



THE CORPORATION OF THE TOWNSHIP OF MAPLETON

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

MONDAY, MARCH 2, 2020 @ 6:00 P.M.

MAPLETON TOWNSHIP OFFICES

- 1. Call to Order**
- 2. Declaration of Pecuniary Interest**
- 3. Confirmation of Minutes**
 - 3.1 November 4, 2019
- 4. Matters Arising from Minutes**
- 5. Delegations – None**
- 6. Matters arising from Delegations – None**
- 7. Reports and Updates from Staff**
 - 7.1 Northern Wellington Economic Development Enhanced Partnership
 - 7.2 Updated Community Improvement Plan and Financial Incentive Program Application
 - 7.3 Farms of Mapleton Idea – Verbal Update
 - 7.4 Photo Contest Idea – Verbal Update
- 8. Correspondence for Committee’s Direction – None**
- 9. Correspondence for Committee’s Information**
- 10. Adjournment**

NEXT MEETING:

**Monday, June 1, 2020 at 6:00 PM
Council Chambers at the Municipal Office**



THE CORPORATION OF THE TOWNSHIP OF MAPLETON

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

MONDAY, NOVEMBER 4, 2019 @ 6:00 P.M.

MAPLETON TOWNSHIP OFFICES

PRESENT: Luc Joye, Member
Lori Woodham, Member
Evan Robertson, Member
Stephanie Drost, Member
Paul Douglas, Councillor
Jeff Duimering, Member

STAFF: Aly Cripps, Executive Assistant
Manny Baron, CAO

REGRETS: Gregg Davidson, Mayor

1. **Call to Order** – took place at 5:59 p.m. by Chairperson Evan Robertson
2. **Declaration of Pecuniary Interest** - None
3. **Confirmation of Minutes**

2.1 Committee Minutes dated September 9, 2019

VERBAL RESOLUTION

THAT the Economic Development Committee Minutes of September 9, 2019 be confirmed as circulated.

CARRIED

4. **Matters Arising from Minutes** – None
5. **Delegations** – None
6. **Matters arising from Delegations** – None

7. Reports and Updates from Staff

- 7.1 Proposed 2020 Committee dates
- 7.2 Business Retention + Expansion Grant
- 7.3 Community Improvement Plan – Verbal Update (Manny)
- 7.4 Water & Wastewater RFP – Verbal Update (Manny)
- 7.5 Drayton Industrial Drive – Verbal Update (Manny)

8. Correspondence for Committee’s Direction – None

9. Correspondence for Committee’s Information – None

10. Adjournment

There being no further business, the meeting adjourned at 6:29 p.m.

Chairperson

Recording Secretary

ENHANCED PARTNERSHIP

NORTHERN WELLINGTON ECONOMIC DEVELOPMENT

2020



AGENDA

1. Background on Northern Wellington Economic Development Partnership(s)
2. Recent Discussions in 2019
3. 5 Key Enhanced Partnership Projects for 2020 and the Benefits
4. Items of Note
5. Discussion



BACKGROUND

- The Minto, Wellington North and Mapleton Economic Development Departments have partnered on many programs and initiatives over the past eight years.
- The first Economic Development meeting bringing the three municipalities together was held on January 16, 2012 at Harry Stone's in Harriston and our fifteenth meeting took place on September 18, 2019 in Moorefield.
- Speakers & discussion/education topics have included:

- Municipal Cultural Planning
- WC Economic Development Strategy
- Business Retention & Expansion Program
- Renew Program
- 13 Ways to Kill Your Community
- Focus on Newcomer Attraction
- Community Foundations
- Focus on Youth
- Focus on Housing

Barb Elias OMAFRA
Laureen Millier, MDB Insight
Rebecca Mustard; Durham Region
Lisa Morrison, Renew New Tecumseth
Doug Griffiths, 13 Ways Inc.
Dirk Dekker/Tom Lusic/Ryan Gibson
Raymond Soucy, CW Foundation
Youth Action Councils
CMHC, INDWELL, Wellington County



BACKGROUND CONTINUED. . .

In addition to the joint meetings, a number of programs and initiatives have also been partnered on from a Northern Wellington Economic Development perspective:

1. Business Retention & Expansion (BR+E):

- 2014 Countywide Cross-Sector BR+E
- 2019 Downtown Specific BR+E
- 2015 Launch of Renew Northern Wellington Program
- 2019 Your Town Rising



2. Youth Programs

- 2015/2016 Youth Action Councils established
- 2017 First annual Northern Wellington Youth Connections Event
 - 4th annual event scheduled for April 28, 2020
- 2018 North for Youth & Youth Resiliency Worker partnership with Mount Forest Family Health Team
- 2019 Municipal Youth Intern Program Partnership with the Rural Ontario Institute (ROI)



3. Other Programs

- 2009 Women of Wellington Saugeen Area (WOWSA)
 - Mapleton partnered in 2017
- 2016 Manufacturers of Northern Wellington Showcase at IPM
- 2016 Butter Tarts & Buggies Tourism initiative
 - Mapleton partnered in 2017
- 2018 Northern Wellington Young Professionals “re-launch”



RECENT DISCUSSIONS (2019)

- On March 20th, 2019 the Minister of Municipal Affairs and Housing announced a one-time distribution of funds (\$200 million) to assist, “small and rural municipalities’ efforts to become more efficient and reduce expenditure growth in the longer term.”
- Given the Provincial expectation, the County of Wellington and its Member Municipalities undertook to review its systems and processes to find cost saving efficiencies for local service delivery and operations. KPMG were contracted to conduct this review and the final report was delivered to County Council on November 28, 2019.
- This past fall the Township of Mapleton also reached out to the Town of Minto with the desire to establish a Memorandum of Understanding to have Minto assist with delivering Economic Development services to Mapleton. At that time Wellington North inserted themselves into the discussion with the suggestion to consider more of a regional approach.
- One of the Top 20 in 20 opportunities identified in the KPMG report is to [“Streamline the Economic Development service delivery model”](#) we believe the enhanced partnership recommendations contained in the following pages will help position Northern Wellington for continued success.

2020 ENHANCED PARTNERSHIP PROGRAMS

- Cross Sector Business Retention & Expansion Program can be the trigger to focus our future regional requirements
- Ten businesses interviewed per municipality, per sector:
 - Manufacturing, Agriculture, Health Care, and Construction
 - 120 Businesses total in Northern Wellington
- Strengthen relationships with Chambers of Commerce and Businesses
- Minto to provide additional Minto Staff Support and overall coordination of program and direction to staff

Benefits to Mapleton:

- Enhance relationships with Businesses in the region
- Learn more about businesses and identify opportunities for collaboration amongst businesses to help build a strong cluster
- Participation will also allow us the opportunity to identify which businesses could benefit from participating in the Smart Cities initiative



2020 ENHANCED PARTNERSHIP PROGRAMS

2. Recruitment of a Municipal Youth Engagement Coordinator

- Delivery of programs identified from Youth Intern Report from 2019
- Develop a North for Youth Strategy
- Youth Action Councils
- Student Startup Program implementation
- Integrated Youth Services Coordination
- Job, Career, Volunteer Fair Coordination with Norwell
- Minto staff will take manage Initial Orientation and Oversight of Coordinator



Benefits to Mapleton:

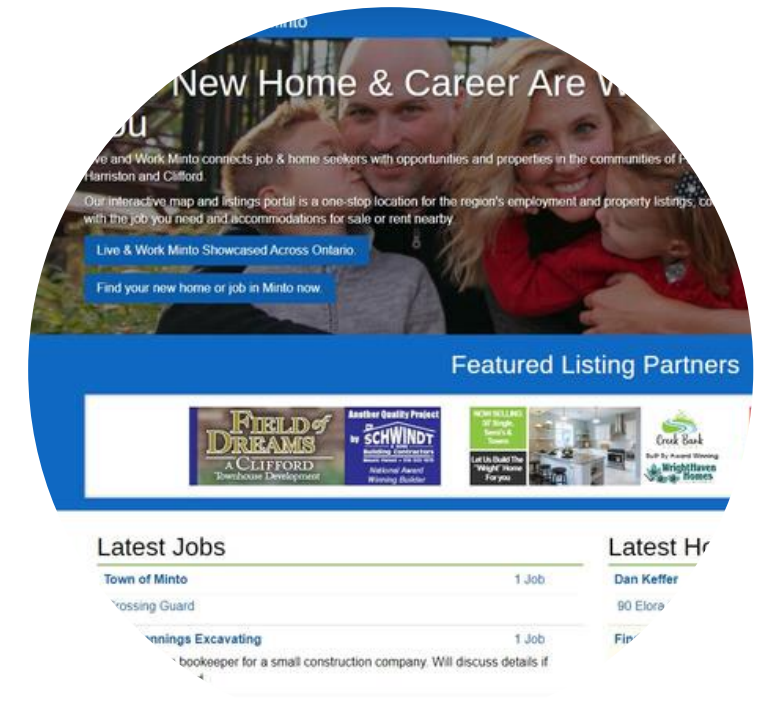
- Ability to implement the Municipal Youth Intern's Report recommendations
- Youth Retention and Re-Attraction is a key factor for the future success of Mapleton
- Being able to dedicate a person to the creation of a Northern Wellington Youth Strategy would open a lot of doors
- Continue to work with and strengthen our relationship/partnerships with the schools in the area including Norwell District Secondary School



2020 ENHANCED PARTNERSHIP PROGRAMS

3. Focus on Newcomer Attraction and Housing Programs

- Northern Wellington Jobs & Housing Portal
 - Minto and Wellington North would combine their existing portals and Mapleton would be added as they do not currently have a portal
- Participation in County Housing Programs initiative (Weston)
 - Dale Small (Wellington North) will represent Northern Wellington on the County of Wellington's Working Group



Benefits to Mapleton:

- A portal to increase awareness of Jobs and Housing in the Northern Wellington area to Mapleton residents, or those looking for jobs or housing in the area
- By partnering our funds we can promote the portal year round
- opportunities that will be more attractive to people looking to move into the area



2020 ENHANCED PARTNERSHIP PROGRAMS

4. Expansion of LaunchIt Services to Mapleton & Wellington North

- Coordinating Business Advisor Services
 - Funding to come from the County of Wellington
- Business Training Programs
 - A fee-based proposal is in development
- Recruiting & Prepping Mentors
- Minto to look after scheduling of business advisor, recruiting + training mentors and logistics of training sessions

Benefits to Mapleton:

- Provides the use of LaunchIt to Mapleton
- Allows businesses opportunities to access the Small Business Advisor, as well as more opportunities for timing of appointments (i.e. one day a month in Mapleton but will be 3 days a month in the area if the one day in Mapleton doesn't suit a business)
- Opportunity to access mentors for businesses



2020 ENHANCED PARTNERSHIP PROGRAMS

5. Targeted Marketing & Promotion initiatives

- Northern Wellington Brand and Logo to be created for promotional use on partnered programming
 - Minto staff to lead design work + campaign development
- Communications & Social Media Strategies to be developed for Mapleton
 - Minto staff to lead Mapleton staff this process
- Continue to partner with the County of Wellington on CIP, Ridewell & other programs
- Northern Wellington Business Showcase (2021)



Benefits to Mapleton:

- Producing and distributing print pieces that include the common programs will save us all money and gain more exposure
- Northern Wellington Business Showcase – to revive the Wellington North Showcase. event
 - Opportunity to combine efforts of all three municipalities and bring more exposure and participation to the event
 - Cost efficiency of sharing the costs of hosting one event
 - Opportunity to draw investors to the event



. . . A FEW ITEMS OF NOTE

- Only programs outlined in the previous slides are part of the 2020 enhanced partnership programs
- Resources will continue to report and be funded by the partner municipalities
- All other Economic Development programs in place in the three municipalities will continue to be the responsibility of the local municipality.
- Enhancements will be funded through Mapleton's Economic Development's existing budget
- Mapleton to be invoiced for Minto services provided



Mapleton

OPEN FOR
DISCUSSION



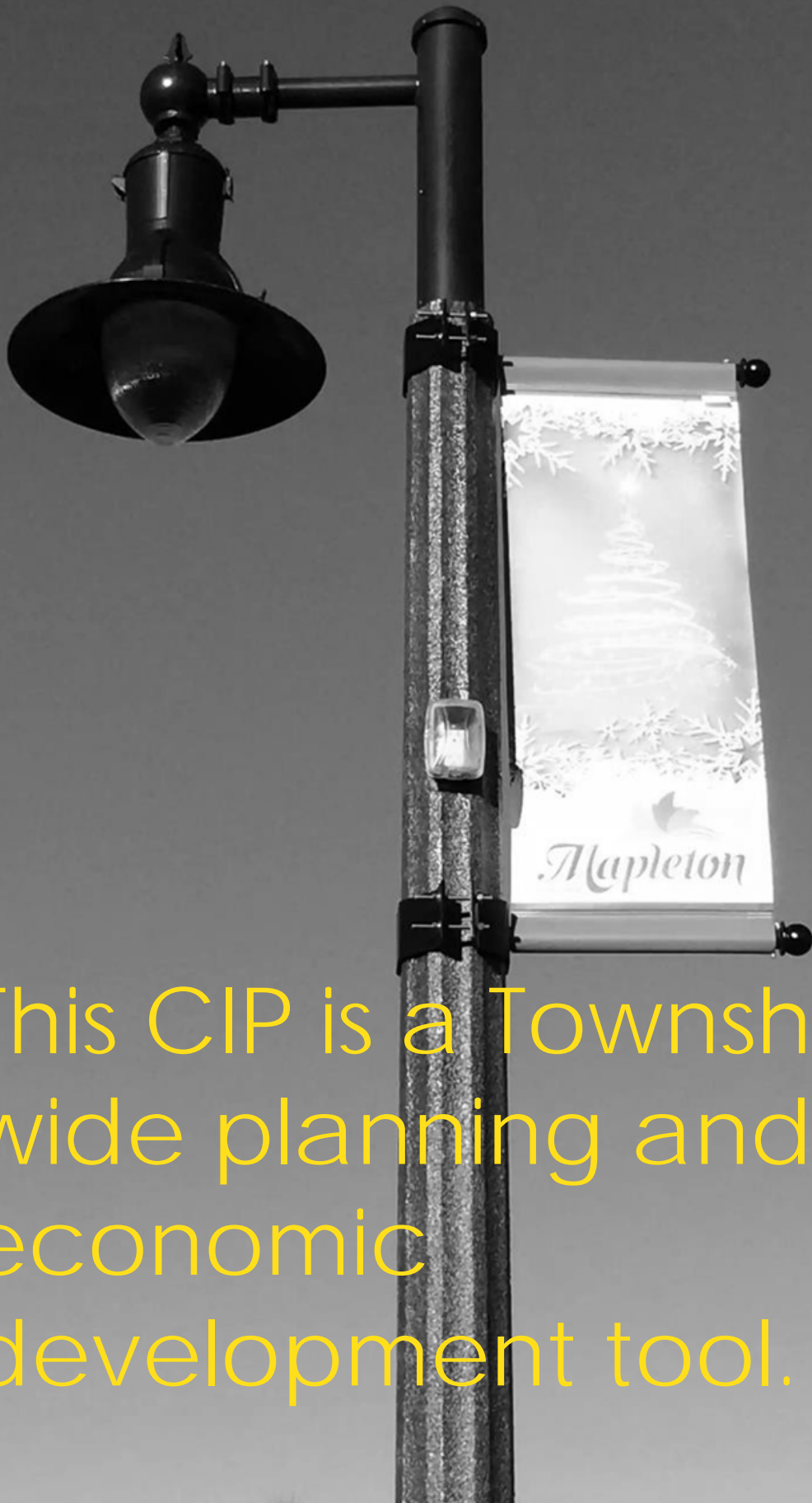
TOWNSHIP OF MAPLETON
Community Improvement
Plan (CIP)

April 2017
CIP Update August 2019

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This CIP is a Township wide planning and economic development tool.

