



## Staff Report

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<b>Report To:</b>	<b>Council</b>		
<b>Date of Meeting:</b>	October 13, 2020	<b>Report Number:</b>	PSD-040-20
<b>Submitted By:</b>	Faye Langmaid, Acting Director of Planning and Development		
<b>Reviewed By:</b>	Andrew C. Allison, CAO	<b>Resolution#:</b>	C-404-20
<b>File Number:</b>	PLN 37.6	<b>By-law Number:</b>	2020-067
<b>Report Subject:</b>	COVID-19 Community Improvement Plan – Recommendation Report		

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### Recommendations:

1. That Report PSD-040-20 be received;
2. That Council approves the COVID-19 Community Improvement Plan (CIP), in principle;
3. a) That General Eligibility Criteria be approved as presented in the Draft COVID-19 CIP to direct funding towards local, independent businesses that are not part of a provincial, national, or international chain; **OR**  
b) That the COVID-19 CIP be modified to remove the requirement that the business be independent, and rely on the General Eligibility Criteria and Means Test Criteria to ensure the funds are appropriately directed based upon the eligibility parameters relating to the size of the business, maximum retained earnings, maximum total sales, and maximum net income;
4. a) That the draft By-law included in Report PSD-040-20, as Attachment 4 being a by-law to adopt the COVID-19 Community Improvement Plan, be approved; **OR**  
b) That the draft By-law included in Report PSD-040-20 be brought back to Council at the November 2, 2020 Council meeting; and
5. That all interested parties listed in Report PSD-040-20 and any delegations be advised of Council's decision.

## Report Overview

A Community Improvement Plan (CIP) is a tool that allows a municipality to direct funds and implement policy initiatives toward a specifically defined project area.

Council directed staff to prepare a CIP and established a \$1,000,000 fund to support COVID-19-related improvements implemented by local businesses to enable them to safely reopen.

The Draft COVID-19 CIP was presented to Council and the public at the Statutory Public meeting on September 28, 2020 (Report [PSD-033-20](#)). Input received on the Draft COVID-19 CIP has been considered and addressed, as appropriate.

The purpose of this report is to present the Final COVID-19 CIP to Council for consideration and to provide a recommendation for approval of the same.

## 1. Background

### COVID-19 Pandemic

- 1.1 On March 17, 2020, the Province of Ontario declared an emergency under the *Emergency Management and Civil Protection Act* as it relates to an outbreak of a communicable disease, namely COVID-19. Subsequent to the declaration of emergency, the Province of Ontario issued several orders which resulted in the closure of non-essential businesses.
- 1.2 On April 14, 2020, Council passed Resolution #C-168-20 receiving Report [FND-008-20](#) providing direction on COVID-19 financial support including (i) that the Directors of Finance and Community Services create a new grant program “Community COVID Support Grant Program” modelled after the existing Community Grants Program specifically targeted towards relief to not-for-profit organizations effected by COVID-19, and (ii) that Clarington endorse in principle a temporary by-law that would provide tax relief to residential taxpayers who’s employment or business had been shutdown as a result of the COVID-19 emergency, pursuant to Section 365 of the *Municipal Act, 2001*.
- 1.3 Council also expressed concerns regarding the ability of small businesses to implement the modifications and improvements necessary to safely reopen and/or continue to operate in accordance with COVID-19-related requirements. On June 1, 2020, Council received Report [FND-018-20](#) which presented a Community Improvement Plan (CIP) as a tool that could be used to provide financial support to small businesses.

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**Direction from June 22, 2020 General Government Committee Meeting**

- 1.4 On June 22, 2020, Council passed the recommendations of Report GGR-010-20 directing that the Clarington CIP be drafted, and a \$1,000,000 fund be established for improvements as set forth in the staff report FND-018-20 to qualifying businesses in Clarington that meet the following criteria:
- a) The business was forced to shut down as a result of the provincial emergency declaration;
  - b) A restaurant which was only doing take out businesses qualifies as being forced to shut down;
  - c) The business is independently owned, and is not part of a national or provincial chain; and
  - d) That the business owner meets a means test, as determined by staff.
- 1.5 Council enacted [By-law 2020-039](#) on June 22, 2020 to designate the entirety of the Municipality of Clarington a Community Improvement Project Area for the purposes of preparing the COVID-19 CIP.

