



PROCEDURE

PROCEDURE NO: 318•1

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TITLE: Economic Recovery Program Procedure

APPROVAL DATE: August 12, 2020

POLICY: 318, Economic Recovery Program

REVISION DATE: January 12, 2022

SECTION: Finance

LAST REVIEWED: January 12, 2022

RESPONSIBLE

DEPARTMENT: Economic Development

1. APPLICABILITY

- 1.1 [Policy 318](#) applies to Training and Education Initiatives as well as Façade improvements, landscaping, patio projects, and marketing projects undertaken within the City of Grande Prairie (City).
- 1.2 Economic Recovery Program (Program) participants are required to comply with all permit requirements, Provincial Building Codes, applicable statutory plans, the City's [Land Use Bylaw C-1260](#) and other relevant Bylaws.

2. MUNICIPAL CONTROL

- 2.1 The City shall be protected in the delivery of the Program that:
 - a) City Council or Administration can close the Program to new applications at any time;
 - b) Any delivery of Program funding is bound by the terms of a Reimbursement or Project Funding Agreement;
 - c) Submitting an application does not commit the City to enter into an agreement to pay any costs incurred in its preparation, to participate in subsequent negotiations or to agreement for the project. Further, the acceptance of an application does not constitute an agreement by the City to enter into any agreement;
 - d) The Program period during which applicants may qualify for Program funding is limited by Administration;
 - e) The City will only consider grant funding for a particular feature or aspect of a project under one (1) grant funding program; and
 - f) Projects and Education and Training Initiatives will be funded on a first-come, first-served basis.

3. BEAUTIFICATION & PATIO GRANT

3.1 Applicability

- 3.1.1 Applies to improvements to the external Façade, landscaping or Patio, of a commercial, retail, Apartment Building or Mixed-Use Apartment Building within the City, as outlined in [Policy 318](#). The grant only applies to improvements to the first three (3) stories of a building. Applicants may be considered for a matching grant.

3.2 Eligibility Criteria

- 3.2.1 The following requirements must be met by the applicant to be eligible for a grant:
- a) Be the property owner(s) or that person's legal representative;
 - b) Achieve a minimum of three (3) of the design goals outlined in the Economic Recovery Program Guidelines;
 - c) Project must be located within the municipal boundaries of the City;
 - d) Meet additional application requirements as specified by the Economic Recovery Program Committee (Committee);
 - e) Must not have applied to the Downtown Incentive Program for the same/similar project within the last three (3) years; and
 - f) Property taxes are current.
- 3.2.2 Funds are allocated subject to the conditions of Policy 318, this Procedure, and a review of proposed improvements for eligible reimbursement.
- 3.2.3 The City reserves the right to determine applicant participation in the Program on a case-by-case basis.

3.3 Application Requirements

- 3.3.1 Applications submitted must include the following components:
- a) A completed Application Form;
 - b) Photos that show the current project area and its context;
 - c) A complete description of the project including how they achieve the required number of Design Goals from the Economic Recovery Program Guidelines;
 - d) Drawings that show the proposed design. Construction drawings are acceptable; and

- e) Detailed estimates for Project Costs including materials and labour. A minimum of two (2) quotes from two (2) separate contractors that indicate the cost of the project shall be provided.

3.4 Application and Review Process

- 3.4.1 In conjunction with, or prior to, submitting an application, the applicant should review the Application Requirements and may consult the Program Coordinator regarding the application process, requirements, criteria, rules of eligibility, project design, and other relevant details of the proposed project.
- 3.4.2 In order to ensure adequate and consistent review, the project proposal shall be prepared in accordance with the format established by the Program Coordinator.
- 3.4.3 To be eligible for reimbursement, no work is to be performed until a Reimbursement Agreement is entered into with the City. Work that has commenced prior to City approval is not eligible for reimbursement.
- 3.4.4 Completed applications shall be submitted to the Program Coordinator.
- 3.4.5 The application deadline and for each intake period shall be established annually by the Program Coordinator as necessary.
- 3.4.6 Applications shall be reviewed by the Committee on a bi-weekly basis as necessary.
- 3.4.7 The Committee reserves the right to accept, reject or modify any application and render decisions in regard to complete applications as approvals, approvals with conditions, and refusals.
- 3.4.8 The Committee is the approving authority.
- 3.4.9 The Committee's decision to approve an application is based on the project meeting the eligibility criteria of the Program and on its compliance with the Beautification & Patio Grant Program Guidelines.
- 3.4.10 Applicants are required to enter into a Reimbursement Agreement with the City which specifies work to be completed, the total Project Costs, the Grant amount and conditions under which the City will provide reimbursement. Detailed requirements of the Reimbursement Agreement are stipulated therein and include such variables as the general upkeep and maintenance of property improvements including the functionality of any structural improvements.
- 3.4.11 A Reimbursement Agreement signed by the applicant must be received by the City within twenty (20) working days of notification of approval.

