



POLICY

POLICY NO:	318	APPROVAL DATE:	August 10, 2020
TITLE:	Economic Recovery Program	REVISION DATE:	February 22, 2021
SECTION:	Finance	PAGE 1 OF 3	
DEPARTMENT:	Economic Development		

POLICY STATEMENT

The City of Grande Prairie (“City”) is dedicated to facilitating business development and job creation through incentives, resources, partnerships and “business-friendly” processes. The Economic Recovery Program is designed to contribute to this vision by supporting businesses in the creation of employment and recovery activities in the wake of the COVID-19 Global Pandemic.

REASON FOR POLICY

To stimulate investment and employment in the community in the wake of the COVID-19 Global Pandemic and economic crisis.

RELATED INFORMATION

1. The following Economic Recovery Program financial incentives are available to business owners within the City.
 - a. Beautification and Patio Grant:
 - i. A grant matching 50% of Project Costs for up to a maximum \$15,000 for any Façade improvement, landscaping or Patio project that improves aesthetic appeal, pedestrian access and safety according to the Economic Recovery Program Guidelines.
 - b. Local Marketing Grant:
 - i. A grant matching up to 50% of Project Costs, to a maximum of \$2,500 for the creation of a marketing plan or marketing content; or
 - ii. A grant equal to 75% Project Costs, to a maximum of \$7,500 for the creation of a collaborative marketing plan project involving three or more businesses.
 - c. Restaurants and Drinking Establishments Change of Use Fee Waiver:
 - i. The Planning and Development Department may waive the Change of Use permit application fee for existing businesses applying to change their use from one to another of the following uses:
 - Restaurant;
 - Drinking Establishment Major or Minor; and
 - Restaurant & Drinking Establishment Major or Minor;

for the purpose of diversifying their operations. The waiver may be applied retroactively as a reimbursement for applications received after October 5, 2020.

d. Training Grant:

- i. A grant equal to 25% of Registration Costs for owner and/or employee Training and Education Initiatives over \$300 per person to a maximum grant amount of \$2,500 per business; or
- ii. A grant equal to 50% of Registration Costs for owner and/or employee Training and Education Initiatives \$300 or less per person to a maximum grant amount of \$1,250 per business.

2. All applications must conform to the City's [Land Use Bylaw C-1260](#).
3. This Policy will expire after all monies have been paid out of reserve and other funding sources.

DEFINITIONS

Beautification and Patio Grant - means a grant to a business or property owner of a proposed or existing commercial building for improvements made to the Façade, landscaping or Patio that meet the design goals set out in the Economic Recovery Program Guidelines.

Business - means a business or not-for-profit with a physical location within the municipal boundaries of the City.

Economic Recovery Program - means the financial support available under the Economic Recovery Program that includes the Beautification and Patio Grant, and the Local Marketing Grant.

Economic Recovery Program Guidelines - means the guidelines approved by the City Manager which are used to direct the intended effect of this Policy.

Façade - means any side of a building facing a public roadway, excluding lanes.

Local Marketing Grant - means a grant to a business or community organization for the creation of marketing initiatives, materials or content to support local COVID-19 recovery efforts.

Patio - means an outdoor amenity area constructed at grade.

Project Costs - means expenditures directly related to labour, materials, and professional services, made to complete the project identified in the grant application.

Registration Costs - means expenditures directly related to fees for Training and Education Initiatives and required materials to support the learning activity.

Restaurants and Drinking Establishments Change of Use Fee Waiver - means a waiver of the application fee for a Change of Use permit for the purpose of diversifying their operations.

Training and Education Initiative - means learning activity which enhances knowledge and/or skills applicable to the business. Training providers must be third-party trainers separate and distinct from the employer.

Training Grant - means a grant to a business or community organization for participation in Training and Education Initiatives.

RESPONSIBILITIES

City Council will review and approve any revisions to this Policy.

City Manager will review and approve any procedures related to this Policy.

City Administration will carry out the policy based on established procedures.

DRAFT