**Direction from September 28, 2020 Special Planning and Development Committee Meeting**

- 1.6 On September 28, 2020 Council passed the recommendations of Public Meeting Report [PSD-033-20](#), as amended, directing (i) Planning and Development Services to refine the Draft COVID-19 CIP taking into consideration the comments received to date and at the Statutory Public Meeting, and (ii) the Draft COVID-19 CIP and necessary by-law be considered at the October 13, 2020 Council meeting.

**Community Improvement Plan Tool**

- 1.7 A CIP is a tool that (i) allows a municipality to direct funds and implement policy initiatives toward a specifically defined project area, and (ii) enables municipalities to make grants or loans within CIP project areas to help pay for certain costs and stimulate private sector investment in response to identified community needs.
- 1.8 The *Municipal Act, 2001* and *Planning Act* provide the legislative framework for community improvement planning. The Municipal Act generally prohibits the “bonusing” of manufacturing business or other industrial or commercial enterprise. However, an exception is made for municipalities exercising powers under Section 28 of the Planning Act.

- 1.9 Section 28 of the Planning Act allows municipalities with provisions in their Official Plans relating to community improvement to designate by by-law a “Community Improvement Project Area”. Once this is done, a municipality may prepare a “Community Improvement Plan” for the Community Improvement Project Area.
- 1.10 For the purposes of carrying out a CIP, Section 28(7) of the Planning Act permits municipalities to make grants or loans to the registered owners, assessed owners, and tenants of land and buildings within the Community Improvement Project Area. Grant or loan programs implemented under a CIP may be directed to pay for the whole, or any part, of the cost of rehabilitating such lands and buildings in conformity with the CIP.
- 1.11 The Planning Act process required to establish a CIP is illustrated by Figure 1, below. The dates refer to the project timelines followed for the COVID-19 CIP.



**Figure 1: Community Improvement Plan Process**

- 1.12 Upon passing a by-law to adopt the COVID-19 CIP in accordance with Community Improvement Project Area designated by [By-law 2020-039](#), a notice of adoption is issued, and a 20-day appeal period would commence. The COVID-19 CIP would come into effect, subject to no appeals being received.

## 2. Policy Overview

### Official Plans

- 2.1 The Durham Region Official Plan (ROP) contains policies on CIPs. The ROP specifies that the Region may assist in the implementation of area municipal CIPs by adopting a Regional Revitalization Program that will guide how the Region may participate financially, or otherwise, in area municipal CIPs. The Region’s participation in the

implementation of an area municipal CIP is intended for projects that contribute to achieving the goals of the ROP for the development of urban areas.

### **Clarington Official Plan**

- 2.2 The Clarington Official Plan provides a policy framework for the implementation of CIPs. Section 22.1.1 of the Official Plan outlines its goal for Community Improvement “to provide for and encourage public and private sector activities for the purpose of the maintenance, enhancement and redevelopment of the existing built environment of the Municipality”.

## **3. Consultation and Engagement**

- 3.1 The Draft COVID-19 CIP benefitted from valuable input obtained through the stakeholder and public consultation undertaken. The preparation of the CIP included consultation with a Steering Committee, existing CIP Liaison Groups, local business owners, and members of the public.
- 3.2 A [CIP Pre-Application Form](#) was developed and made available on Clarington’s COVID-19 Financial Support webpage as a component of the CIP consultation strategy. Approximately 25 local business owners participated in the focus groups and/or corresponded with staff and provided information about modifications they have made and the approximate costs they have incurred.
- 3.3 The Draft COVID-19 CIP was the subject of a Statutory Public Meeting held on September 28, 2020 and has been available for viewing on Clarington’s website since September 4, 2020.
- 3.4 The Draft COVID-19 CIP was circulated to relevant agencies and departments, including the Ministry of Municipal Affairs and Housing (MMAH) and the Region of Durham. MMAH staff advised they do not have any concerns with the Draft COVID-19 CIP and offered suggestions to improve the clarity of the document. Durham Region staff indicated they have reviewed and do not have any comments.
- 3.5 All comments received and considered in the preparation of the final COVID-19 CIP (Attachment 1) are discussed in Section 5 of this report and are summarized in the Comments and Response Table included as Attachment 2.