1 Introduction

The following is an introduction to the Township of Mapleton Community Improvement Plan (CIP). This CIP is a Township-wide, strategic planning tool that is focused on making Mapleton a more inviting destination and ensuring that it is a business friendly community.

This 2019 update builds on the initial Township of Mapleton CIP (2017), to reflect the Wellington County Invest Well Programme, be inclusive of agricultural-related uses, i.e., ‘farm stands’, as well as a Residential Conversion, Rehabilitation and Intensification program.

1.1 Mapleton Means Business

The Township has undertaken several strategic planning initiatives in support of community and economic development in Mapleton, including an Economic Development Strategy (2013), Community Based Strategic Plan (2013), and a Municipal Cultural Plan (2015). Several common themes and ‘action items’ emerged from these initiatives with respect to improving the physical and business environment of Mapleton, including the following:

- Supporting new and existing local businesses;
- Promoting downtown revitalization; and
- Encouraging farm business opportunities.

In response to the above, this CIP has been prepared and will communicate to residents, business owners, visitors, and neighbouring communities that Mapleton is serious about local revitalization and beautification, and about providing support to new and existing businesses. **This CIP demonstrates that “Mapleton means Business”.**

1.2 What is a Community Improvement Plan?

A CIP is a municipal planning tool enabled by the Ontario Planning Act that sets out programs and strategies for improving the built, economic, and social environment in designated areas of a municipality. Many municipalities across Ontario have prepared CIPs to achieve important community goals, such as:

- Facilitating and coordinating the transition of neighbourhoods and areas;
- Stimulating economic growth and development;
- Assisting property owners with repair, rehabilitation, and redevelopment projects; and,
- Raising awareness of local needs and priorities.

Importantly, under Section 106 of the Municipal Act, municipalities are prohibited from directly or indirectly assisting local businesses by giving or lending money. However, having a CIP in place allows municipalities to assist financially with improvements to private properties. This CIP will therefore allow the Township of Mapleton to stimulate local investment through the financial incentive programs identified in Section 6.

1.3 Authority

The Planning Act is the primary piece of legislation that provides for the preparation of CIPs. Specifically, Section 28 of the Planning Act sets out:

- Types of projects/activities/works that are considered 'community improvement', which can include the redevelopment, rehabilitation, or other improvements to residential, commercial, industrial, and public buildings, structures, or facilities.
- A community improvement planning process whereby a municipality must first identify and adopt by by-law a designated 'community improvement project area', after which a 'community improvement plan' may be prepared and adopted by a municipal Council. However, this may only be done where there are enabling policies in the municipality's Official Plan (which is the case in the Township of Mapleton – as discussed in Section 2.1).
- Tools that can be implemented once a municipal Council adopts a 'community improvement plan', which include grants or loans to owners and tenants (with written consent of the owner) of land and buildings within the community improvement project area.
- Eligible costs for which a municipality can provide such grants or loans, and may include costs related to development/ redevelopment or construction/ reconstruction projects for rehabilitation purposes or for the provision of energy efficient improvements.

In addition to the Planning Act, several other legislative documents provide the authority for municipalities to implement tools to assist with community improvement, including the Ontario Municipal Act. For additional information on any of the provisions for community improvement planning, the reader should refer to the legislation identified above. It is also noted that a more detailed discussion of the legislative authority is provided in a Background and Options Memo, which was prepared as background to this CIP, as discussed in Section 2.1.

1.4 Contents

The contents of Mapleton's CIP are as follows:

- The basis and background is provided in Section 2.0;
- Goals and objectives are provided in Section 3.0;
- The Community Improvement Project Area is identified in Section 4.0;
- Information about financial incentive programs is provided in Section 5.0;
- Administrative details about how the Mapleton CIP will be implemented, marketed, and monitored are set out in Sections 6.0, 7.0, and 8.0; and
- A glossary is provided to assist the reader in the interpretation of the Mapleton CIP.



2 Basis of the CIP

The Township of Mapleton CIP has been prepared based primarily on the enabling policies of the **Wellington County Official Plan and consultation with the public, local Stakeholders, and Township Council**, as summarized below.

2.1 Enabling Official Plan Policies

The Wellington County Official Plan sets out land use policies for the Township and provides direction for community improvement planning in Mapleton. The following is a review of policies from the Official Plan that enable the Township to prepare a CIP.

Section 4.12.2 identifies the following objectives for community improvement:

- a. Promote the long term stability and viability of identified Community Improvement Project Areas by reducing land use conflicts and upgrading municipal services;
- b. Encourage coordinated municipal expenditures, planning and development activities within identified Community Improvement Project Areas;
- c. Stimulate the maintenance and renewal of private property;
- d. Enhance the visual quality of the community; and
- e. Foster local economic growth.

Section 4.12.3 identifies the following criteria for the designation of a Community Improvement Project Areas:

- a. A significant portion of the housing stock and other buildings are in need of maintenance, rehabilitation or redevelopment;
- b. Municipal services including sanitary sewer, storm sewer, water supply systems, roads, sidewalks, curbs, gutters, street lighting or parking facilities are inadequate and in need of repair;
- c. The supply of public open space or recreation facilities is deficient;
- d. There are conflicting land uses in the area;
- e. Within commercial areas, deterioration in the appearance of building facades, inadequate parking facilities or inadequate pedestrian access;
- f. A significant portion of the buildings are considered heritage resources;
- g. There is a need to remediate brownfields, improve the energy efficiency of buildings, or provide affordable housing; or
- h. There are other environmental, social or community development reasons that have been identified by a Council.

Further, Section 4.12.4 of the Official Plan states that once a Community Improvement Project Areas is designated, a local Council may:

- a. Prepare, adopt, and implement a community improvement plan(s) within a designated Community Improvement Project Area(s), pursuant to the Planning Act and the community improvement policies set out in this Plan;
- b. Provide public funds such as grants, loans and other financial instruments;
- c. Take advantage of federal and provincial funding programs which would benefit the community;
- d. Prepare and adopt a property standards by-laws;
- e. Co-operate with groups and organizations whose objectives include community improvement;
- f. Undertake other municipal actions, programs, or investments for the purpose of achieving the community improvement objected identified in Section 4.12.2.

Finally, there are policies that enable Wellington county to participate financially in Mapleton's CIP. Section 4.12.5 states that County Council may participate in a municipality's Community Improvement Plan, and make grants and loans to the Council of a lower tier municipality for the purposes of carrying out a Community Improvement Plan that has come into effect, on such terms as to security and otherwise as County Council considers appropriate.

2.2 Background and Options Discussion Paper

In June 2016, a Background and Options Memo was prepared as part of the development of the Mapleton CIP. The memo provided:

- A legislative review (summarizing Section 28 of the Planning Act and other relevant legislation);

- A review of the local policy framework (including Provincial, Wellington County, and Township planning documents);
- A discussion of other key documents, which provide the context for the CIP (including economic development plans/papers and strategic planning documents);
- A study area analysis (focusing on existing conditions, critical needs, and opportunities for improvement in the Township's key areas of economic activity);
- A summary of findings from community consultation events; and
- An overview of case studies of comparable CIPs.

The memo also provided options with respect to:

- Designating a Community Improvement Project Area;
- Identifying Municipal Leadership Programs;
- Identifying Financial Incentive Programs; and
- Other Implementation Options.

These options were presented to Township Council on June 28, 2016 to obtain feedback on those that should be carried forward in the development of this CIP.

The Background and Options Memo serves as a key basis for the Mapleton CIP. It should be referred to for a detailed discussion of the issues and options considered during the preparation of this CIP. The memo can be viewed on the Township of Mapleton website.

2.3 Community and Stakeholder Consultation

Several community consultation events and initiatives have been undertaken as part of the development of the Mapleton CIP:

- A Phase One Stakeholder Workshop was held on February 17, 2016 to discuss issues and needs regarding improvements to private property;
- The Background and Options Memo was prepared during the spring of 2016, which identified a set of options for the development of a CIP, and the memo was finalized and made available to stakeholders and members of the public in June 2016 for review and comment;
- A Phase One Council Presentation was delivered in June 2016 to obtain input on the set of options in the Background and Options Memo;
- A Public Information Session was held on October 13, 2016 to share information about the CIP project and obtain further input on the options for Mapleton's CIP;
- Recommended CIP programs were identified based on input from Council and the public and were presented at a Phase Two Stakeholder Workshop on November 14th, 2016;
- A Phase Two Council Workshop was held on November 22, 2016 to discuss the recommended CIP programs; and
- Based on Council input, a memo outlining recommended CIP programs and implementation details was provided to the Ministry of Municipal Affairs and Housing on December 1, 2016 for information and review.

The Phase One consultation events provided community insight on local economic development and planning needs, issues, and options to be addressed by a CIP. The Phase Two consultation events allowed Stakeholders to provide comments on the proposed Mapleton CIP programs prior to adoption by Township Council.



3 Goals and Objectives

To be eligible for financial incentives offered through the Mapleton CIP, an improvement project must support the goals and objectives set out below. For each of the goals and objectives, a number of measures have been identified (Section 8.0) for monitoring the Plan's effectiveness.

3.1 Goal #1: Mapleton as a Business Friendly Community

This CIP will help Mapleton be a business friendly community. It will stimulate economic development and support the growth of new business opportunities in key areas of economic activity.

3.1.1 Objectives

- a) To increase the number of commercial, retail and mixed-use buildings/properties in the Urban Centres/Hamlets.
- b) To increase the number of farm businesses in the Agricultural area.
- c) To attract new investment to the Township.
- d) To support new business start-ups and expansions to existing businesses.
- e) To increase employment opportunities for residents.
- f) To retain and support existing businesses.

3.2 Goal #2: Mapleton as an Inviting Destination

This CIP will help make Mapleton an inviting destination. It will assist with revitalization and beautification efforts through physical and aesthetic improvements to public and private properties.

3.2.1 Objectives

- a) To implement aesthetic improvements to façades, signage, and landscapes.
- b) To implement functional improvements to buildings and property.
- c) To reduce the number of under-utilized or non-performing buildings and properties.
- d) To apply dedicate Township funds for improvements to community facilities and the public realm.
- e) To ensure that improvements are consistent with the Township's vision and goals for urban design.
- f) To implement signage that promotes Mapleton and contributes to a unique visitor experience.

4 Community Improvement Project Areas

In accordance with the Planning Act, the following Section identifies the Community Improvement Project Areas (CIPAs) that have been designated for the Mapleton CIP.

4.1 Overview

To achieve the goals and objectives of this CIP, three CIPAs have been identified, as described below. These lands have been adopted as such by by-law. In addition to the descriptions below, potential applicants should refer to Appendix A (land use Schedules from the Wellington County Official Plan) to assist with interpretation.

Financial Incentive Programs may be available to registered owners, assessed owners, and tenants (with written consent of the owner) of lands and buildings located within the CIPAs, subject to several eligibility criteria. Section 5.0 of this CIP identifies which of the financial incentive programs may be available to each of the CIPAs.

4.2 The Urban Centre CIPA

The Urban Centre CIPA includes commercial, retail and mixed-use buildings/properties in the Urban Centres of Drayton and Moorefield. Specifically, it includes the following, as identified on Schedule A4-1 and A4-2 of the Wellington County Official Plan:

- Lands designated Central Business District; and
- Lands designated Highway Commercial and located within the Township's 'Built Boundary'.

These areas have been included because they have the potential to be enhanced and improved through the development, redevelopment, and revitalization of private property. They have a significant concentration of existing businesses, and can accommodate new businesses.

4.3 The Agricultural CIPA

The Agricultural CIPA includes agricultural land and buildings in the Agricultural area of Mapleton. Specifically, it includes the following, as identified on Schedule A4 of the Wellington County Official Plan:

- Lands designated Prime Agricultural.

These areas have been included because of the significance of agricultural operations to the local economy and because they have the potential to accommodate new and expanded farm businesses and help attract new visitors to the Township.

4.4 The Hamlet CIPA

The Hamlet CIPA includes existing commercial buildings in the Hamlet Areas of Mapleton. Specifically, it includes the following, as identified on Schedule A4 and A4-3 of the Wellington County Official Plan:

- Lands designated Hamlet Area.

