



ELORA BREWING COMPANY.Y

**Innovative
Approaches to
Community
Improvement**

Presentation Summary

1 My Bio

2 Community Improvement Plan (CIP) Basics

3 Five Innovative Approaches - Overview

4 Five Innovative Approaches - Applied

5 Final Thoughts

1 My Bio

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12 years of Experience

14 Community Improvement Plans

CIP Experience

COMMUNITY IMPROVEMENT PLAN	COMMUNITY IMPROVEMENT PROJECT AREA	APPROXIMATE POPULATION
Township of Wellesley CIP (on-going)	Downtown Wellesley and Downtown St. Clements	10,000
Municipality of Red Lake CIP (on-going)	Downtown Red Lake and Balmertown	5,000
Township of Mapleton CIP (on-going)	Downtown Drayton and Moorefield, Main Street Alma, Agricultural Area	10,000
Township of Puslinch 'Our Corridor' CIP (2016)	Aberfoyle, Morriston, and the Brock Road Industrial Area	7,000
Town of Innisfil Economic Development CIP (2016)	Town-wide, including Downtown Alcona, Cooksville, and the Innisfil Heights Employment Area	33,000
'Elgincentives' County-wide CIP (2015)	The local municipalities of Aylmer, Bayham, Central Elgin, Dutton/Dunwich, West Elgin, Malahide, Southwold	Local Municipal Population ranges from 4,000 to 13,000
Township of Centre Wellington CIP (2015)	Township-wide, including the downtown areas of Elora and Fergus	19,000
Bracebridge Town-wide CIP (2012)	Town-wide, including downtown Bracebridge	15,000
Municipality of North Perth CIP (2011)	Listowel, Atwood, and Moncton	12,600
Town of Halton Hills Comprehensive CIP (2009)	Town-wide including Georgetown and Acton	59,000
City of Burlington Brownfields Remediation Action Plan (2009)	City-wide	100,000 +
City of Kawartha Lakes Green Hub CIP (2008)	City-wide	73,000
Town of Caledon Bolton CIP (2008)	Downtown Bolton	25,000
Haldimand County Downtown Areas CIP (2008)	Downtown Areas of Caledonia, Cayuga, Dunnville, Hagersville, Jarvis, and Selkirk	45,000

2 CIP Basics

“the planning or replanning, design or redesign, resubdivision, clearance, development or redevelopment, construction, reconstruction and rehabilitation, improvement of energy efficiency, or any of them, of a Community Improvement Project Area.”

CIP Basics

A Community Improvement Plan is...

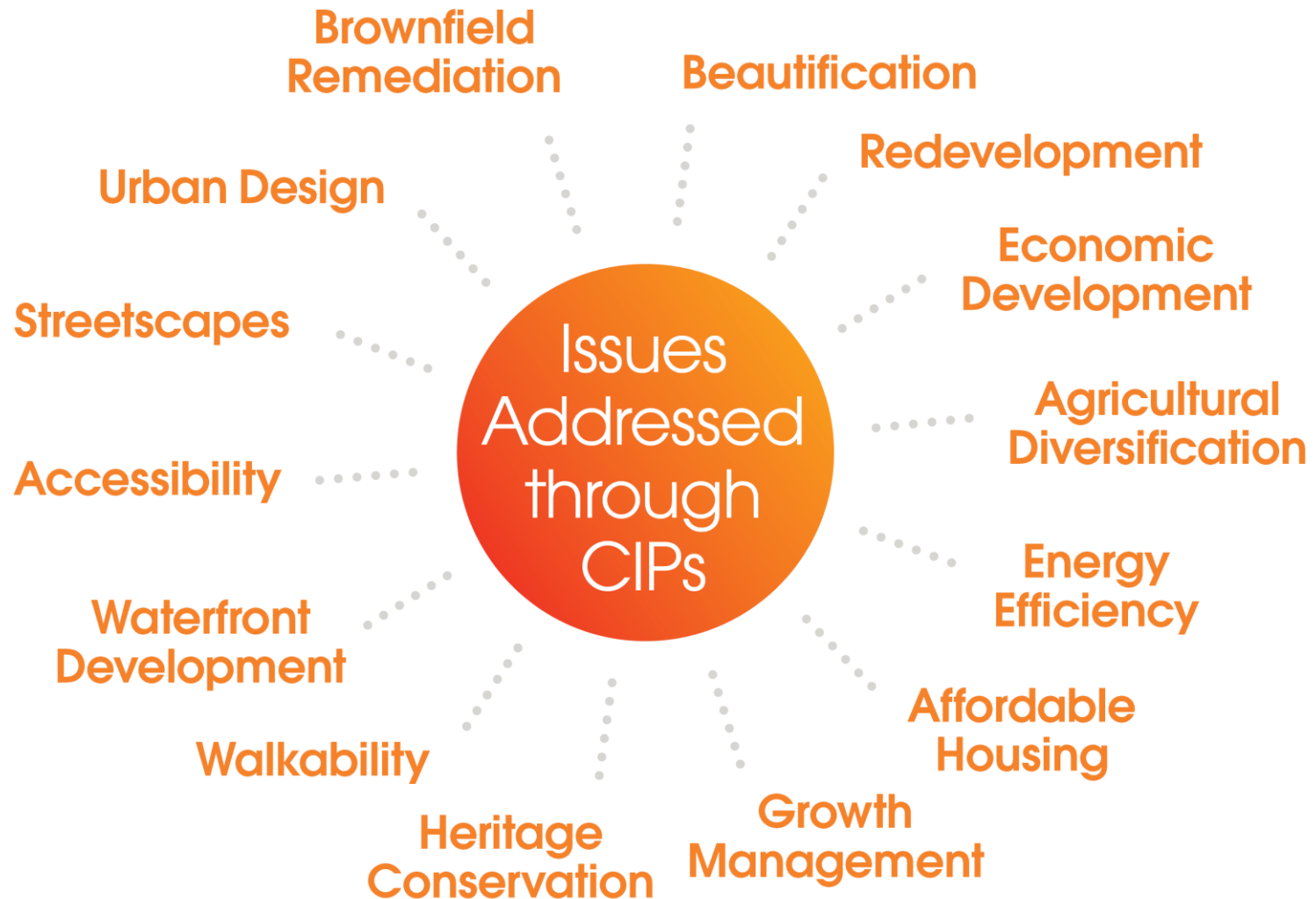
- A plan or framework for revitalizing and beautifying defined areas of a municipality
- A tool that allows the Township to provide financial incentives to private landowners/tenants
- Legislated under the Ontario Planning Act