## **4. COVID-19 Community Improvement Plan**

- 4.1 The purpose of the COVID-19 CIP is to provide support to qualifying local businesses whose operations have been shuttered or restricted as a result of the COVID-19 pandemic. The CIP will assist qualifying businesses with the costs of physical

improvements required to safely and responsibly reopen, thereby enabling them to continue to serve the community.

- 4.2 The primary intent of the COVID-19 CIP is to support local businesses through a challenging time. The COVID-19 CIP has also been prepared in consideration of the benefits to Clarington residents who may be employed by a business that receives a grant through the COVID-19 to safely reopen, and to residents who will continue to be able to shop at and obtain services from local Clarington businesses.

**Financial Incentive Programs**

- 4.3 Section 3.1 of the COVID-19 CIP establishes financial incentives for qualifying businesses throughout Clarington to support investments that enable safe reopening and encourage resiliency to future disruptions of operations. Details of the Financial Incentive Programs are included in Appendix A to the COVID-19 CIP included as Attachment 1 to this report and are summarized in Table 1 below.

**Table 1: Summary of Proposed Financial Incentive Programs**

Incentive Program	Description	Grant Value
Physical Distancing Improvements Grant	To assist businesses with improvements to implement physical distancing measures to safely reopen. Examples of eligible costs include installation of protective hygiene screens and signage.	Up to 90% of eligible costs to a maximum of \$5,000
Business Adaptation Grant	To assist businesses with physical modifications necessary to support operational changes required to continue to operate or reopen safely. Examples of eligible costs include modifications for curbside pick-up and changeroom adaptations.	Up to 90% of eligible costs to a maximum of \$5,000
COVID-19-Related Improved Ventilation Grant	To assist businesses with improvements to retrofit and enhance ventilation and air quality within existing buildings in accordance with COVID-19- related public health requirements and recommendations. Examples of eligible projects include required new air purification/ventilation systems.	Up to 90% of eligible costs to a maximum of \$5,000

Incentive Program	Description	Grant Value
Adaptation to Outdoor Operation Grant	To assist businesses with the cost of construction and furnishing of outdoor patio and/or seating areas in response to COVID-19 requirements and recommendations.	Up to 90% of eligible costs to a maximum of \$5,000
COVID-19-Related Technology Improvement Grant	To assist businesses with the cost of technological infrastructure required to safely provide the community access to the business' products and services. Eligible projects may include internet cabling or tower infrastructure at the business location to support COVID-19-related requirements.	Up to 50% of eligible costs to a maximum of \$2,500

- 4.4 The suite of Financial Incentive Programs administered under the COVID-19 CIP and the specifics of each program may be modified without amendment to the CIP itself. The COVID-19 CIP was designed in this way to build into the document the flexibility to respond to the continually changing pandemic situation. This will help to ensure CIP will be as effective as possible in achieving the desired outcomes.

### General Eligibility Criteria

- 4.5 Section 3.2 of the Draft COVID-19 CIP includes General Eligibility Criteria that must be met in order for businesses to qualify for the Financial Incentive Programs available. The eligibility criteria are summarized in Table 2, below.

**Table 2: Summary of General Eligibility Criteria**

Eligibility Requirement	Parameters
Types of Qualifying Businesses	Retail Stores, Food Services, Art and Entertainment Services, Personal Care Services, Registered Medical Practitioners
Physical Public Space	Must have a lawfully established physical space within Clarington that is open to the public. Home occupations would not be eligible
Existing Business	Must have been operational prior to March 17, 2020
Size of Business	Must have a minimum of two Full-time Equivalents (FTE) employees and a maximum of 50 FTE employees. In the case of food service businesses, the maximum number of employees is 100. In the case of Registered Medical