These areas have been included because they have the potential to be enhanced and improved through the development, redevelopment, and revitalization of private property. They have existing businesses, and may accommodate new businesses in the future.

Financial incentives may be available to owners and tenants of lands and buildings located within the CIPAs.



5 Township Programs

The Mapleton CIP sets out a set of Township Programs, through which it can provide proactive and visible leadership in achieving the goals of the Mapleton CIP. By setting out a framework for Township-led improvement projects, this CIP helps coordinate and guide the expenditure of Township funds.

5.1 Overview

The following Township Programs have been identified as a means for the Township to participate in community improvement and to encourage private sector investment in the designated CIPAs. The Township may engage in any of the programs and initiatives outlined below as part of the implementation of this Plan, subject to the availability of Township funds and other resources. An indication of anticipated timing is provided as a target; however, by identifying the programs and anticipated timing below, the Township is in no way committed to implementing them during the life of this CIP.

5.2 Strategy for County Participation in the CIP:

The Township (in partnership with Wellington County) should develop a Strategy for County Participation in the CIP. A Working Committee made up of Township and County staff could be organized to discuss options/develop a strategy for the County's participation, including:

- The County's goals, objectives, and policy framework for participation in local CIP programs;
- Options for County participation in certain Financial Incentives offered through the Plan; and
- Parameters for participation, such as the review/approval of applications, and agreement execution.

This is a high-priority Township program that should be implemented upon Council adoption of the CIP.

5.3 Township-wide Signage and Marketing Improvements

The Township should undertake a Township-wide Signage and Marketing Improvement Initiative, which would help promote Mapleton's brand and image, and to improve wayfinding and highlight destinations, including significant cultural resources and entertainment options, and a wide range of opportunities for buying local. Coordinated Township signage and wayfinding, local mapping, and web-based resources could be developed as part of this initiative. Additional initiatives may include preparing brochures, inserts, and advertisements for local and regional newspapers.

This is a medium-priority Township program that should be implemented within the 2-3 years of Council adoption of this CIP.

5.4 Urban Design Guidelines

The Township should prepare a set of Urban Design Guidelines, which would set out design principles with respect to façade improvements, management and respectful conservation of cultural heritage resources, streetscapes, property access, signage, and open spaces, for example, that will also serve as eligibility criteria for financial incentive programs. This means that to be eligible for financial incentive programs offered in the CIP, proposed community improvement projects would be required to comply with the companion Urban Design Guidelines. The Guidelines would serve as a useful implementation tool in that they will allow the Township to ensure that financial incentive applications are approved for community

improvement projects that are consistent with the community's overall vision and design goals. This is a high-priority Township program that should be implemented upon Council adoption of the CIP.

6 Financial Incentive Programs

The Mapleton CIP sets out seven financial incentive programs that may be available to eligible owners/tenants of land and buildings in the CIPAs. The incentive programs are intended to stimulate the local economic base and support improvements to private property.

6.1 Overview

The Township of Mapleton can provide financial assistance to owners and tenants (with written consent of the owner) of land and buildings within the designated CIPA. The purpose of the financial incentive programs is to provide support for physical improvements to privately owned land and buildings, where such improvements will result in or contribute to the goals and objectives in Section 3.0.

The following financial incentive may be available:

1. Design and Study Grant
2. Planning Application and Building Permit Fee Grant
3. Façade, Signage and Property Improvement Grant
4. Building Improvement Grant
5. Accessibility Grant
6. Building Conversion and Expansion Grant
7. Major Redevelopment Tax Increment Equivalent Grant (TIEG)
8. Residential Conversion, Rehabilitation and Intensification Grant

The Township of Mapleton may provide funding for any of the above incentive programs during the term of this CIP, subject to the availability of resources. Detailed information about how each of the incentive programs works is provided following the General Eligibility Criteria, below.

6.2 General Eligibility Criteria

To be eligible for any of the financial incentive programs that may be offered by the Township, the following general eligibility criteria must be met:

- a) The lands and buildings subject to an application must be located within a CIPA designated by by-law for this CIP. Applicants should refer to Section 4.0 and Appendix A to determine the CIPA in which a property is located. Township staff should also be contacted to confirm the applicable CIPA.
- b) Only certain types of existing or proposed uses in each of the CIPAs will be eligible for financial incentives. Unless otherwise specified by this Plan, Table 1 below will generally be used as a guide for determining the eligible uses within each of the Sub-Areas.

Table 1: ELIGIBLE USES

CIPA	Eligible Uses (Existing or Proposed)
Urban Centre CIPA	Commercial/ Retail and Mixed Use
Agricultural CIPA	Farm Businesses as permitted by Section 6.4.4 of the Wellington County Official Plan
Hamlet CIPA	Commercial/ Retail

- c) All projects must contribute to achieving one or more community improvement goals and objectives (as identified Section 3.0).
- d) All proposed projects must result in some level of improvement or rehabilitation over the existing conditions and will not simply represent a life cycle replacement.
- e) Unless otherwise specified, registered owners, assessed owners, and tenants (with written consent of the owner) of private land or buildings may be eligible for financial incentives.
- f) The total value of all grants provided to an owner/tenant shall not exceed the total value of eligible costs associated with the community improvement project works.
- g) An applicant may be eligible for multiple grants during the term of this CIP if the total combined value of grants provided by the Township in any 24-month period shall not exceed \$10,000 per project and/or property (or the total value of eligible costs, whichever is less).
- h) Financial incentives will not be applied retroactively to works started prior to approval of applications and any application for costs incurred prior to the adoption of this CIP will not be considered eligible.
- i) The property owner must have no outstanding property tax arrears or any other outstanding municipal obligation on the subject property at the time of application or during the term of the grant.
- j) Applicants will be required to disclose all other funding sources, including governmental, private, or not-for-profit funding to support the project. These shall be taken into consideration in the review of applications and the value of incentives may be reduced.
- k) The proposed works will conform with all applicable policies, standards, and procedures, including (but not limited to) the Official Plan, Zoning By-law, Design Guidelines, in addition to being subject to a review and the issuance of necessary planning and development approvals and building permits pursuant to the Ontario Building Code.

In addition to these general eligibility criteria, a set of program-specific eligibility criteria must also be met, which are outlined in the description of financial incentives (below).

6.3 Availability

As discussed in Section 4.0, three CIPAs have been identified for the Mapleton CIP. The purpose of the three CIPAs is to respond to unique needs, issues, and opportunities in certain areas of the Township. By identifying these three CIPAs, Mapleton has created a flexible approach to community improvement, that will allow the Township to focus on multiple key economic areas during the implementation period.

However, given the large geographic area of the Township, and the number of businesses and property owners within the CIPAs that may wish to access financial incentive programs, not all CIPAs identified will be eligible for the various suites of financial incentive programs in each year

of implementation. As outlined in Section 7.2.3 (Administration of Financial Incentives) of this CIP, on an annual basis, Council will approve an implementation plan, which sets out:

1. Financial incentive programs that will be available within each of the CIPAs for that year, if any; and
2. A community improvement budget for financial incentives that have been put into effect for that year, if any.

Table 2 on the following page ***provides an example*** of how the Township will determine how each suite of incentives will be made available in each CIPA annually to support the broader goals and objectives of the CIP, subject to the availability of resources.

Table 2: INCENTIVE PROGRAM AVAILABILITY *EXAMPLE*
(TO BE DETERMED ANNUALLY THROUGH A CIP IMPLEMENTATION PLAN)

Incentive Program	Urban Centre CIPA			
	Central Business District	Other Existing Commerical Areas	Agricultural CIPA	Hamlet CIPA
Design and Study Grant	•		•	•
Planning Application and Building Permit Fee Grant	•		•	•
Façade, Signage, and Property Improvement Grant	•	•	•	•
Building Improvement Grant	•			•
Accessibility Grant	•	•		•
Building Conversion and Exapnsion Grant	•		•	•
Major Redevelopment Tax Incremener Equivalent Grant	•			•
Residential Conversion, Rehabilitation and Intensification Grant	•	•	•	•

6.4 Design and Study Grant Details

6.4.1 Purpose and Anticipated Benefits

- a) The Design and Study Grant may be available to eligible applicants for the completion of studies, plans, or designs that will investigate the site-specific potential of an improvement project.
- b) This program is intended to aid with initial background planning and design in support of development or redevelopment projects on eligible properties.

6.4.2 Value of Grant

- a) Where all eligibility requirements are fulfilled, a Design and Study Grant may be provided for up to 50% of the total cost to complete eligible studies, plans, or designs (identified below).

- b) The Township will provide a maximum of \$2,500 per project and/or property as part of a Design and Study Grant.

6.4.3 Eligibility Criteria

- a) Properties will be eligible for the Design and Study Grant if the proposed or potential use being investigated is in accordance with the table of eligible uses in Section 6.2 (Table 1).
- b) All general eligibility criteria set out in Section 6.2 of this CIP must be met.
- c) The studies, plans, or designs must provide new site-specific information in support of a potential improvement project.
- d) Applicants receiving the Design and Study Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).
- e) Agriculture-related uses (e.g. farm stands) which are open to the visiting public and which represent value added agricultural activity.

6.4.4 Eligible Costs

- a) The cost to complete any of the following types of studies, plans, or designs may be eligible for the Design and Study Grant:
 - i. Concept plans;
 - ii. Site plan drawings;
 - iii. Environmental studies;
 - iv. Structural analyses;
 - v. Evaluation of existing and proposed mechanical, electrical, and other building systems;
 - vi. Traffic Impact Assessments;
 - vii. Other site-specific studies or plans which may be required by the Township at the time of pre-consultation or site plan approval and as approved by the CIP Implementation Committee; and
 - viii. Any combination of the above.
- b) Eligible studies, plans, or designs must be completed by licensed and/or qualified professionals as deemed by the Township.
- c) The applicant must provide at least two quotes for the completion of the subject studies, plans, or designs at the time of a financial incentive application, or the applicant must provide an explanation as to why three quotes is not possible (i.e., extenuating circumstances, etc.).

6.4.5 Payment

- a) All completed studies, plans, or designs must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved study, plan, or design. The grant will be paid in a lump sum as a reimbursement of costs incurred.

- c) One electronic and one hard copy of the completed studies, plans, or designs shall be submitted to the Township for its review and retention.
- d) All completed studies will become the shared property of the Township and the successful applicant.

6.5 Planning Application and Building Permit Fee Grant Details

6.5.1 Purpose and Anticipated Benefits

- a) The Planning Application and Building Permit Fee Grant may be available to eligible applicants to offset the planning and building fees required by the Township.
- b) This program is intended to reduce the costs associated with improvements to private properties.

6.5.2 Value of Rebate

- a) Where all eligibility requirements are fulfilled, a Planning Application and Building Permit Fee Grant may be provided to cover 50% of the eligible fees required by the Township in relation to a proposed project and/or property.
- b) The Township will provide a maximum of \$1,500 per project and/or property as part of a Planning Application and Building Permit Fee Grant.

6.5.3 Eligibility Criteria

- a) Properties will be eligible for the Planning Application and Building Permit Fee Grant if the proposed or existing use is in accordance with the table of eligible uses in Section 6.2 (Table 1).
- b) All other general eligibility criteria in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Planning Application and Building Permit Fee Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

6.5.4 Eligible Costs

- a) Costs associated with the following may be eligible:
 - i. Planning application fees required by the Township, including minor variances, site plans, and zoning by-law amendments; and
 - ii. Building or demolition permit fees required by the Township.
- b) Costs (i.e., hourly fees) associated with the processing of planning applications will not be eligible.

6.5.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

6.6 Façade, Signage, and Property Improvement Grant Details

6.6.1 Purpose and Anticipated Benefits

- a) The Façade, Signage, and Property Improvement Grant may be available to eligible applicants to assist with the financing of improvements to an existing building's façade or signage, or to assist with other eligible improvements to private property (i.e., parking and landscaping) and agriculture-related uses (e.g. farm stands) which are open to the visiting public and which represent value added agricultural activity.
- b) This grant is intended to promote aesthetic, accessibility, and functional improvements to buildings and properties, which otherwise may not occur due to cost premiums associated with these improvements.

6.6.2 Value of Grant

- a) Where all eligibility requirements are fulfilled, a Façade, Signage, and Property Improvement Grant may be provided for up to 50% of the eligible costs of façade, signage, and/or property improvements, or any combination thereof.
- b) The Township will provide a maximum of \$5,000 per project and/or property as part of a Façade, Signage, and Property Improvement Grant.
- c) The Township will provide a maximum of \$10,000 per project and/or property when the following criteria are met:
 - i. A building has multiple storefronts or street addresses;
 - ii. Building is on a corner lot, where façade improvements are proposed on both frontages; and
 - iii. The applicant is proposing to restore the building's heritage features.
- d) In any given year, subject to a recommendation by the CIP Implementation Committee, and approval by Council, a minimum total investment of \$1,500 may be required by an applicant to be eligible. In other words, the minimum value of a project shall be \$3,000, representing a \$1,500 contribution from the applicant and a \$1,500 contribution from the Township.

6.6.3 Eligibility Criteria

- a) Properties will be eligible for the Façade, Signage, and Property Improvement Grant if the existing or proposed use is in accordance with the table of eligible uses in Section 6.2 (Table 1).
- b) All general eligibility criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Façade, Signage, and Property Improvement Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

6.6.4 Eligible Costs

- a) For a façade Improvement undertaking, improvements to the main façade of buildings are eligible. Where a side and/or rear wall is visible from a public street or public space, or fronts onto a laneway or parking lot, improvements to these walls may also be eligible. Eligible costs include the following:

- i. Restoration or replacement of exterior building treatments, such as brickwork/cladding/siding;
 - ii. Restoration or replacement of cornices, eaves, and parapets;
 - iii. Restoration or replacement of windows, doors, and awnings;
 - iv. Restoration or replacement of exterior lighting;
 - v. Exterior painting;
 - vi. Chemical or another façade cleaning;
 - vii. Redesign/design of storefront, agricultural-related uses such as farm stands, signs or entrance modifications, including provisions to improve accessibility; and
 - viii. Such other similar improvements and repairs that may be necessary to improve the appearance of a building façade exterior.
- b) For a signage Improvement undertaking, improvements to the main storefront sign of buildings and/or agricultural-related uses such as farm stand signs are eligible. Where a side and/or rear wall sign is visible from a public street or public space, or fronts onto a laneway or parking lot, improvements to these signs may also be eligible.
- c) For a property Improvement undertaking, improvements to the front yard of properties are eligible. Eligible costs include the following:
- i. Addition of landscaping features (plants/green space, including sod, trees, vegetation, etc.);
 - ii. Addition of permanent landscaping elements such as fencing, benches, planters, and lighting;
 - iii. Addition of new parking/existing parking area upgrades for cars, motorcycles, and bicycles;
 - iv. Improvements to rear building entrances and rear parking areas;
 - v. Addition of walkways; and
 - vi. Such other similar improvements and repairs that may be necessary to improve a property.
- d) For façade, signage, or property improvements, the services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs; however, the maximum amount of a grant for such services shall not exceed 15% of the grant.