CIP Basics

A Community Improvement Plan is not...

- A Municipal Economic Development Strategy
- A Marketing Campaign
- A Strategic Plan
- An Official Plan or Zoning By-law
- Implemented only by the Municipality

CIP Basics



CIP Basics



\$3.08 Return on Investment.



After

HOME OF
Shaw's
TASTE THE DIFFERENCE 
ICE CREAM

ICE CREAM PARLOUR
OPEN YEAR ROUND

OPEN DAILY 11→ 8

ISN'T IT GREAT
WE'RE OPEN TILL 8

Before



After



Before

3 Five Innovative Approaches

Overview

Five Innovative Approaches



Be
Creative



Be
Comprehensive



Build on your
Competitive
Advantage



Prioritize
Projects & Sites



Encourage
Regional
Participation

4 Five Innovative Approaches

Applied

Five Innovative Approaches



Elgincentives
County-wide
Community
Improvement
Plan



Elgincntives



MUNICIPALITY OF DUTTON DUNWICH
Elgincntives Community Improvement Plan



1



Be
Creative

2015/2016 CULINARY GUIDE



Savour Elgin
a taste experience

www.savourelgin.ca



Five Innovative Approaches

2



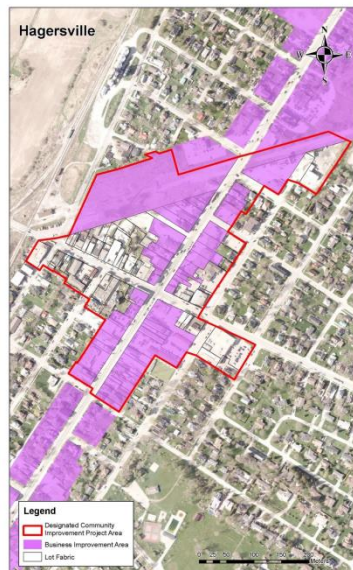
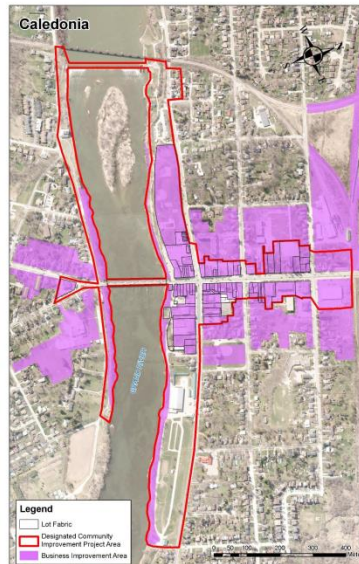
**Be
Comprehensive**