3.5 Construction Process

- 3.5.1 All projects assisted by this Program must be completed in a timely manner. The agreement will allow a maximum of twelve (12) months for completion from the time of approval notification. When it can be demonstrated that circumstances clearly beyond the applicant's control prohibited completion within twelve (12) months, the applicant must apply in writing to request an extension. Extensions will be approved or declined by the Committee. Failure to complete the project in a timely manner may result in cancellation of the agreement at the discretion of the City.
- 3.5.2 The applicant shall be responsible for securing all the required construction permits.
- 3.5.3 All contractors must be licensed by the Province of Alberta. All construction agreements will be between the applicant and the contractor.
- 3.5.4 Final determination of the qualification of a Beautification & Patio project is not made until the construction is complete and a review has been undertaken to assess the project against the applicant's previously approved proposal.

3.6 Reimbursement of Project Costs

- 3.6.1 The amount of funds reimbursed shall be based on the actual Project Costs, to a maximum amount outlined in the Reimbursement Agreement.
- 3.6.2 City funds will be disbursed, as per the Reimbursement Agreement, once the post construction review has determined that the project matches the approved proposal and proof of project costs has been provided.
- 3.6.3 At the time a reimbursement request is made, by the applicant, no individual or business will be eligible for reimbursement if such entity is in default of taxes owing or an obligation funded by any other municipal program.
- 3.6.4 The applicant is responsible for payment to contractors. The City will not pay the contractors directly.

LOCAL MARKETING GRANT

4.1 Applicability

- 4.1.1 Applies to the creation or execution of a marketing plan, content, or materials to support a business or organization's goal to increase revenue. Applicants are eligible for a matching grant up to \$2,500.00. Applications demonstrating collaboration between three (3) or more businesses or organizations are eligible for up to 75% matching grant, to a maximum of \$7,500.00.

4.2 Eligibility Criteria

- 4.2.1 The following requirements must be met by the applicant to be eligible for a grant:

- a) Be the business owner(s) or that person's legal representative;
 - b) The business must have a physical location within the municipal boundaries of the City;
 - c) Meet additional application requirements as specified by the Committee;
 - d) Have been financially impacted by COVID-19 (must be able to demonstrate a financial hardship due to COVID-19);
 - e) Have at least one (1) existing digital marketing tool in place (Facebook, Instagram, website, etc.);
 - f) Have been in business for at least six (6) months;
 - g) Support at least one (1) employment opportunity excluding the business owner/proprietor. This may be through direct employment or contract; and
 - h) Property taxes are current.
- 4.2.2 Funds are allocated subject to the conditions of [Policy 318](#), this Procedure, and a review of proposed project for eligible reimbursement.
- 4.2.3 The City reserves the right to determine applicant participation in the Program on a case-by-case basis.

4.3 Application Requirements

- 4.3.1 Applications submitted must include the following components:
- a) A completed Application Form;
 - b) A detailed project description, including the overall strategy and anticipated outcome; and
 - c) Detailed estimates for Project Costs including materials, services and labour. A minimum of two (2) quotes from two (2) separate service providers that indicate the cost of the project shall be provided.

4.4 Application and Review Process

- 4.4.1 In conjunction with, or prior to, submitting an application, the applicant should review the Application Requirements and may consult the Program Coordinator regarding the application process, requirements, criteria, rules of eligibility, and other relevant details of the proposed project.
- 4.4.2 In order to ensure adequate and consistent review, the project proposal shall be prepared in accordance with the format established by the Program Coordinator.

- 4.4.3 Completed applications shall be submitted to the Program Coordinator.
- 4.4.4 The application deadline and for each intake period shall be established annually, by the Program Coordinator as necessary.
- 4.4.5 Applications shall be reviewed by the Committee on a bi-weekly basis as necessary.
- 4.4.6 The Committee reserves the right to accept, reject or modify any application and render decisions in regard to complete applications as approvals, approvals with conditions, and refusals.
- 4.4.7 The Committee will be the approving authority.
- 4.4.8 The Committee's decision to approve an application is based on the project meeting the eligibility criteria of the Program and on its compliance with the Local Marketing Grant Program Guidelines.
- 4.4.9 Applicants are required to enter into a Reimbursement Agreement with the City which specifies work to be completed, the total Project Costs, the Grant amount and conditions under which the City will provide reimbursement. Detailed requirements of the Reimbursement Agreement are stipulated therein.
- 4.4.10 A Reimbursement Agreement signed by the applicant must be received by the City within twenty (20) working days of notification of approval.

