



REQUEST FOR DECISION

MEETING DATE: November 29, 2021

TITLE: Council Delegation - City Centre Business Association – Annual Report and Budget

DIVISION: City Manager's Office

SUMMARY:

The City Centre Business Association (CCBA) is coming before Council to present their annual report, 2022 budget submission, audited financials and slate of Board Directors. This is a requirement as per C-966-16 - City Centre Business Improvement Area Bylaw (the “Bylaw”).

The presentation will be given by the CCBA’s President, Angela Regier Cubos. Also in attendance for the presentation will be Joey Johnston, Partner, at Tober Hembling and Associates LLP.

PROPOSED MOTION:

THAT the proposed 2022 Budget submitted by the Spruce Grove City Centre Business Association be approved as presented.

THAT Dr. Ron Haines be appointed as Treasurer and that Alana Tollenaar be appointed as a Director of the Spruce Grove City Centre Business Association for the term beginning January 1, 2022 and ending December 31, 2023.

BACKGROUND / ANALYSIS:

City Council approved the establishment of the City Centre Business Improvement Area (BIA) in August 2016 for the purpose of promoting the revitalization and redevelopment of the Spruce Grove City Centre. The Bylaw further provided for the establishment of the CCBA as the Board for the BIA including the corporate bylaws under which the Board will operate. The Board is

required to hold an Annual General Meeting (AGM) to elect directors for a two year term, present their audited financials to the membership and to approve a budget for the next calendar year. The recommended directors, audited financial statements prepared by Tobler Hembling LLP and, annual budget are then submitted to City Council for approval.

On September 30, 2021, the CCBA held its AGM, electing Dr. Ron Haines as Treasurer and Alana Tollenaar as a Director. The audited financials and proposed 2022 budget were also approved at this meeting by the CCBA membership. Council has a voting member on the Board. Councillor Erin Stevenson was the representative until November 1, 2021 when the Councillor Board and Committee Appointments took place whereby Councillor Danielle Carter was subsequently appointed to this role. Councillor Reid MacDonald is the alternate.

The CCBA has had an integral role in the process leading to the development of the City Centre Area Redevelopment Plan (ARP). This has included extensive stakeholder involvement and working with the City toward the creation of a vision and plan for the revitalization of the City Centre. This resulted in a number of background studies which ultimately led to the development of a draft ARP. The City Centre ARP was approved by City Council on April 27, 2020.

The CCBA will continue to work with the City throughout the detailed planning and implementation phases which started in late 2020 and will continue over the next 3 - 5 years. Through this partnership, the 170 BIA businesses have taken ownership of the initiative and together are bringing about meaningful change for the benefit of the community. The CCBA has championed the City Centre ARP process and continues to work with the City in the implementation of the vision. For the City, the City Centre project is an investment, which as redevelopment occurs over time, will drive higher assessment values and contribute to growing its tax revenues.

The budget funds a series of popular signature events in the City Centre throughout the year in addition to their role in partnering with the City in the development of a City Centre ARP.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

City Administration continues to work closely with the CCBA to develop a plan and process for moving forward in the revitalization of the BIA zone. This includes the commencement and implementation of an ARP.

Notice of the proposed budget coming before Council was sent to all businesses within the zone as per the requirements in the *Business Improvement Area Regulation*. The regulation also

stipulates that persons representing those businesses may, with Council's permission, speak at the meeting when the budget is being considered by Council. The CCBA has requested to come as a delegation to speak to their submission as both their Board and attached budget were presented and approved at their recent AGM.

IMPLEMENTATION / COMMUNICATION:

On Thursday, September 30, 2021, the CCBA held their AGM. It should be noted that all of the attached documents were presented to their membership and each one was approved unanimously. All members of the CCBA were provided with written notice in advance of the AGM including the proposed budget.

IMPACTS:

In addition to the CCBA's involvement with respect to implementation of the City Centre ARP, there are a number of events that they conduct to ensure a positive impact is being made for the stakeholders. The CCBA has sponsored a number of successful and high profile events intended to draw residents to the City Centre. Their signature events include the five Public Markets for the summer which draw between 3,500 – 4,500 people per market, weather dependent; Spring Fest and a Fall Fest event complete with pumpkin painting and a scarecrow decorating contest. In addition, there are a number of other spontaneous events that take place throughout the year. All of these events are driving interest and activity in the downtown core which, has a positive impact on business. The City Centre ARP is a joint effort between the City and the CCBA and will continue to build on this by involving businesses in helping to shape the future of the area.

Unfortunately, most events were impacted by the COVID-19 pandemic, which caused the majority of the CCBA's Signature Events to be cancelled. These cancellations forced the CCBA to get creative to still find ways to engage and promote the City Centre businesses to the community in a time when so much is still unknown. Some of the replacement events included a City Centre Small Business Bingo, Sunday's Small Business Showcase, a Scarecrow Festival and a Makers Market addition to the revamped Moonlight Madness event. All these new and revised events were quickly designed to adhere to the best practices outlined by municipal and provincial officials.

FINANCIAL IMPLICATIONS:

It is understood that at least part of the annual budget will be funded through a BIA Levy which is payable by taxable businesses within the designated zone. For the 2022 budget, the amount to be raised through the levy is \$32,000 which is equal to the amount approved in 2021. If the budget is approved and after the tax roll is prepared by the City's Assessor, Finance will prepare

bylaws for Council's approval for both the 2022 BIA Tax and the 2022 BIA Tax Rate. This can be expected to occur within the first quarter of 2022.

STRATEGIC VISION ELEMENT:

Where People Choose to Grow a Business - A strong, diversified business centre

RELATED GOAL:

The City has well developed relationships with key stakeholders in the community and the region who impact the economic success of the City's business sector.