Eligibility Requirement	Parameters
	Practitioners, the business must include no more than three licensed/registered practitioners.
Conformity with COVID-19 CIP Goals, Local Policies, By-laws, and Guidelines	The project must contribute to the achievement of the COVID-19 CIP goals, and must conform to all applicable policies and by-law requirements
Consistent with Approved CIP Application	The completed project must be consistent with the approved CIP application
Combined Programs	Applicants may apply for more than one financial incentive program, provided total grant funding does not exceed \$10,000 per business
Project Timing	Projects must have been undertaken after March 17, 2020
Property in Good Standing	The property must be in good standing as it relates to municipal fees, charges, and taxes
Means Test	Businesses must satisfy the Means Test requirements

**Means Test**

- 4.6 In accordance with Council direction, the Draft COVID-19 CIP includes a Means Test that is designed to ensure the Financial Incentive Programs are directed towards Clarington’s businesses that have been most adversely affected by the pandemic-related shutdowns or reductions in operations. Revisions to the Means Test Criteria incorporated into the final COVID-19 CIP as a result of comments received on the draft are highlighted in Table 3 in a subsequent section of this report.
- 4.7 To be eligible for grants under the COVID-19 CIP Financial Incentive Programs, the business must demonstrate (i) a 30% loss in revenue relative to a defined pre-pandemic period (ii) less than an identified threshold of retained earnings (iii) a net income after taxes that is less than an identified threshold, and (iv) that the business has the ability to maintain operations for a minimum of six months. The Means Test criteria also considers any other funding received by the applicant. Section 3.3 of the Draft COVID-19 CIP details the Means Test Criteria.

**Administration of the COVID-19 CIP**

- 4.8 Section 4 of the Draft COVID-19 CIP provides details relating to the administration of the CIP programs and outlines the application process. If the CIP is approved by Council, the Planning and Development Services Department would largely be



responsible for the day-to-day administration of the CIP, including consultation with applicants and processing applications. The Finance Department would be responsible for ensuring CIP applications comply with the Means Test Criteria.

- 4.9 The COVID-19 CIP will be available for three years from the date upon which it comes into effect. The CIP may be extended beyond three years at the discretion of Council should the COVID-19 pandemic situation warrant additional support for Clarington's local businesses.
- 4.10 The COVID-19 CIP would be reviewed no later than six months after implementation to assess if the Plan is fulfilling its purpose. The Financial Incentive Programs can be activated, deactivated, adjusted, or discontinued by Council without amendment to the CIP, as outlined in Section 4.3 above.

## **5. Discussion**

### **Modifications resulting from Input on Draft COVID-19 CIP**

- 5.1 A detailed overview of the COVID-19 CIP and its components was included in Public Meeting report PSD-033-20. The following discusses the modifications to the COVID-19 CIP in consideration of the comments received on the first draft.
- 5.2 All input received has been taken into consideration. Responses as to how comments have been addressed are provided in the Comment Summary Table included as Attachment 2. While all input has been reviewed, certain comments resulted in modifications to the final COVID-19 CIP and are generally outlined below.

### **Introduction and Background**

- 5.3 Subsection 1.5 (How to Use this CIP) has been modified to include additional details relating to how the COVID-19 CIP may be used in conjunction with other CIPs in Clarington.

### **Financial Incentive Programs**

- 5.4 The description of the COVID-19 Technological Improvement Grant and eligible costs thereunder have been refined to be clear that the grant covers physical improvements to buildings and property that enhance technological capability.

### **General Eligibility Criteria**

- 5.5 In accordance with CIP best practices, a criterion has been added to the General Eligibility Criteria requiring the property for which an application is being submitted to

be in good standing, meaning the property is not in arrears of any municipal fees, charges, or taxes.

- 5.6 The General Eligibility criterion relating to the size of the business has been modified to speak to the number of employees expressed as Full-Time Equivalents to recognize the impact of part-time staff on the overall number of employees.
- 5.7 The General Eligibility criterion relating to the size of the business has been modified to include a limit of no more than three licensed/registered medical practitioners per businesses, in addition to the parameters on the total number of employees.
- 5.8 The General Eligibility Criteria has been modified to include a specific reference to the requirement to conform to policies relating to the conservation of cultural heritage resources.

**Means Test Criteria**

- 5.9 Subsection 3.3 (Means Test Criteria) has been modified to include requirements related to retained earnings and net income after taxes to better ensure CIP funding is directed to businesses who are the most in need of financial support to manage the adverse impacts of the COVID-19 pandemic. Table 3 below highlights the modifications to the Means Test Criteria using a comparison between the criteria included in the draft COVID-19 CIP presented at the Public Meeting and the final document attached hereto.