6.6.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

6.7 Building Improvement Grant Details

6.7.1 Purpose and Anticipated Benefits:

- a) The Building Improvement Grant may be available to eligible applicants to assist with improvements to existing buildings that may otherwise be considered cost prohibitive.
- b) This program is intended to support improvements to private property to meet the current Building Code and to provide for safe and usable eligible uses.

6.7.2 Value of Grant:

- a) Where all eligibility requirements are fulfilled, a Building Improvement Grant may be provided for up to 50% of the eligible costs of improvements.
- b) The Township will provide a maximum of \$5,000 per project and/or property as part of a Building Improvement Grant.
- c) In any given year, subject to a recommendation by the CIP Implementation Committee, and approval by Council, a minimum total investment of \$1,500 may be required by an applicant to be eligible. In other words, the minimum value of a project shall be \$3,000, representing a \$1,500 contribution from the applicant and a \$1,500 contribution from the Township.

6.7.3 Eligibility Criteria:

- a) Properties will be eligible for the Building Improvement Grant if the proposed or existing use is in accordance with the table of eligible uses in Section 6.2 (Table 1).
- b) All general eligibility criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Building Improvement Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

6.7.4 Eligible Projects and Costs:

- a) Eligible costs for the Building Improvement Grant include the following:
 - i. Structural repairs to walls, ceilings, floors, and foundations;
 - ii. Interior restoration and design;
 - iii. Repair/replacement/installation of building infrastructure, such as roofing, windows, and doors;
 - iv. Repair/replacement/installation of plumbing, electrical, HVAC, and fire protection systems;
 - v. Weatherproofing; and
 - vi. Any other improvements that may bring a building up to code, or address health, safety, or risk management issues.
- b) The services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs; however, the maximum amount of a grant for such services shall not exceed 15% of the grant.

6.7.5 Payment:

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

6.8 Accessibility Grant Details

6.8.1 Purpose and Anticipated Benefits:

- a) The Accessibility Grant may be available to eligible applicants to assist with the removal of barriers and increase accessibility for people with disabilities in Mapleton. This includes Agriculture-related uses (e.g. farm stands) which are open to the visiting public and which represent value added agricultural activity.
- b) This program is intended to support improvements to private property to meet the Ontario's accessibility laws and standards.

6.8.2 Value of Grant:

- a) Where all eligibility requirements are fulfilled, an Accessibility Grant may be provided for up to 50% of the eligible costs of improvements.
- b) The Township will provide a maximum of \$3,000 per project and/or property as part of an Accessibility Grant.

6.8.3 Eligibility Criteria:

- a) Properties will be eligible for the Accessibility Grant if the proposed or existing use is in accordance with the table of eligible uses in Section 6.2 (Table 1).
- b) All general eligibility criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Accessibility Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

6.8.4 Eligible Projects and Costs:

- a) Eligible costs for the Accessibility Grant include the installation of:
 - i. Ramps;
 - ii. Elevators;
 - iii. Lifts;
 - iv. Automatic door openers; and
 - v. Any other improvements that improve accessibility and remove barriers, as approved by the Township.
- b) The services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs; however, the maximum amount of a grant for such services shall not exceed 15% of the grant.

6.8.5 Payment:

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

6.9 Building Conversion/Expansion Grant Details

6.9.1 Purpose and Anticipated Benefits:

- a) The Building Conversion/Expansion Grant may be available to eligible applicants to assist in the conversion of existing unused or underused space into new eligible uses. Additionally, this program will assist with the expansion of existing eligible uses.
- b) The purpose of this program is to support an increase in non-residential assessments.

6.9.2 Value of Grant:

- a) Where general eligibility requirements (Section 6.2) are fulfilled, a Building Conversion/Expansion Grant may be provided for up to \$20 per square foot of converted or expanded floor space.
- b) The Township will provide a maximum of \$8,000 per project and/or property as part of a Building Conversion/Expansion Grant.
- c) In any given year, subject to a recommendation by the CIP Implementation Committee, and approval by Council, a minimum total investment of \$2,000 may be required by an applicant to be eligible. In other words, the minimum value of a project shall be \$4,000, representing a \$2,000 contribution from the applicant and a \$1,500 contribution from the Township.
- d) Applicants receiving the Building Conversion/Expansion Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

6.9.3 Eligibility Criteria:

- a) Properties will be eligible for the Building Conversion/Expansion Grant if the proposed or existing use is in accordance with the table of eligible uses in Section 6.2 (Table 1).
- b) All general eligibility criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Building Conversion/Expansion Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

6.9.4 Eligible Costs:

- a) The Building Conversion/Expansion Grant may be provided for the construction and renovation costs related to the following types of projects:
 - i. Conversion of unused or underused building space into new eligible uses; and
 - ii. Expansion of existing eligible uses to increase the gross floor area.
- b) The Grant will also apply to the adaptive re-use of derelict structures.

- c) The services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs; however, the maximum amount for such services shall not exceed 15% of the grant.

6.9.5 Payment:

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

6.10 Major Redevelopment Tax Increment Equivalent Grant (TIEG) Details

6.10.1 Purpose and Anticipated Benefits:

- a) The Major Redevelopment TIEG program will provide a grant to eligible property owners, which is equivalent to a percentage of the Township portion of a property tax increment that is incurred because of an improvement project.
- b) The purpose of the Major Redevelopment TIEG is to stimulate investment by effectively deferring part of the increase in property taxation because of adaptive reuse, building rehabilitation, and retrofit works.

6.10.2 Value of Grant:

- a) Where a proposed project satisfies the eligibility requirements, a Major Redevelopment TIEG may be provided on approved applications as follows:
 - i. Grants will be provided for a period of 5 years.
 - ii. In year one, a grant that is equivalent to 100% of the Township portion of the tax increment will be provided to a property owner.
 - iii. In year two, a grant that is equivalent to 80% of the Township portion of the tax increment will be provided to a property owner.
 - iv. In year three, a grant that is equivalent to 60% of the Township portion of the tax increment will be provided to a property owner.
 - v. In year four, a grant that is equivalent to 40% of the Township portion of the tax increment will be provided to a property owner.
 - vi. In year five, a grant that is equivalent to 20% of the Township portion of the tax increment will be provided to a property owner.
- b) To determine the suitability of the Major Redevelopment TIEG, the Township's treasurer will attempt to estimate the total potential value of the grant prior to submitting an application for the program.
- c) The estimate will consider current assessment value, total anticipated investment, and the potential reassessment based on completing the approved community improvement works.
- d) Applicants should refer to the definition for Tax Increment provided in the Glossary of this CIP to further understand how grant values will be calculated.

6.10.3 Eligibility Criteria:

- a) An applicant must be a registered owner/assessed owner of private property located within a CIPA. Tenants are not eligible for the Major Redevelopment TIEG.
- b) Only those projects that are anticipated to generate an increase in assessment will be eligible.
- c) Properties will be eligible for the Major Redevelopment TIEG if the proposed use is in accordance with the table of eligible uses in Section 6.2 (Table 1).
- d) Applicants receiving the Major Redevelopment TIEG may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2.
- e) The general eligibility criteria set out in Section 6.2 (g) of this CIP also apply.

6.10.4 Eligible Projects and Costs:

- a) For a Major Redevelopment TIEG, the following types of costs will be eligible:
 - i. Demolishing buildings;
 - ii. Adaptive reuse, building rehabilitation, and retrofit works;
 - iii. Upgrading on-site infrastructure including water services, sanitary sewers and stormwater management facilities;
 - iv. Constructing/upgrading of any off-site improvement that is required to fulfill any condition of a development/planning approval (including Site Plan Control) for the development, redevelopment, adaptive reuse or rehabilitation of the building and/or property;
 - v. Such other similar costs that may be necessary for the redevelopment, adaptive reuse or rehabilitation of the building and/or property.
- b) Proposals for new development on vacant properties will not be eligible.

6.10.5 Payment:

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The value of the Major Redevelopment TIEG is determined and provided to a property owner following the reassessment of the property by MPAC.

6.11 Residential Conversion, Rehabilitation and Intensification Program Details

6.11.1 Purpose and Anticipated Benefits:

- a) The Residential Conversion, Rehabilitation and Intensification loan or grant program may be available to eligible applicants to assist in the renovation of existing residential units and construction of new residential units within and near the Downtown core of the urban centres within the CIPA.
- b) The purpose of this program is to support an increase in the residential population living in and around the Downtown of the urban centres.

6.11.2 Value of Grant:

- a) Open to owners of properties within the CIPA. Township provides a grant equal to 50% of the cost to rehabilitate existing residential units and/or constructing new residential units on the basis of \$10 per sq. ft. of habitable floor space rehabilitated/constructed, to max grant of \$5,000 per unit, a max of 4 units per property/project. Total max is \$20,000.
- b) Grant can be used for rental or ownership units. If ownership, grant may apply to buildings that fall under the Condominium Act.

6.11.3 Eligibility Criteria:

- a) Properties will be eligible for Residential Conversion, Rehabilitation and Intensification loan or grant if the proposed or existing use are in accordance with the table of eligible uses in Section 6.2 (Table 1).
- b) All general eligibility criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Residential Conversion, Rehabilitation and Intensification loan or grant program may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2(g).

6.11.4 Eligible Costs:

The Residential Conversion, Rehabilitation and Intensification loan or grant program may be provided for the construction, rehabilitation, and renovation costs related to the following types of projects:

- i. Renovations to existing residential units in mixed use buildings (which include commercial/residential, commercial/institutional and other mixed uses containing a commercial use);
- ii. Conversion of excess commercial and vacant space on upper stories of commercial and mixed-use buildings to residential units;
- iii. Residential intensification; and
- iv. Infilling of vacant lots with new residential units.

6.11.5 Payment:

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

7 Implementation

The Township of Mapleton will administer the CIP and its programs. The responsibilities of Council, and a CIP Implementation Committee are outlined in this Section. Information about the process for applying for financial incentives is also detailed.

7.1 Implementation Period

It is anticipated that the CIP will be implemented over a 10-year period ending December 31, 2027. Council may extend or reduce the implementation period as deemed appropriate or necessary, subject to an amendment to the CIP.

7.2 Administration

7.2.1 Council Roles and Responsibilities

- a) Township Council will appoint a CIP Implementation Committee to assist with the implementation of the Mapleton CIP.
- b) Township Council will delegate its responsibility for approving or refusing applications for financial incentive programs to the CIP Implementation Committee.
- c) In addition, Township Council will contribute to the overall administration of the CIP (subject to the Township's priorities and the availability of resources/funding) as follows:
 - i. Determining which of the CIP Financial Incentive Programs will be put into effect in any given year during the implementation period, if any; and
 - ii. Identifying (as part of the annual budgeting process) a community improvement budget for financial incentives that have been put into effect for that year, if any, in accordance with Section 7.3 of this CIP.

7.2.2 CIP Implementation Committee

- a) The CIP Implementation Committee will consist of Township staff representatives from:
 - i. Economic Development;
 - ii. Planning;
 - iii. Building;
 - iv. Public Works; and
 - v. Finance.
- b) A staff person with expertise on site-specific matters may also be consulted to assist with the review and evaluation of applications. The Committee shall also be authorized to retain other qualified professionals as required.
- c) The CIP Implementation Committee will be responsible for:
 - i. Reviewing and evaluating applications for financial incentives;
 - ii. Approving or refusing applications for financial incentive programs (in accordance with Section 7.2.1 b);
 - iii. Marketing the CIP, in accordance with the Marketing Plan set out in Section 7.0;

- iv. Monitoring the CIP, in accordance with the Monitoring and Evaluation Plan set out in Section 8.0, and providing annual reports to Council and citizens with respect to the costs and benefits of the CIP;
- v. Making recommendations to Council with respect to:
 - 1) Financial Incentive Programs to be put into effect in any given year; and
 - 2) Identifying an annual community improvement budget for financial incentives.

7.2.3 Administration of Financial Incentives

- a) The Township may put into effect any number of the financial incentives identified in this Plan during the implementation period, subject to the availability of Township funds and other resources.
- b) Annually, the CIP Implementation Committee may make recommendations to Council with respect to the administration of financial incentives.
- c) Applications for financial incentives will be received on a first come, first served basis to the limit of the available funding for that year.
- d) Applications will be evaluated in a timely manner, in accordance with:
 - i. General eligibility requirements, as outlined in Section 6.2;
 - ii. Program eligibility requirements, as outlined in each of the grant program details (Section 6.4 to 6.10);
 - iii. Application requirements, as outlined in Section 7.4; and
 - iv. A Council approved budget.
- e) In cases where the CIP Implementation Committee refuses an application for financial incentives, all applicants will have the right to appeal the decision to Township Council. If a decision is appealed, a staff report will be prepared for Council detailing the Committee's decision. The applicant can appear at Council to detail their appeal.

7.3 Financial Management

- a) As part of the annual Township budgeting exercise, Council will provide approval for an implementation plan that sets out:
 - i. Financial incentive programs that will be available within each of the CIPAs for that year, if any; and
 - ii. A community improvement budget for financial incentives that have been put into effect for that year, if any.
- b) Since applications will be received and evaluated on a first come, first served basis, the provision of any grant incentive shall be to the limit of the available funding for that year.
- c) During the implementation period of this Plan, Council will determine if funding and incentive levels are necessary or warranted to ensure that the CIP functions properly in respect of the goals objectives (as set out in Section 3.0), targets (as set out in Section 8.0), and the Township's financial circumstances.

