector investment and redevelopment, ensuring Lundy's Lane, and Niagara in general, remains an attractive and competitive place to invest.

Council will remember that the Lundy's Lane CIP was brought to the Regional Council for final approval just as a moratorium was placed on regional participation in CIPs, even though the Region joint financed the LLCIP viability study and supported the direction that our CIPs were going in. Since that time, the LLBIA has been proactive on enhancing our TIFF/TIG incentive package by adding a much-needed residential component to the LLBIA TIG. This amendment was made official by the Council of Niagara Falls on July 19, 2018. The driving force of our TIG program is not only commercial investment, but also to achieve our goal of significant residential intensification along the Lundy's Lane corridor. Much like other progressive communities, our Urban Design Guidelines are designed around adding retail and commercial at grade, to stimulate better pedestrian engagement at street level, with supporting residential development on top, and/or behind the retail component. All of this is designed to create a new sense of neighbourhood for Lundy's Lane. With deep properties, Lundy's Lane is the perfect location to achieve our goals, and the Region's goals, as Lundy's Lane is designated as an intensification corridor by the Province. The Lundy's Lane BIA has checked all the boxes of the Region's planning goals of creation of affordable housing, employment, and an engaging public realm.

The Lundy's Lane BIA strongly encourages the Niagara Region to reconsider the elimination of these vital CIP incentive programs as they are the key driver to stimulate private sector investment that is so vitally needed to make a destination vibrant and successful. Small business is the economic engine of Niagara, and with the hardships that this sector has had to endure during Covid, this is the time that the Region should be increasing CIP participation, not backing out of it.

The Lundy's Lane BIA thanks regional staff and council on all your assistance in supporting Lundy's Lane to become a shining beacon for Niagara, and a great place to live, work and do business. Collectively, we can make this work.

Sincerely,

David Jovanovic, Project Administrator
Lundy's Lane BIA
(905) 401-8247

Tish DiBellonia, Chair
Lundy's Lane BIA
(905)-371-8579



August 3, 2021

Chair Jim Bradley & Members of Regional Council
 1815 Sir Isaac Brock Way
 PO Box 1042, Thorold, ON L2V 4T7
 289-687-0799

Re: Niagara Region Incentive Review

Dear Chair Jim Bradley & Members of Regional Council,

On behalf of the BIAs of the Niagara Region, we would like to commend Regional Staff and Council on your strong leadership during the pandemic. Small Business has been hit very hard and the guidance of Niagara Health, the Region, and our respective municipalities, has been critical in assisting our businesses and residents navigate these troubling and ever-changing times. Small Business is the heart and soul of our communities and is the key economic driver and employer of the Region and must be preserved.

Collectively, the 15+ BIAs of the Niagara Region represent several thousand businesses that oversee the improvement, beautification, maintenance, marketing, promotion, and communication within their respective BIA boundaries. Additionally, by working with local stakeholders, the BIAs promote their area as an attractive place for individuals to visit, live, work; and entrepreneurs to locate their businesses.

It is with great concern that we have learned about the potential elimination of the Region's participation in several of the CIP incentive programs within our respective BIA's. Programs such as the Smarter Niagara Incentive Program (SNIP), including façade and building improvement and TIG programs; and the Smart Growth Regional Development Charges DC) Program are **essential** to the creation of a vibrant economic environment within the area. Having programs such as these creates an opportunity to stimulate additional private sector investment and redevelopment, helping fulfil our mandate as a BIA, and ensure that Niagara remains an attractive and competitive place to invest.

While the BIAs applaud, champion, and fully support the need for new, creative 'Affordable Housing' and 'Public Realm' strategies and incentivization, **we can not lose sight of the fabric of our communities... our downtowns and business districts.**

We strongly encourage the Niagara Region (Council) to reconsider the elimination of our vital CIP and DC incentive programs as they are the key driver to stimulate the private sector investment that is so vitally needed to make a destination vibrant and successful. Small business is the economic engine of Niagara, and with the economic hardships that this sector has had to endure during the pandemic, this is the time that the Region should be increasing CIP participation and programming; not backing out of it. An example of this is the City of Toronto, through TABIA (Toronto Association of BIA's), has secured/pledged an additional \$12-18 million of CIP funding to further assist small businesses to weather the economic challenges of Covid-19 and keep their business districts alive and vibrant.