**Table 3: Comparison of Modifications to Means Test Criteria**

Final COVID-19 CIP Means Test Criteria	Included in Draft COVID-19 CIP	Included in Final COVID-19 CIP
Demonstrate a <b>minimum of 30 per cent loss of revenue</b> over the period between March 2020 and September 2020 relative to the same period in 2019, or an alternative period defined by and to the satisfaction of the Director of Finance/Treasurer	Yes	Yes
Demonstrate that the <b>business was solvent, viable, and not declared bankrupt</b> prior to March 17, 2020	Yes	Yes

Final COVID-19 CIP Means Test Criteria	Included in Draft COVID-19 CIP	Included in Final COVID-19 CIP
Demonstrate the <b>ability to maintain operations for a minimum of six months</b> from the date of the CIP Grant application	Yes	Yes
Demonstrate that the business, including related business under common ownership, had <b>retained earnings</b> : a. <b>If incorporated, not exceeding \$500,000 per shareholder</b> at the end of the preceding fiscal year; or b. <b>If unincorporated, assets of the owner(s) not exceeding \$500,000 net of debt</b> for each owner	No	Yes
Demonstrate that the <b>total sales in 2019 did not exceed \$2 million</b> in the case of Retail Stores, Arts and Entertainment businesses, Personal Care Services; and Registered Medical Practitioners, and <b>\$5 million in the case of Food Services businesses</b>	Yes	Yes
Demonstrate that the business had <b>net income after taxes not exceeding \$300,000 per shareholder/owner</b> during the preceding fiscal year	No	Yes

Final COVID-19 CIP Means Test Criteria	Included in Draft COVID-19 CIP	Included in Final COVID-19 CIP
Declare that the <b>business has not received any other grant funding related to COVID-19</b> , with the exception of grants issued in accordance with the Canada Emergency Wage Subsidy (CEWS) Program and the Canada Emergency Commercial Rent Assistance Program	Yes	Yes

### Administration of the CIP

- 5.10 Subsection 4.3 (Application Process and Submission Requirements for Financial Incentive Programs) has been modified to identify the intake window for CIP applications for projects completed prior to the approval of the COVID-19 CIP. This intake window would apply to applications for projects that were completed between March 17, 2020 and the effective date of the COVID-19 CIP and would remain open for three months after the CIP comes into effect.
- 5.11 An application deadline for projects completed prior to the approval of the CIP would achieve the intent of the COVID-19 CIP to provide support for costs incurred by local businesses during the early stages of the COVID-19 pandemic, while also aligning with CIP best practices which typically suggest that an application for grant funding be approved prior to the commencement of the project.
- 5.12 Upon the closing of the intake window for applications relating to works that have already been completed, Planning and Development Services staff would prepare a report to summarize the applications received, staff's assessment thereof, and the value of any grants issued.
- 5.13 The language of Subsection 5.2 (Adjustments and Amendments to this Plan) has been modified to be clear that significant changes will require an amendment to the COVID-19 CIP, and as such would be subject to the prescribed public consultation process.
- 5.14 A paragraph was added to Section 4 (Plan Administration) to include transition provisions that would apply in situations where the COVID-19 CIP or the Financial Incentive Programs thereunder are amended or adjusted.

## Interpretation

- 5.15 To assist in the interpretation of the COVID-19 CIP, a Glossary of defined terms has been added after Section 7 (Interpretation).