7.4 Applying for Incentives

7.4.1 The Application Process

The following is a summary of the process for the submission, evaluation, and approval of Financial Incentive Program applications:

- a) Applicants must meet with one or more members of the CIP Implementation Committee for a pre-consultation meeting, prior to submitting an application, to confirm requirements for a complete application.
- b) Applications must be submitted in accordance with the requirements outlined in Section 7.4.2.
- c) The CIP Implementation Committee will evaluate all applications and supporting materials. Applicants will be notified if their submission is incomplete.
- d) Based on the evaluation of complete applications, a decision will be made with respect to the approval or refusal of an application.
- e) For applications that are approved, a Financial Assistance Agreement will be prepared and executed.
- f) Any program commitments may be cancelled if work does not commence within six months of approval of an application, or if a project is not undertaken or completed in accordance with the Financial Assistance Agreement.
- g) When projects are completed, a statement with supporting invoices and proof of payment shall be submitted to the Township. Following this, the work will be inspected by the Township and, if approved, notice of completion will be issued and the financial assistance will be initiated.
- h) Upon completion of a community improvement project, the Township reserves the right to inspect any properties/buildings, or to audit final costs at the owner's expense.
- i) Funding approval will lapse if a notice of completion is not issued within twelve months of the date of execution of the Financial Assistance Agreement.
- j) The CIP Implementation Committee may grant an extension for community improvement works following receipt of a written request by the owner setting out the reasons for the extension and providing a new date of completion.
- k) Should the applicant fall into default of any of the requirements of the incentive program or other requirements established by the Township, incentives may be delayed, reduced, or cancelled. Applicants may be required to repay benefits to the Township.

7.4.2 Application Requirements

Applications for financial incentives offered through the CIP must include:

- a) One (1) copy of a completed and signed application form.
- b) One (1) copy of all supporting documentation, as determined by the CIP Implementation Committee at a pre-consultation meeting, which may include (but is not limited to):
 - i. Good quality photographs of the existing condition of the buildings and property;
 - ii. Past/historical photographs and/or drawings (where available);

- iii. Specifications of the proposed project, including design drawings prepared by a design professional (if available) or sketches, renderings, and/or elevation drawings illustrating the proposed improvements;
 - iv. Two (2) detailed independent contractor estimates for each component of the proposed eligible work, or two estimates covering all the components of the eligible work;
 - v. A statement with respect to how the proposed project meets the overall goals and objectives of the CIP; and
 - vi. Any additional requirements as determined by the CIP Implementation Committee.
- c) The Township is not responsible for any of the costs associated with the preparation of a CIP financial incentive application.

8 Marketing

The following is meant to be a guide for the Township of Mapleton to market the CIP and promote the programs available during implementation. The Marketing initiatives will help the Township communicate opportunities available by means of the CIP.

8.1 Target Markets

8.1.1 Primary Target Markets

The following have been identified as the primary market targets of the CIP:

- a) Property owners and operating businesses (i.e. tenants) located within the Mapleton CIP CIPAs;
- b) Potential investors in the community; and
- c) Local realtors.

8.1.2 Secondary Target Markets

In addition to these primary target markets, there may be other secondary marketing considerations that will apply, including (but not limited to):

- a) Business associations, which can serve as an information source about the CIP and its programs;
- b) The public; and
- c) Township Council, who will receive annual reports on program take-up and on-the-ground results.

The communications and marketing messages to be conveyed to each of these market segments are outlined in Table 3 below.

Table 3: COMMUNICATIONS / MARKETING MESSAGES TO BE

Target Market	Communications / Marketing Messages
Property Owners and Operating Businesses in the CIPA/Sub-Areas	<p>The CIP can help finance projects improvement projects to private property.</p> <p>The CIP can multiply the value of private investment.</p> <p>There is an efficient CIP application and approvals process.</p> <p>The CIP can help achieve strategic business development goals.</p>
Potential Investors in Community	<p>The CIP is just one more way in which the Township of Mapleton is actively encouraging local investment and job growth.</p>
Realtors	<p>The CIP enhances the attractiveness of properties in the CIPA/ Sub- Areas.</p> <p>Realtors can help spread the word about the opportunities of the CIP.</p>
Business Associations	<p>Business Associations can help spread the word about the opportunities of the CIP, which will benefit their members.</p>
Public	<p>The Town is actively encouraging investment and job growth through the CIP, in alignment with its overall economic development goals and strategies.</p>
Council	<p>Extent to which the CIP is achieving the goal statement and objectives identified in Section 3.0.</p> <p>Need for changes/revisions to the CIP programs.</p>

8.2 Marketing Materials

The following are communications materials that the Township may develop to promote the CIP and the related opportunities:

- a) A section on the Township’s web site devoted to the CIP, including information on financial incentives the application process.
- b) An information package that would be sent to both property-owners and tenant businesses in the CIPAs.
- c) Presentations could be tailor made to business associations and other groups to communicate the opportunities available through the CIP.
- d) Information displays could be provided at local community events, conferences, and at municipal buildings, to broadly promote the CIP.
- e) Annual progress reports could be prepared to outline the success of the CIP over the period of one year and to serve as case studies for future applicants.

The Township may also identify target businesses and properties where improvements would be most desirable, and arrange short visits with owners/managers, to ensure awareness and encourage take-up.

These activities may be undertaken as part of the initial launch of the new CIP program, and repeated annually or every few years as ‘reminders’ of the CIP opportunities.

9 Monitoring

The following provides a strategy for the annual monitoring of the results of the CIP, and specifically the uptake and success of financial incentive programs.

9.1 Purpose

The purpose of the following monitoring strategy is to:

- a) Track funds provided by the CIP to owners and tenants of land located within the Mapleton CIP Community Improvement Project Area.
- b) To evaluate whether the programs are achieving the goals and objectives set out by the CIP.
- c) Determine whether program adjustments are required.
- d) Provide the basis for reporting the results of the CIP, and specifically the uptake and success of financial incentive programs, to Township Council.

The Township's monitoring strategy is based on the goals and objectives in Section 3.0 of this CIP. A set of measures has been identified to assist in determining whether the individual objectives of the CIP are being achieved during the implementation period. The measures are presented in Section 9.3 below.

9.2 Frequency

Collection of data related to financial incentive applications and proposed/completed projects should be on-going during the implementation of this Plan. An evaluation of the measures outlined in Section 9.3 should be completed on an annual basis.

9.3 Measures

Table 5 below provides several measures that may be used as the basis for evaluating whether the individual objectives of the CIP are being met. Each of the measures identified has different implications in terms of what specifically should be collected, how frequently the data should be collected, and how frequently the data should be reported. Additional measures may be identified during the implementation of the CIP.

Table 5: MEASURES TO BE EVALUATED IN THE MONITORING OF THE CIP

Goals	Objectives	Measures
<p>1. This CIP will help Mapleton be a business friendly community. It will stimulate economic development and support the growth of new business opportunities in key areas of economic activity.</p>	<p>a) To increase the number of commercial, retail and mixed-use buildings/properties in the Urban Centres/Hamlets.</p> <p>b) To increase the number of farm businesses in the Agricultural area.</p> <p>c) To attract new investment to the Township.</p> <p>d) To support new business start-ups and expansions to existing businesses.</p> <p>e) To increase employment opportunities for residents.</p> <p>f) To retain and support existing businesses.</p>	<p>i. Number of businesses applying for funding through the CIP and being approved/not approved.</p> <p>ii. Number of new businesses established in the CIPAs.</p> <p>iii. Number of expansions to existing businesses in this CIPAs.</p> <p>iv. Number of jobs that are reinforced/supported through CIP projects.</p> <p>v. Number and value of incentives provided, leverage effect of these incentives and their return on investment.</p>
<p>2. This CIP will help make Mapleton an inviting destination. It will assist with revitalization and beautification efforts through physical and aesthetic improvements to public and private properties.</p>	<p>a) To implement aesthetic improvements to façades, signage, and landscapes.</p> <p>b) To implement functional improvements to buildings and property.</p> <p>c) To reduce the number of under- utilized or non-performing buildings and properties.</p> <p>d) To apply dedicate Township funds for improvements to community facilities and the public realm.</p> <p>e) To ensure that improvements are consistent with the Township’s vision and goals for urban design.</p> <p>f) To implement signage that promotes Mapleton and contributes to a unique visitor experience.</p>	<p>i. Number and type of improvements to buildings and properties (public and private) supported by the CIP.</p> <p>ii. Visualization of building and property improvements with “before” and “after” documentation for private and public properties.</p> <p>iii. Number and value of incentives provided, leverage effect of these incentives and their return on investment.</p> <p>iv. Number of vacancies and change in vacancy rate on a year to year basis.</p> <p>v. Change in assessment base for CIPAs on a year to year basis.</p>

9.4 Reporting

An annual report should be prepared to highlight the successes and achievements of the CIP. The report will be presented to Township Council for consideration. The report may recommend adjustments/amendments to the Plan, as discussed below.

9.5 Plan Amendments

As a result of the monitoring and evaluation of the Township of Mapleton CIP, amendments to the Plan may be required. The following summarizes when Plan amendments are and are not required:

- a) An amendment to the CIP will not be required to:
 - i. Reduce funding levels for the financial incentive programs; or
 - ii. Discontinue or cancel any of the programs identified.
- b) An amendment will be required to the CIP or implementing By-laws to:
 - i. Extend the implementation period of the CIP;
 - ii. Add any new financial incentive programs;
 - iii. Modify the eligibility criteria related to financial incentive programs offered; and
 - iv. Modify the geographic area (i.e., the CIPAs) to which financial incentive programs apply.

Amendments to this CIP will be passed by Township Council under the Planning Act. The Township of Mapleton will also be required to pre-consult with the Ministry of Municipal Affairs and Housing on any amendments to this CIP.

10 Invest Well: County Participation in Financial Incentives

The following sections of the Township of Mapleton CIP describe how and when Wellington County will participate in financial incentive programmes offered by the Township of Mapleton CIP, based on an evaluation of individual applications by the Township of Mapleton and Wellington County. The following Sections are included in the Township of Mapleton CIP in accordance with Section 28 of the Planning Act and Section 4.1 of the Invest Well Programme.

10.1 About the Invest Well Programme

The Wellington County Invest Well Programme is a strategic planning and economic development tool that directly supports the County's longer-term planning and economic development priorities. Invest Well was developed by the County in early 2018 and sets out goals, criteria, and an implementation framework for the County's participation in the financial incentive programs of the Township of Mapleton and this CIP.

The Invest Well Programme was endorsed by the County on June 28, 2018. The full document is available on the County's website <https://www.wellington.ca/en/business/EDCommImprovPlan.aspx> and should be reviewed for full details on County participation in the Township of Mapleton CIP. The full document will also be used by the member municipalities to integrate County participation within the Townships' incentive programs. A by-law was approved by Mapleton council incorporating the Invest Well Program into the Mapleton CIP on XXXX XX, 2019.

10.2 Goals

The County has identified the following three goals for the Invest Well Programme, which will guide the County's financial participation in the Township of Mapleton CIP:

GOAL #1: INVEST WELL:

To prioritize the investment of County resources into community improvement projects that directly support a set of long-term, County-wide planning and economic development priorities.

GOAL #2: INVEST READY:

To strategically position privately-owned properties with high development/redevelopment potential in order to attract further investment from investors and the private sector.

GOAL #3: INVEST MORE:

To recognize community improvement projects that are approved for incentives through a member municipality CIP and to provide further support through County resources.

10.3 Criteria for Investment

As further explained in the County's full document, Invest Well is a criteria-based community improvement programme. This means that to be eligible for funding from the County through the incentive programs in the Township of Mapleton CIP, proposed community improvement projects must meet a certain number of the County's 'criteria for investment'.

The criteria for investment are introduced below and organized according to a list of County economic development and planning priorities. They are provided in no particular order.

PRIORITY #1: TO USE LAND STRATEGICALLY

- 1.1 The proposed project involves the redevelopment of vacant/underutilized lands.
- 1.2 The proposed project will achieve a construction value threshold established by County Council
- 1.3 The proposed project will result in employment opportunities created or retained in target sectors.

PRIORITY #2: TO PROVIDE RENTAL HOUSING

- 2.1 A new mixed-use building is proposed, with commercial uses at grade and upper floor rental apartment housing units.
- 2.2 The proposed project will result in the upgrade of existing rental units.
- 2.3 The proposed project is an example of residential intensification in a downtown area.

PRIORITY #3: TO IMPROVE BUILDINGS AND INFRASTRUCTURE

- 3.1 The proposed project involves the adaptive reuse of vacant or underutilized buildings.
- 3.2 The proposed project incorporates sustainable building and/or green infrastructure features.
- 3.3 The proposed project will result in improvements/upgrades to utilities/servicing.

PRIORITY #4: DIVERSIFY THE ECONOMY

- 4.1 The proposed project results in new on-farm diversified or agriculture-related uses.
- 4.2 The proposal will result in the creation of a new business in a target sector or value-chain/cluster.
- 4.3 The proposal involves new retail, restaurant, or other critical businesses in the downtown area.

PRIORITY #5: TO PROMOTE TOURISM

- 5.1 The proposed project provides for an increase in short-term accommodation options.
- 5.2 The proposed project involves the beautification/restoration/enhancement of key landmarks/ tourism assets.
- 5.3 The use is a current or proposed participant in the County's tourism promotion activities (i.e., Top Wellington Destinations, Taste Real).

To determine the extent to which an applicant meets the above 'criteria for Investment', an evaluation matrix has been prepared and is provided in the County's full document. The evaluation matrix may also be available from the Township of Mapleton. It will be used by the Township of Mapleton and County of Wellington in order to determine eligibility for County funding. Applications will be pre-screened by the Township of Mapleton and if a minimum required score is awarded, the application will be endorsed to the County and processed by County staff to confirm eligibility for incentives.