Upper-level government has a major role to play in sustaining and making small businesses more competitive. The Digital Main Street Initiative, that our BIA's have championed, operated through the Ontario BIA Association, has received a collective \$41 million in funding from the Provincial and Federal governments to assist small businesses to be more competitive in the digital realm of social media, websites, and online marketing. The benefits to small business when all levels of government are on board, with a common goal, is enormous. **Without your support, we will not achieve our potential.**

The BIAs of the Niagara Region look forward to working with Regional Staff and Council to maintain our current CIP's and develop incentivization programs that will promote affordable housing, residential intensification, beautification, and public realm enhancements. **Collectively, we can make Niagara a better place to live, work, do business, and attract new investment.**

Sincerely,

David Jovanovic, Project Administrator
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Rick Tisi, Chair
Main & Ferry – Historic Drummondville BIA
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Marsh Cappola,
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City of Niagara Falls	
Downtown CIP	Downtown BIA
<ul style="list-style-type: none"> - Residential Loan Program - Commercial Building and Façade Improvement Grant - Revitalization Grant Program (Tax Increment Grant) - Development Charges Exemption Program 	
Historic Drummondville CIP	Historic Drummondville BIA
<ul style="list-style-type: none"> - Residential Loan Program - Commercial Building and Façade Improvement Grant - Revitalization Grant Program (Tax Increment Grant) - Development Charges Exemption Program 	
Lundy's Lane CIP	Lundy's Lane BIA
<ul style="list-style-type: none"> - Commercial Façade, Landscaping, and Property Improvement Grant - Adaptive Reuse and Motel Revitalization Grant Program - Tax Increment Based Grant 	
City of St. Catharines	
Community Improvement Plan (CIP2020) <i>Priority Areas Include: Downton, Queenston, Hartzel Road / Merriton, Western Hill, Oakdale-Moffat, Ontario-Carlton; plus additional intensification areas</i>	St. Catharines Downtown Association (priority area)
<ul style="list-style-type: none"> - Tax Increment Finance Program (TIF) - Brownfield Tax Increment Finance Program (BTIF) - Brownfield Tax Assistance Program (BTA) - Façade Improvement Program (FIP) 	
Town of Fort Erie	
Southend-Riverwalk CIP	-
Stevensville CIP	-
Ridgeway CIP	Ridgeway BIA
Bridgeburg CIP	Bridgeburg Station BIA
City of Welland	
Downtown and Health and Wellness Cluster CIP	Welland Downtown BIA
<ul style="list-style-type: none"> - Urban Design Study Grant Program - Façade Improvement Grant - Building Improvement Grant - Residential Grant - Tax Increment Grant 	
City of Thorold	
Downtown Thorold CIP	Thorold BIA
City of Port Colborne	
Downtown Central Business District CIP <ul style="list-style-type: none"> - Urban Design Study Grant Program - Façade Improvement Grant - Residential Grant/Loan Program - Revitalization (Tax Increment) Grant - Planning and Building Fees Grant 	Downtown BIA
Olde Humberstone CIP	Main Street BIA

Town of Lincoln		
	Beamsville Central Business District and The Ontario Street Commercial Area CIP	Downtown Bench Beamsville BIA
	Vineland Central Business District CIP	-
Town of Pelham		
	Downtown Fenwick CIP Downtown Fonthill CIP - Commercial Building Facade Improvement - Residential Intensification Grant - Revitalization Grant - Planning Fees Grant - Public Art Grant - Development Charge Exemption Program	
Town of Grimsby		
	Downtown Grimsby Façade Improvement Grant	Grimsby Downtown Improvement Area