4.5 Project Process

- 4.5.1 All projects assisted by this Program must be completed in a timely manner. The agreement will allow a maximum of six (6) months for completion from the time of approval notification. When it can be demonstrated that circumstances clearly beyond the applicant's control prohibited completion within six (6) months, the applicant must apply in writing to request an extension. Extensions will be approved or declined by the Committee. Failure to complete the project in a timely manner may result in cancellation of the agreement at the discretion of the City.
- 4.5.2 Final determination of the qualification of a marketing project is not made until the project is complete and a description is provided to assess the project against the applicant's previously approved proposal.

4.6 Reimbursement of Project Costs

- 4.6.1 The amount of funds reimbursed shall be based on actual Project Costs, to a maximum amount outlined in the Reimbursement Agreement.
- 4.6.2 City funds will be disbursed, as per the Reimbursement Agreement, once the post project review has determined that the project matches the approved proposal and proof of project costs has been provided.

4.6.3 At the time a reimbursement request is made, by the applicant, no individual or business will be eligible for reimbursement if such entity is in default of taxes owing or an obligation funded by any other municipal program.

4.6.4 The applicant is responsible for payment to contractors. The City will not pay the contractors directly.

5. RESTAURANTS AND DRINKING ESTABLISHMENTS CHANGE OF USE FEE WAIVER

5.1 Applicability

5.1.1 Applies to a Change of Use permit application for a business applying to change from one to another of the following uses:

- a) Restaurant;
- b) Drinking Establishment Major or Minor; and
- c) Restaurant & Drinking Establishment Major or Minor.

5.1.2 The waiver may be applied retroactively as a reimbursement of the fee for applications received after October 5, 2020.

5.2 Eligibility Criteria

5.2.1 The following requirements must be met by the applicant to be eligible for a fee waiver:

- a) Be the business owner(s) or that person's legal representative;
- b) Have been financially impacted by COVID-19 (must be able to demonstrate a financial hardship due to COVID-19);
- c) Have been in business for at least six (6) months;
- d) Support at least one (1) employment opportunity excluding the business owner/proprietor. This may be through direct employment or contract position;
- e) Property taxes are current; and
- f) To be eligible for reimbursement of a paid application fee, the application must have been submitted after October 5, 2020.

5.2.2 Funds are allocated subject to the conditions of [Policy 318](#), this Procedure, and a review of proposed project for eligible fee waiver.

5.2.3 The City reserves the right to determine applicant participation in the Program on a case by-case basis.

5.3 Application Requirements

5.3.1 Applications submitted must include the following components:

- a) A completed Application Form; and
- b) A complete Change of Use Development Permit application.

5.4 Application and Review Process

5.4.1 Completed applications shall be submitted with the Change of Use Application to the Planning and Development Department.

5.4.2 Applications shall be reviewed by a Development Officer as they are received.

5.4.3 The Development Officer reserves the right to accept, reject or modify any application and render decisions in regard to complete applications as approvals, approvals with conditions, and refusals.

5.4.4 The Development Officer shall be the approving authority.

5.4.5 The Development Officer's decision to approve an application is based on the project meeting the eligibility criteria of the Program.

TRAINING GRANT

6.1 Applicability

6.1.1 Applies to registration costs for Training and Education Initiatives applicable to a business's operations or owner/employees' responsibilities at the business.

6.1.2 The Grant is applicable to training offered and fulfilled by a third party and must result of a certificate or proof of completion. Internal training is not eligible.

6.1.3 The Grant is applicable to the owner and/or employees of a business.

6.1.4 Eligible applicants may receive a grant equal to 25% of Registration Costs for owner and/or employee Training and Education Initiatives over \$300.00 per person to a maximum grant amount of \$2,500.00 per business; OR a grant equal to 50% of Registration Costs for owner and/or employee Training and Education Initiatives \$300.00 or less per person to a maximum grant amount of \$1,250.00 per business.

6.2 Eligibility Criteria

6.2.1 The following requirements must be met by the applicant to be eligible for a grant:

- a) The business must apply on behalf of existing employees;

- b) The business must have a physical location within the municipal boundaries of the City;
 - c) Meet additional application requirements as specified by the Committee;
 - d) Have been in business for at least six (6) months;
 - e) Support at least one (1) employment opportunity excluding the business owner/proprietor. This may be through direct employment or contract; and
 - f) Property taxes are current.
- 6.2.2. The Training and Education Initiative must meet the following criteria to be eligible for a grant:
- a) Training in progress or already completed is not eligible for this grant;
 - b) Training must not start until the application has been approved and a Reimbursement Agreement has been signed;
 - c) Must begin within six (6) months after receiving approval for funding;
 - d) Must be completed within one (1) year of training start date;
 - e) Must result in a credential, record of completion, certification, or grade;
 - f) Training must be a core business activity of the training provider; and
 - g) The training provider must be separate and distinct from the employer as follows:
 - i) Qualified instructors should have relevant education and experience directly related to the type of training; and
 - ii) Training and Education Initiative rates and course descriptions must be posted on publicly accessible area on the training provider's website and remain consistent.
- 6.2.3 Funds are allocated subject to the conditions of [Policy 318](#), this Procedure, and a review of proposed project for eligible reimbursement.
- 6.2.4 The City reserves the right to determine applicant participation in the Program on a case-by-case basis.