10.4 County Funding/Incentive Programs

"Invest Well: County Participation in financial incentives" is a funding relationship between the County and the Township of Mapleton to support the implementation of the Township of Mapleton's CIP. The Invest Well programme sets out a framework for providing County funding in accordance with the goals identified in Section 6.2 and the 'criteria for investment' in Section 6.3. The Invest Well Framework is made up of two incentive programmes (Invest Ready and Invest More), as shown below.

The following is a description of financial incentive programmes that have been created by the County of Wellington via Invest Well to guide the County's participation in the Township of Mapleton CIP.

10.4.1 INVEST READY INCENTIVES PACKAGE

10.4.1.1 Purpose

The Invest Ready Incentive Package is in direct support of Invest Well Goal #2. It is intended to help prepare properties that have a high potential for development/ redevelopment by making them development-ready and therefore more attractive to investors and site selectors in various sectors. The Invest Ready Incentive Package will help fund:

- a) The completion of background studies regarding site-specific issues and constraints, such as servicing and utilities, transportation access, and environmental records; and
- b) Future development/redevelopment and eligible costs for major redevelopment projects.

In addition, successful applicants of the Invest Ready Incentive Package may receive marketing and investment attraction support from the County.

10.4.1.2 Who Benefits?

Through the Invest Ready Incentive Package, the following benefits are anticipated:

- a) The County, its member municipalities, and the public will benefit from an increase in the number of development-ready properties in Wellington County, and the future redevelopment of these sites;
- b) Landowners will benefit from the financial and non- financial support from Wellington County; and
- c) Potential investors will benefit from the availability of information related to a site condition or a proposed development, which will facilitate site selection decisions.

10.4.1.3 Who is Eligible?

In addition to the General Eligibility Criteria in Section 6.2 of this Plan and Section 4.0 of the County's full Invest Well document, to be eligible for the Invest Ready Incentive Package, the following requirements must be met:

- a) The subject property must achieve a minimum score (as identified by the County and reviewed on an annual basis), when evaluated against the County's 'criteria for investment', above; and
- b) The subject property must be sponsored and endorsed by the Township of Mapleton.

10.4.1.4 Program Details and Value

Where a property/applicant satisfies all applicable eligibility requirements, financial incentives may be available in three phases, as shown in the figure below, and described in this section.

PHASE ONE: Pre-Development Design/Study Grant:

The County may contribute financially to the 'Design and Study Grant' offered through Section 6.4 of this CIP.

- a) The grant will provide funding to cover eligible costs required to complete due diligence, planning, technical, and/or design studies that will investigate potential site-specific development constraints and/or provide new background information regarding a potential development and redevelopment project.
- b) Eligible costs will include those outlined in Section 6.4.4 of this CIP.
- c) If eligible and approved, a grant from the County will be provided for 100% of the total value of eligible costs, to a maximum of \$20,000 per project and/or property.
- d) This is not a matching grant and a grant made by the Township of Mapleton in the same amount is not required in order for the County to provide funding.

PHASE TWO: Tax Increment Equivalent Grant (TIEG):

The County may contribute financially to the 'Tax Increment Equivalent Grant' offered through Section 6.10 of this CIP.

- a) The grant will provide funding to cover construction, demolition, on-site infrastructure, and other associated costs as a result of a redevelopment, adaptive reuse, building rehabilitation, or retrofit works.

- b) Eligible costs will include those outlined in Section 6.10.4 of this CIP.
- c) In addition, the following will be considered eligible costs for County funding only:
- d) County tipping fees;
- e) County planning application and building permit fees;
- f) Any costs for design and study work not covered in PHASE ONE; and
- g) Additional community improvement costs, as determined by the County.
- h) The grant will be calculated based on the County portion of a property tax increment that is incurred as a result of a major community improvement project. Following the payment of County property taxes (annually or at the end of the five-year term), a grant will be provided to the landowner which is equal to the County portion of an increase in property taxation.
- i) The actual grant value will be calculated as follows:
 - In year one, the grant is equal to 100% of the County portion of the tax increment;
 - In year two, the grant is equal to 80% of the County portion of the tax increment;
 - In year three, the grant is equal to 60% of the County portion of the tax increment;
 - In year four, the grant is equal to 40% of the County portion of the tax increment; and
 - In year five, the grant is equal to 20% of the County portion of the tax increment.

PHASE THREE: Marketing /Investment Attraction Support:

For a discussion of this County-led initiative, refer to Section 3.2.1 of the full Invest Well document.

10.4.1.5 Payment

Grant payments will be made upon successful completion of the project. All completed projects must comply with the approved project description as provided in the grant application form and submitted to the Township of Mapleton.

Grant payments from the County will be provided to the Township of Mapleton Grants to the successful applicant will be issued and administered by the Township of Mapleton.

10.4.2 INVEST MORE GRANT

10.4.2.1 Purpose

The Invest More Grant is in direct support of Goal 3 of Invest Well. It is intended to help support a broad range of improvements to existing buildings/ properties and contribute to the overall beautification and revitalization of built-up areas. The Invest More Grant will help fund:

- a) Costs required to complete due diligence, planning, technical, and/or design studies that will investigate potential site-specific development constraints and/or provide new background information regarding a potential development and redevelopment project;
- b) Physical, structural, and aesthetic improvements to existing commercial, industrial, mixed-use, and office buildings/ properties and contribute to the overall beautification,

revitalization, energy efficiency, function, and safety of built-up areas; and

- c) Other significant changes to a building, property, or business that result in the productive use of land and/or buildings to accommodate new job growth.

10.4.2.2 Who Benefits?

Through the Invest More Grant, the following benefits are anticipated:

- a) The County, its member municipalities, and the public will benefit from the overall improvement and revitalization land and buildings; and
- b) Landowners/investors/businesses will benefit from additional financial and non-financial support from County of Wellington.

10.4.2.3 Who is Eligible?

In addition to the General Eligibility Criteria in Section 6.2 of this Plan and Section 4.0 of the County's full Invest Well document, to be eligible for the Invest More Grant, the following requirements must be met:

- a) The subject property must achieve a minimum score (as identified by the County and reviewed on an annual basis), when evaluated against the County's 'criteria for investment', above; and
- b) The subject property must be sponsored and endorsed by the Township of Mapleton.

10.4.2.4 Program Details and Value

Where a property/applicant satisfies all applicable eligibility requirements, the Invest More Grant may be available, subject to the following:

- a) The County may contribute financially to successful applicants of any grant programme offered in Section 6.0 of this CIP, with the exception of the TIEG (Section 6.10) as noted above.
- b) The grant will provide funding to cover eligible costs required for a broad range of physical, structural, and aesthetic improvements to existing commercial, industrial, mixed-use, and office buildings/properties, as determined by the County.
- c) Eligible costs will include those outlined in the eligible incentive programmes discussed in section 6.0 of this CIP.
- d) In addition, for the Invest More grant, the following will be included as eligible costs:
 - Roof-top patios, outdoor dining spaces/areas;
 - Privately Owned Publicly Accessible Spaces;
 - Bed and Breakfasts, and other short-term accommodations; and
 - Additional community improvement costs, as determined by the County.
- e) If eligible and approved, a grant from the County will be provided for 50% of the total value of eligible costs, to a maximum of \$10,000 per project and/or property.

- f) This is not a matching grant and a grant made by the Township of Mapleton in the same amount is not required in order for the County to provide funding; however, the applicant must be approved for at least one eligible program in the Township of Mapleton CIP (except for the TIEG).

10.4.2.5 Payment

- a) Grant payments will be made upon successful completion of the project. All completed projects must comply with the approved project description as provided in the grant application form and submitted to the Township of Mapleton.
- b) Grant payments from the County will be provided to the Township of Mapleton. Grants to the successful applicant will be issued and administered by the Township of Mapleton.
- c) The Invest More Grant will be paid in a lump sum as a reimbursement of costs incurred.

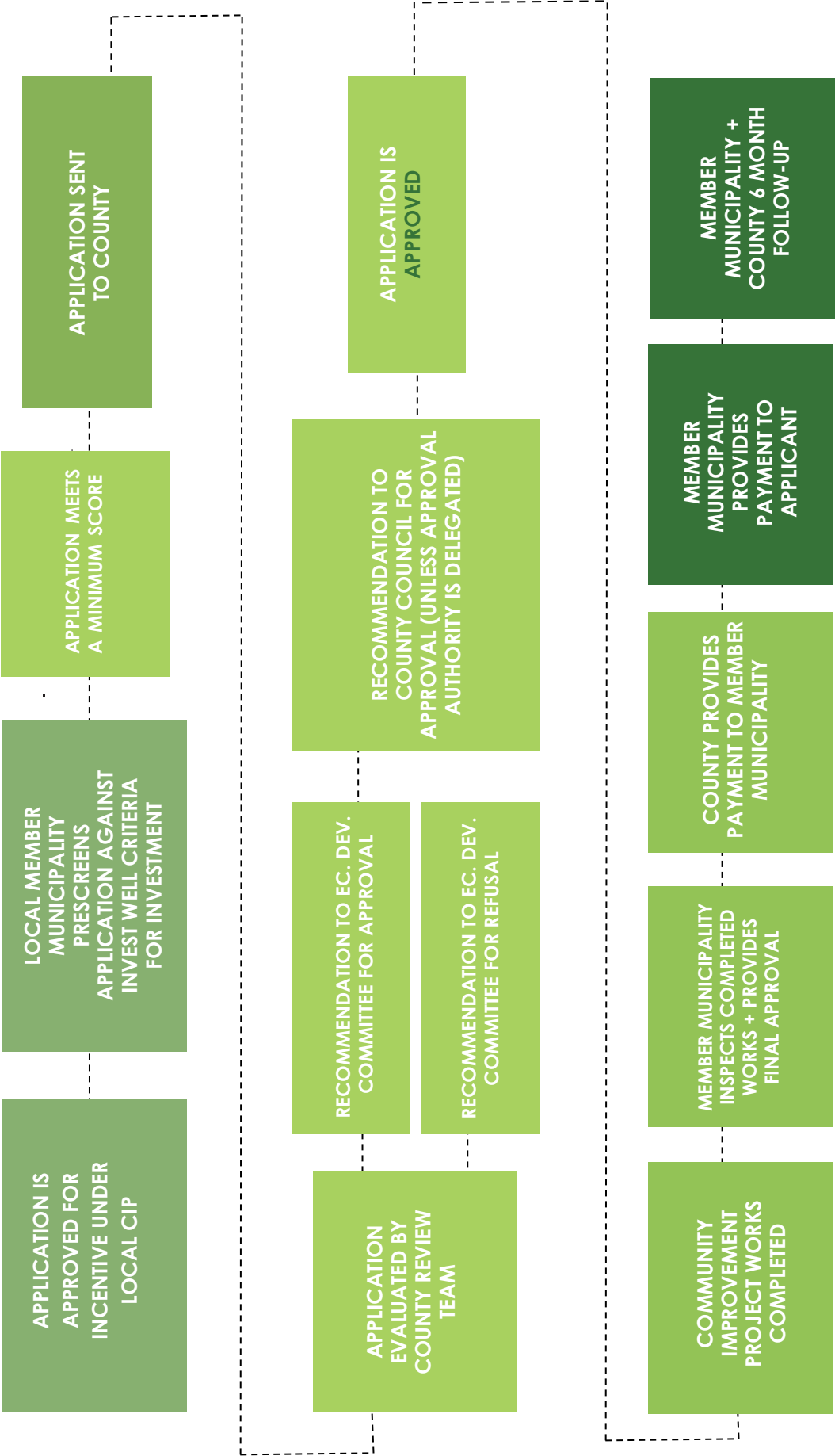
10.4.3 Application and Approvals Process

Applicants to the Township of Mapleton CIP will automatically be considered for County funding through the Invest Well Programmes, provided the applicant has participated in a pre-consultation meeting with Township of Mapleton Staff to discuss the proposal details, and to review the application against the eligibility requirements of the Township of Mapleton and Wellington County incentive programmes.

The flow chart below summarizes the process by which applications will be reviewed, evaluated, and approved for Invest Well incentives.

For additional information about the Invest Well Programme, applicants should consult with the Township of Mapleton Economic Development Officer.

10.5 Invest Well Application Process Flow Chart



11.0 Community Futures Invest Well Loan

It is often the case that a property owner wishes to improve his/her building but does not have the cash flow to cover the required matching funds of a Community Improvement Plan. This can result in lack of uptake of the programme and a property which remains in a poor state. To remedy this and further enhance the County Invest Well Programme (CIP), two local Community Futures organizations have committed to providing additional business funding and support.

11.1 Overview

The two Community Futures (CFs) organizations in Wellington County are Wellington Waterloo Community Futures Development Corporation and Saugeen Economic Development Corporation. They are non-profit organizations mandated to support businesses by providing loans, business coaching and training workshops to encourage entrepreneurship and stimulate economic activity in rural communities. As part of a network of 268 organizations across Canada, they also provide community planning and economic development support. The Community Futures CIP contribution is an innovative and practical funding partnership as it can act as the catalyst to encourage business owners to invest in their property improvements. The County CIP encourages this kind of coordination and enables the Community Futures to contribute loans to supplement a project outside of the contribution by the municipalities. Businesses that were previously unaware of the Community Futures fleet of services may then, through the CIP, be stimulated to receive business advice or education.

11.2 The Process - Saugeen Economic Development Corporation

For those businesses located within Wellington North and Minto and having received formal written approval by the Township to participate in the local CIP, the specific programme offered by the Saugeen Economic Development Corporation is as follows:

- a) A Business Improvement Loan Fund to provide 50% of the matching funds required for a commercial and/or industrial revitalization project. The Fund would assist with:
 - Small business equipment purchases/upgrades
 - Leasehold and façade improvements
 - IT needs including: Computers/Software/Websites/POS Systems

Terms:

- Proof of Municipal CIP approval
- Unsecured Business Loans up to \$20,000
- 5% Interest Rate
- Simple Application Process
- Flexible Repayment Terms
- Personal Guarantee Required

A further loan of 50% matching funds are available for residential improvements related to affordable housing and for infrastructure improvements up to \$20,000 at an interest rate of 5%. The funding would be based on based on municipal approval and require a personal guarantee. Requests over \$20,000 must be approved by SEDC and secured. For further information, please visit www.sbdc.ca.