Haldimand County
Community
Improvement
Plans

2



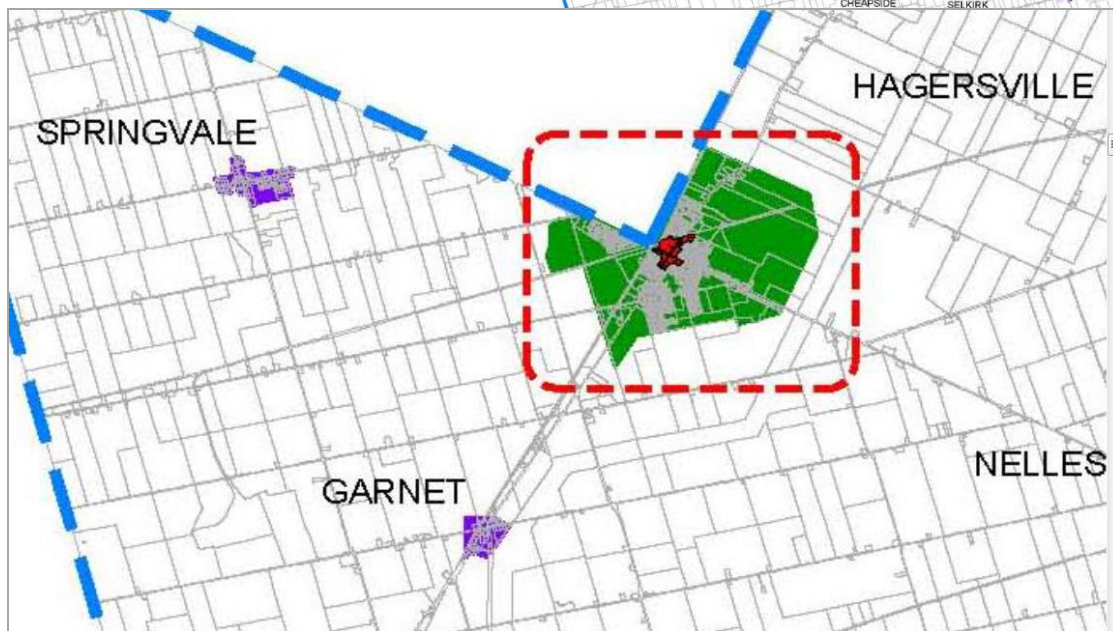
Be
Comprehensive



2



Be
Comprehensive



Legend

- Haldimand County CIPA Boundary
- Parcels
- Hamlet Target Zone
- Urban Zone Excluding Downtown Areas CIPA
- Downtown Area CIPA*
- Agricultural / Rural Target Zone

Note: Future boundaries of Downtown Areas CIP subject to the provisions of that plan

Five Innovative Approaches

3



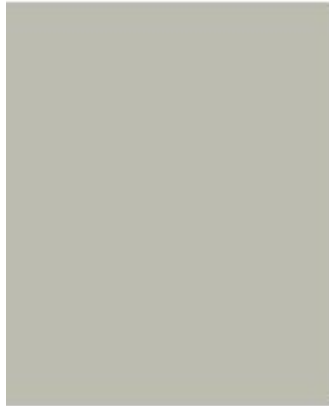
**Build on your
Competitive
Advantage**

City of Kawartha
Lakes Green Hub
Community
Improvement
Plan

3



Build on your
Competitive
Advantage



3



Build on your
Competitive
Advantage

- Green Development Tax Increment-Equivalent Grant
- Green Employment Development Charge Exemption/Reduction Program
- Brownfield Tax Assistance
- Green Innovation Grant Program

Five Innovative Approaches

4



**Prioritize
Projects & Sites**

Township of
Centre Wellington
'Urban Centre'
Community
Improvement Plan

4



Prioritize
Projects & Sites



4



Prioritize
Projects & Sites

Level 2 Eligibility:

- Frontage along the Grand River
- Brownfield property
- Heritage value
- Vacant or underutilized
- Subject to a proposal that will:
 - Help achieve growth targets
 - Accommodate significant job growth;
 - Achieve exceptional design standards
 - Achieve an economic development goal or priority



Photo Credit: Pearle Hospitality

Five Innovative Approaches

5



Encourage
Regional
Participation

Elgincentives County-
wide Community
Improvement Plan

5



Encourage
Regional
Participation

Upper-tier Participation:

- Upper Tier Municipalities should be encouraged to participate in lower tier CIPs by matching grant and loan programs
- Permitted by the Planning Act, since 2006
- Official Plan policies must be in place
- The CIP must set out the extent to which an upper-tier will participate

5



Encourage
Regional
Participation

Upper-tier CIPs:

- It is Possible!
- It must be a Partnership!



4 Final Thoughts

Results	2015	2016
Yearly CIP Budget	\$ 100,000	\$ 250,000
Total Value of Approved Project Costs	\$ 246,158	\$ 767,831
Total Grants Provided	\$ 80,029	\$ 257,317
ROI	3.08	2.98
Average Grant Amount	\$ 8,003	\$ 7,352
Total # of applications	10	35
Total # of inquiries (does not include applicants)	28	50

Thank you!

Questions?