6.3 Application Requirements

- 6.3.1 Applications submitted must include the following components:
- a) A completed Application Form;
 - b) A description of the Training and Education Initiatives and how it is applicable to the business's operations or employee's duties at the business;

- c) Names of owner(s) and/or employee(s) that will be participating; and
- d) Estimates on the cost of training, along with other funding sources.

6.4 Application and Review Process

- 6.4.1 In conjunction with, or prior to, submitting an application, the applicant should review the Application Requirements and may consult the Program Coordinator regarding the application process, requirements, criteria, rules of eligibility, and other relevant details of the proposed Training and Education Initiative.
- 6.4.2 In order to ensure adequate and consistent review, the project proposal shall be prepared in accordance with the format established by the Program Coordinator.
- 6.4.3 Completed applications shall be submitted to the Program Coordinator.
- 6.4.4 The application deadline and for each intake period shall be established annually, by the Program Coordinator as necessary.
- 6.4.5 Applications shall be reviewed by the Committee on a bi-weekly basis as necessary.
- 6.4.6 The Committee reserves the right to accept, reject or modify any application and render decisions in regard to complete applications as approvals, approvals with conditions, and refusals.
- 6.4.7 The Committee will be the approving authority.
- 6.4.8 The Committee's decision to approve an application is based on the project meeting the eligibility criteria of the Program and on its compliance with the Local Marketing Grant Program Guidelines.
- 6.4.9 Applicants are required to enter into a Reimbursement Agreement with the City which specifies work to be completed, the total Training and Education Initiative Costs, the Grant amount and conditions under which the City will provide reimbursement. Detailed requirements of the Reimbursement Agreement are stipulated therein.
- 6.4.10 A Reimbursement Agreement signed by the applicant must be received by the City within twenty (20) working days of notification of approval.

6.5 Approval and Reimbursement Process

- 6.5.1 Training and Education Initiatives must begin within six (6) months of receiving approval. The agreement will allow a maximum of one (1) year for completion from the start date of Training and Education Initiative. When it can be demonstrated that circumstances clearly beyond the applicant's control prohibited completion within one (1) year of the Training and Education Initiative start date, the applicant must apply in writing to request an extension. Extensions will be approved or declined by the Program Coordinator. Failure to complete the Training and Education Initiative start in a timely manner may result in cancellation of the agreement at the discretion of the City.

- 6.5.2 Final determination of the qualification of a grant is not made until the Training and Education Initiative is complete and a final report and proof of completion is provided.

6.6 Reimbursement of Training and Education Initiative Costs

- 6.6.1 The amount of funds reimbursed shall be based on actual Training and Education Initiative Costs, to a maximum amount outlined in the Reimbursement Agreement.
- 6.6.2 City funds will be disbursed, as per the Reimbursement Agreement, once a report and proof of completion has been received and the Program Coordinator has determined that the report matches the approved proposal.
- 6.6.3 At the time a reimbursement request is made, by the applicant, no individual or business will be eligible for reimbursement if such entity is in default of taxes owing or an obligation funded by any other municipal program.
- 6.6.4 The applicant is responsible for payment to Training and Education Initiative providers. The City will not pay the providers directly.

7. APPEALS

- 7.1 Applicants may appeal a Committee or Development Officer's decision by submitting a request to the City Clerk.
- 7.2 Appeals shall be considered by the Infrastructure & Economic Development Committee at a regularly scheduled meeting.
- 7.3 The Infrastructure & Economic Development Committee may choose to uphold, uphold with modification or overturn the Economic Recovery Program Committee or Development Officer's recommendation.

8. SPECIAL CONSIDERATIONS

- 8.1 The Program Coordinator may make minor exceptions to the Beautification & Patio Grant Program Guidelines.
- 8.2 The Program Coordinator has the sole authority to confirm completion of work. Certain work may be required or precluded as a condition of funding.

The following Guidelines and Application forms related to this Procedure are:

- 318•1-1 [Economic Recovery Program Guidelines - Beautification & Patio Grant](#)
- 318•1-2 [Beautification & Patio Grant Program Application Form](#)
- 318•1-3 [Economic Recovery Program Guidelines - Local Marketing Grant](#)
- 318•1-4 [Local Marketing Grant Program Application Form](#)
- 318•1-5 [Change of Use Fee Waiver Form](#)
- 318•1-6 [Training Grant Application Form](#)