11.3 The Process – Wellington Waterloo Community Futures

For those businesses located in Mapleton, Centre Wellington, Erin, Guelph Eramosa and Puslinch and having already received formal written approval by the Township to participate in a local CIP, the specific programme offered by the Wellington Waterloo Community Futures Development Corporation is as follows:

- a) A business development fund to assist commercial and/or industrial projects related to the County's Invest Well priority three: improve buildings and infrastructure. If approved to receive grant funds from a member municipal CIP, the applicant will automatically be approved to receive funding to put towards upfront and/or matching costs related to the approved grant. The funds will be loaned at a 3% rate on a 5-year term.

Terms:

- Proof of Municipal CIP approval
- Unsecured Business Loans up to \$20,000
- 3% Interest Rate
- Simple Application Process
- Flexible Repayment Terms
- Personal Guarantee Required

Requests over \$20,000 must be approved by WWCFDC and secured. For further information, please visit www.wwcf.ca.

12 Conclusion

The CIP is a Township-wide planning document that is focused on improving Mapleton's local economic base. Through implementation of this Plan, the Township of Mapleton is demonstrating that it is highly committed to encouraging local investment, revitalization and beautification, and working with property owners and tenants to support economic development.

Property owners and tenants who are interested in any of the programs identified in this CIP or who require additional information should contact the Township of Mapleton CIP Implementation Committee for more information.

13 Glossary

The interpretation of this Plan rests solely with the Township of Mapleton. To assist in interpretation, the following definitions shall apply.

Agriculture-related uses means those farm-related commercial and farm-related industrial uses that are small scale and directly relate to a farm operation and are required in proximity to a farm operation ie: Roadside farm stand.

CIP Implementation Committee means Council or the designated committee appointed to review applications for financial incentives and make decisions on financial incentives in accordance with the policies of this Plan.

County means the Corporation of the County of Wellington.

Eligible applicants means registered owners, assessed owners, and tenants (with written consent of the owner) of private land or buildings within the Community Improvement Projects Areas who

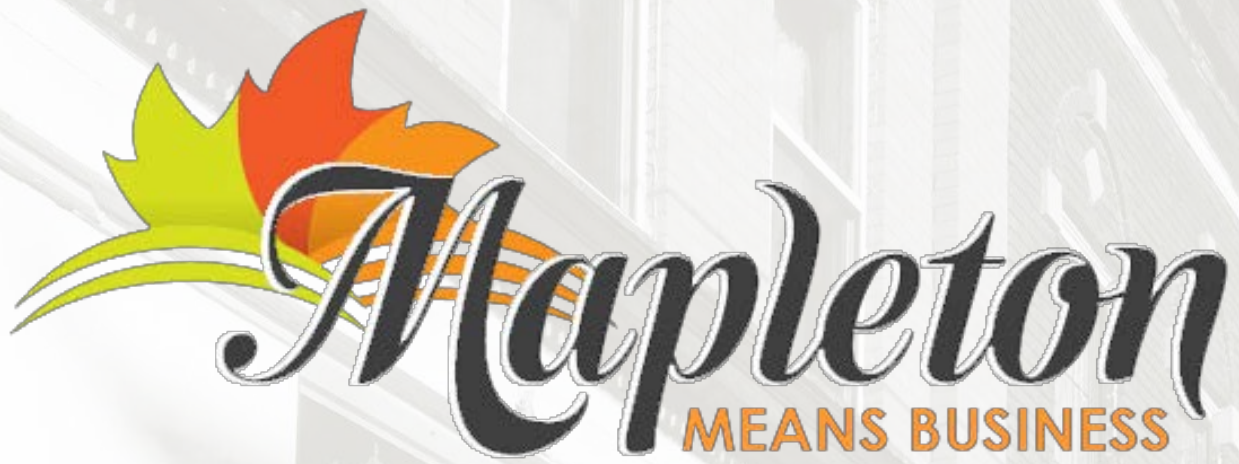
Eligible costs means costs related to environmental site assessment, environmental remediation, development, redevelopment, construction and reconstruction of lands and buildings for rehabilitation purposes or for the provision of energy efficient uses, buildings, structures, works, improvements or facilities.

Farm Business means small scale businesses that provide value-added products from the farm and may be permitted in accordance with the Wellington County Official Plan. Examples of farm businesses are provided in Section 6.4.4 of the County's Official Plan.

Mixed-use means any combination of commercial uses (retail, personal services, restaurants, etc.), offices, institutional uses, and/or residential uses, if there are commercial uses at grade.

Tax Increment means an increase in taxes, which is calculated by subtracting the Municipal portion of property taxes before assessment from the Municipal portion of the property taxes after reassessment. The tax increment does not include any increase/decrease in Municipal taxes due to a general tax increase/decrease or a change in assessment for any other reason.

Township means the Corporation of the Township of Mapleton.



APPENDIX A

Land Use Schedules from
the Wellington County
Official Plan

MAPLETON



Legend

The Greenlands System

- Core Greenlands
- Greenlands
- Earth Science ANSI

The Rural System

- Prime Agricultural
- Recreational
- Rural Employment Area
- C.R. Country Residential
- PA Policy Area

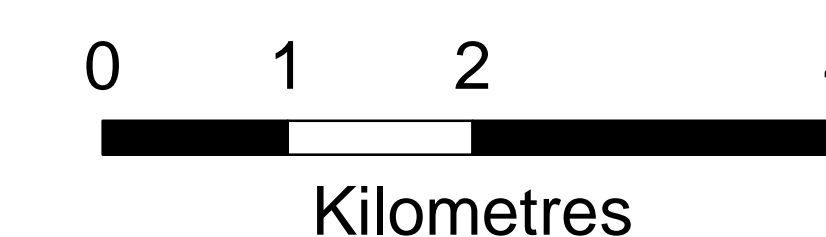
The Urban System

- H. Hamlet Area
- U.C. Urban Centre

Other

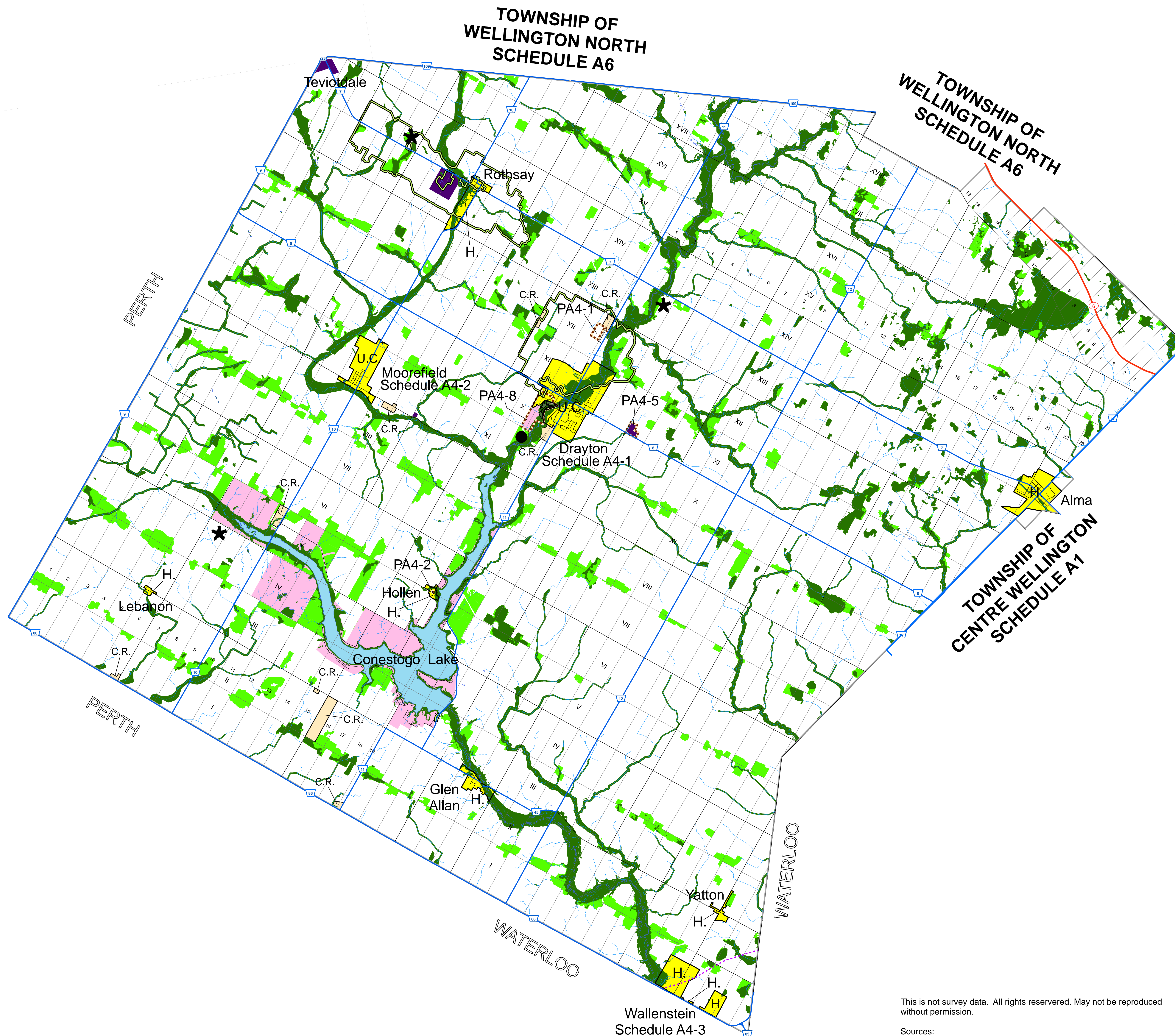
- Bobolink Habitat Area
- Trail
- Landfill Site
- Waste Water Facility
- County Roads
- Provincial Highways

Mineral Aggregate Resources are identified on Schedule C of the Official Plan. Licensed Aggregate Operations are identified on Appendix 2 of the Official Plan.



May 6, 1999

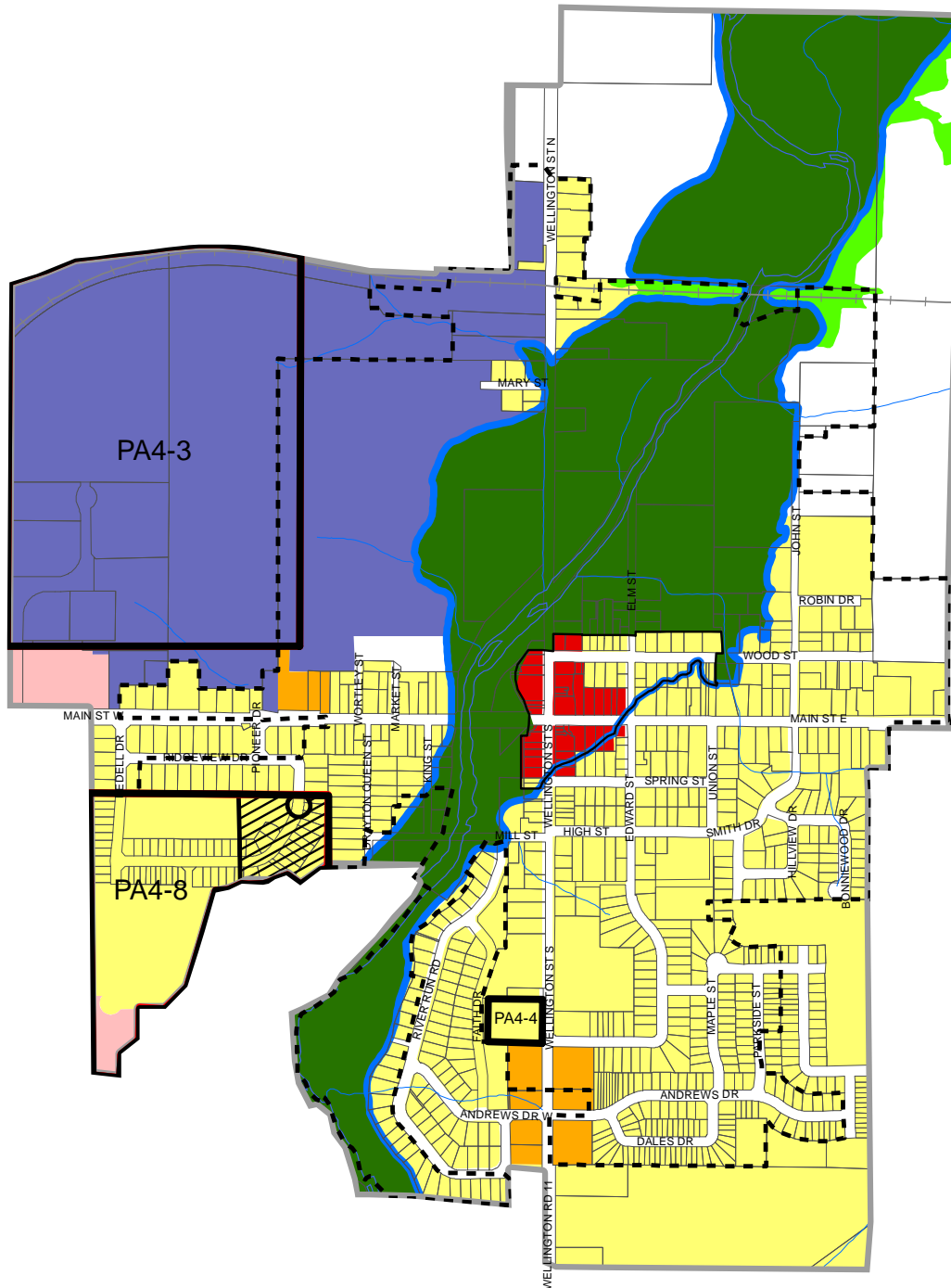
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Date Printed: March 9, 2015.


















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Sources:
County of Wellington, Planning and Development Department 2012, Ministry of Natural Resources, Grand River Conservation Authority, Hamilton Region Conservation Authority, and Conservation Halton.

Produced using natural resource information provided by local Conservation Authorities and the Ministry of Natural Resources (Copyright Queen's Printer, 1997).



Legend

- | | |
|---|--|
|  Residential |  Policy Area |
|  Central Business District |  Regional Floodline |
|  Highway Commercial |  Special Policy Area |
|  Industrial |  Built Boundary |
|  Recreational |  Lakes, Rivers, Streams |
|  Core Greenlands |  railways |
|  Greenlands |  Future Development |
|  Bobolink Habitat Area | |

DRAYTON

Township of Mapleton

Schedule A4-1



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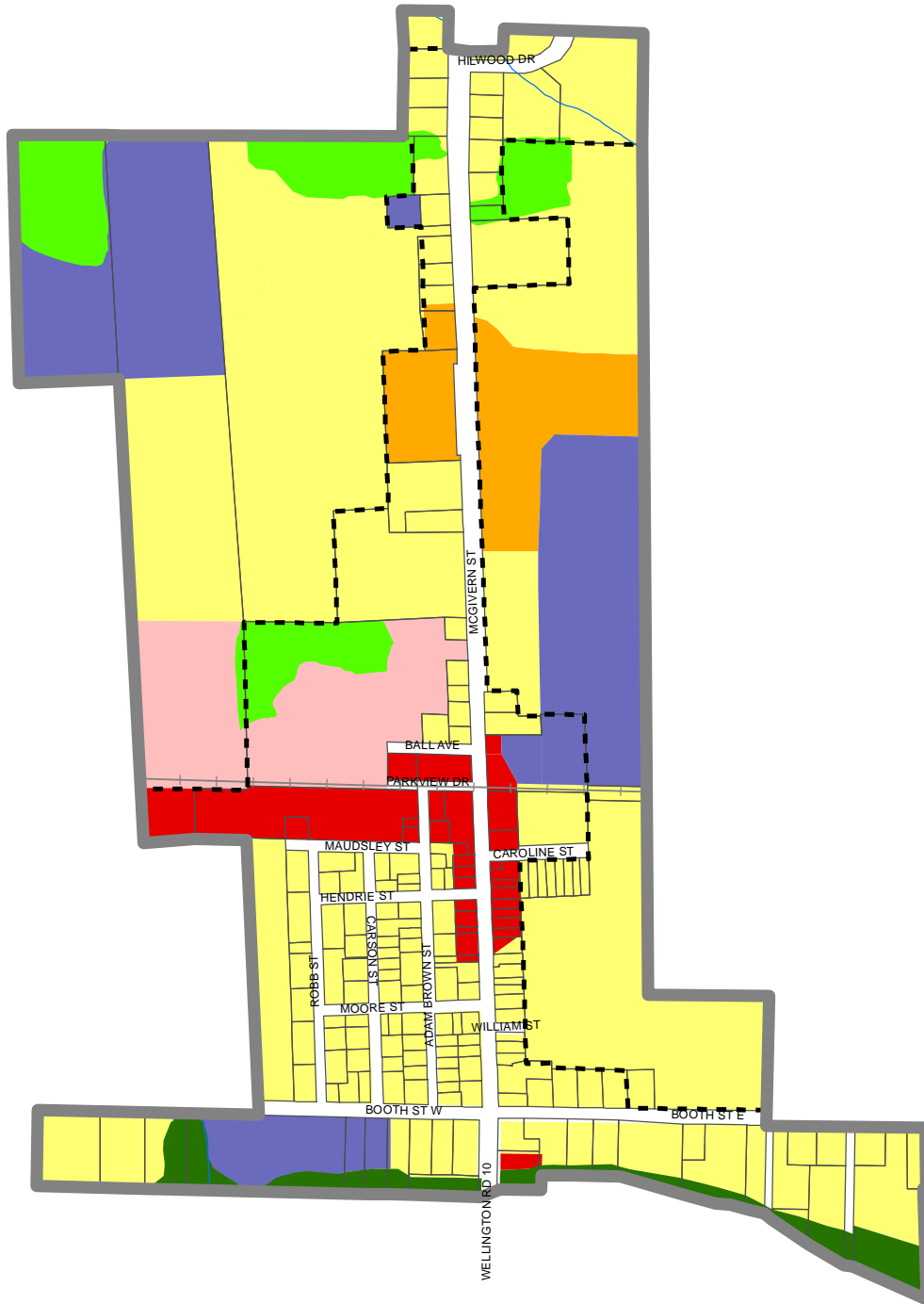


Metres












May 6th, 1999

Updated: March 3, 2016.

Date Printed: March 3, 2016.



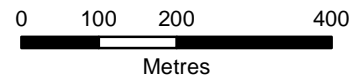
Legend

- | | | | |
|---|---------------------------|---|------------------------|
|  | Residential |  | Recreational |
|  | Central Business District |  | Core Greenlands |
|  | Highway Commercial |  | Greenlands |
|  | Industrial |  | Lakes, Rivers, Streams |
|  | Future Development |  | Railways |
| | |  | Built Boundary |

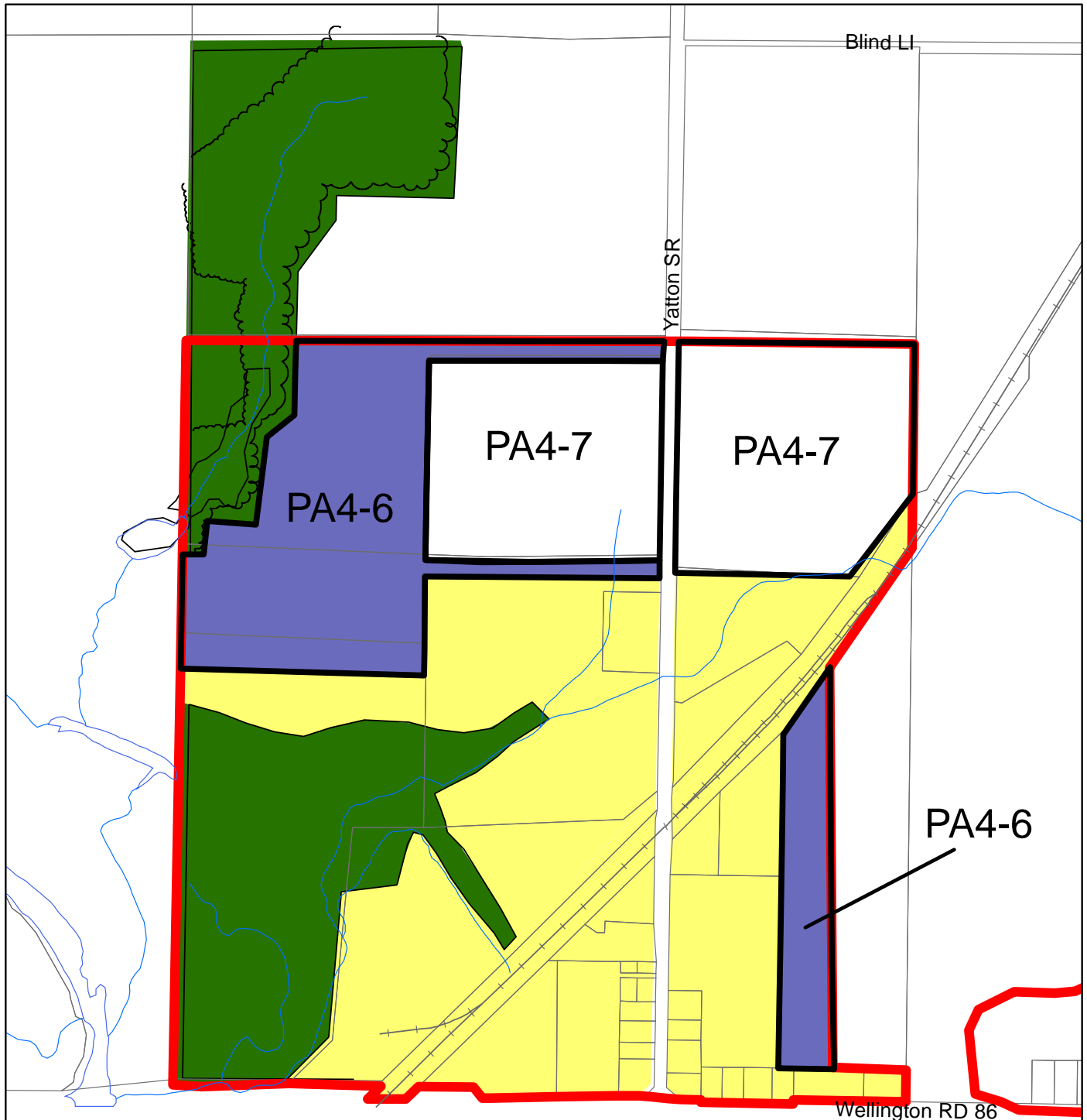
MOOREFIELD

Township of Mapleton









Schedule A4-2



May 6th, 1999
 Updated: April 1, 2016.
 Date Printed: April 1, 2016.

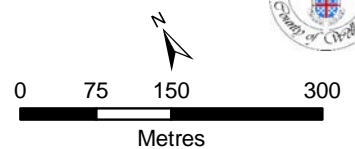


Legend

- | | |
|---|--|
|  Hamlet Area |  Prime Agriculture |
|  Core Greenlands |  Lakes, Rivers, Streams |
|  Industrial |  Railways |
|  PA Policy Areas | |
|  Hamlet Boundary | |

WALLENSTEIN

Township of
Mapleton
Schedule A4-3



May 6th, 1999
Updated: February 11, 2013.
Date Printed: March 9, 2015.



Financial Incentive Programs Application Form

The following incentive programs have been approved by council to encourage investment into privately owned lands and buildings. They are focused towards the key priorities as identified in our Community Improvement Plan and Business Retention and Expansion report.

For specific terms and conditions and to determine eligibility requirements please review the incentive programs terms and conditions found in the Community Improvement Plan located on the Township of Mapleton website. For current limits and clarification please contact Aly Cripps Executive Assistant at acripps@mapleton.ca.

FINANCIAL INCENTIVE PROGRAM	
PROGRAM INFORMATION (Check one. If applying for more than one incentive program, please complete an application for each)	
AMOUNT OF FUNDING REQUESTED	TOTAL COST OF IMPROVEMENTS
\$ _____	\$ _____

INCENTIVE PROGRAMS	
Design & Study Grant 50% of total cost maximum of \$ 2500.00	Planning Application and Building Permit Fee Grant 50% of total fees maximum of \$ 1500.00
Façade, Signage, Property improvement Grant 50% of Total Cost to Maximum of \$ 5000.00 depending on project	Building Improvement Grant 50% of total cost to maximum of \$ 5000.00
Accessibility Grant 50% of total cost maximum of \$ 3000.00	Building Conversion/Expansion Grant \$ 20/sq ft to maximum of \$ 8000.00
TIERR Redevelopment Grant Program 5 Year Process details in CIP Outline	Residential Conversion, Rehabilitation and Intensification Grant 50% of total cost up to a maximum of \$5000.00 per unit, \$20,000 total maximum



PROPERTY INFORMATION	
Street #:	Unit #:
Street Name:	Tax Roll #:
Town & PO:	

OWNER & APPLICANT INFORMATION		
Property Owner Information (Check one) Person <input type="checkbox"/> Company <input type="checkbox"/>		
Registered Landowner	Surname:	First Name:
Company Name:	Company Officer:	
Address:		
Municipality:	Province:	PO:
Telephone #:	Fax:	Email:
APPLICANT INFORMATION IF DIFFERENT THAN LAND OWNER		
Application Contact Information	Surname:	First Name:
Company Name:	Company Officer:	
Address:		
Municipality:	Province:	PO:
Telephone #:	Fax #:	Email:

PLEASE SIGN BELOW	
I hereby make this Incentive Program application declaring all the information is contained is true and correct, and acknowledged the Township of Mapleton will process the application based on the information provided.	
Signature:	Title:
Printed Name of Signatory:	Date:



Description of Improvements

Please provide a detailed, written description of the proposed improvements. Attach one (1) copy of a prepared sketch showing the proposed improvements and where possible provide a photograph of the before and after.
--

ESTIMATES AND QUOTES

Please provide an explanation of the expenses and where possible two quotes/estimates are required.

FAÇADE PROJECT DESIGN CHECKLIST (IF APPLICABLE)				
Façade projects should respond to the following best practices to help with its efforts to create relevant and quality improvement for both the building and the street. Please complete the following checklist to determine the degree in meeting the best practices for the proposed façade improvements.				
Criteria/Description	Yes	No	N/A	Comments
1. Responding to Core Context				
Does the façade design enhance its surround and adjacent buildings?				
2. Building Envelopes in the CIP				
Does the façade work/align with existing facades and reinforce the clarity of the public network and the cohesion of the building groups?				
3. Beneficial Building / Street Relationships				
Does the building façade and street establish a supportive relationship, in which indoor and outdoor spaces animate and are connected to each other?				
4. Response to Climate				
Does the façade design respond to the climate of area, considering all seasons?				
5. Identifiable Building Entrances				
Does the façade project help to make the buildings entrance more identifiable?				
6. Long Life/ Loose Fit				
Is the façade treatment capable of being adapted to new/future building uses?				
7. Safety within the CIPA				
Does the façade design provide personal safety and impart a sense of comfort for all users?				
8. Community Expression				
Does the façade design express a sense of permanence and durability?				
Does the façade promote traditional roots and expression of historical continuity?				
9. Appropriate Scale				
Does the scale of the proposed façade related to the scale and size of the building?				
10. Exterior Materials for Facades				
Does the proposed façade materials reinforce the cohesion of related group of buildings?				



Are the proposed exterior building materials durable and of high aesthetic quality?				
11. Technical Performance				
Does the proposed façade determine a balance of capital cost, operating costs and maintenance costs?				
Accessibility				
Does the façade design provide equal means of access to all users regardless of ability?				