## Other Considerations – Franchise Eligibility

- 5.16 The COVID-19 CIP General Eligibility Criteria and Means Test Criteria were prepared in accordance with Council's June 22, 2020 direction to direct funding towards qualifying businesses in Clarington that (i) were forced to shut down as a result of the provincial emergency declaration, and (ii) are independently owned, and not part of a national or provincial chain.
- 5.17 A corporate chain of businesses is generally considered a group of two or more locations that have the same name, sell the same product, and follow the same corporate policies. Typically, the corporation owns all the locations and runs operations. Profits/losses are owned by the corporation.
- 5.18 In certain instances, corporations sell franchises. This subset of chains is considered a franchised chain. A franchise location is owned by an outside investor who must follow guidelines established by the parent company such as the types of products that may be sold and prices that are charged. The franchisee is also sometimes provided a proven business model, and benefits from consumer awareness of a large brand.
- 5.19 Comments were received on the draft COVID-19 CIP requesting that small franchises that are part of a chain be eligible for the Financial Incentive Programs. Planning & Development Services staff does not recommend the further dissection of ownership models to distinguish between a corporately owned chain and a franchised chain to determine eligibility for community improvement planning grants. Further, it may be challenging to meaningfully define what is considered to be 'small' and to account for the breadth of potential combinations of ownership models.
- 5.20 Based upon the consideration of the above, staff recommends consideration of the following two options for the final COVID-19 CIP:
- Option 1:** Maintain the General Eligibility Criteria as presented in the Draft COVID-19 CIP to direct funding towards local, independent businesses that are not part of a provincial, national, or international chain; or
- Option 2:** Modify the COVID-19 CIP to remove the requirement that the business be independent, and rely on the General Eligibility Criteria and Means Test Criteria to ensure the funds are appropriately directed based upon the eligibility parameters relating to the size of the business, maximum retained earnings, maximum total sales, and maximum net income.

### **Next Steps**

- 5.21 The COVID-19 CIP has been prepared in accordance with Council's direction and has been shaped by (i) the consultation undertaken with local stakeholders, and (ii) comments received from the business community and members of the public.
- 5.22 Should Council approve the COVID-19 CIP, the draft By-law to adopt the COVID-19 CIP (Attachment 4) may be approved or brought back to the subsequent Council meeting on November 2, 2020.
- 5.23 Once the By-law to adopt the COVID-19 CIP is passed, a notice of adoption would be issued and a 20-day appeal period would commence, in accordance with the requirements of the Planning Act. If no objections are received, the COVID-19 CIP would come into effect.
- 5.24 Upon approval of the COVID-19 CIP, Planning and Development Services staff will work with Communications staff to implement the communications strategy to promote the Financial Incentive Programs. A one-page information sheet summarizing the Financial Incentive Programs, eligibility criteria, and the application process is currently being prepared and will be provided under separate cover.

## **6. Concurrence**

- 6.1 This report has been reviewed by the Director of Finance who concurs with the recommendations.

## **7. Conclusion**

- 7.1 The purpose of this report is to present the Final COVID-19 CIP for the Council's consideration, and to recommend approval of the same. The input and comments received on the Draft COVID-19 CIP have been considered and incorporated as outlined herein. It is respectfully recommended that (i) Report PSD-040-20 be received (ii) that Council approves the Final COVID-19 CIP in principle (iii) that Council provides direction relating to the types of businesses eligible for the COVID-19 CIP Financial Incentive Programs, and (iv) that the attached By-law to adopt the COVID-19 Community Improvement Plan be considered for approval.

**Attachments:**

Attachment 1 – COVID-19 Community Improvement Plan, October 2020

Attachment 2 – Response Summary Table: Comments on Draft COVID-19 Community Improvement Plan

Attachment 3 – Ministry of Municipal Affairs and Housing Comments, September 25, 2020

Attachment 4 – Draft By-law to Adopt the COVID-19 Community Improvement Plan

**Interested Parties:**

List of Interested Parties available from Department.

*Clarington*

# COVID-19 Community Improvement Plan





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# 1. Introduction

Clarington has a long history of supporting its historical downtown areas and rural communities while taking advantage of federal and provincial funding programs to support civic improvements. As the COVID-19 pandemic began to take hold in Ontario, shuttering many of Clarington's local businesses, a Community Improvement Plan (CIP) was identified as a potential tool that could be used to help local, independent businesses respond to this challenging time. In Ontario, municipalities have been granted authority by legislation to use the CIP tool to support and encourage strategic, physical development or redevelopment in all or part of a community.

The Official Plan for the Municipality of Clarington outlines the goals and objectives for a CIP. A CIP is to provide for and encourage public and private sector activities for the purpose of the enhancement, rehabilitation and redevelopment of the existing built environment of the Municipality. The Official Plan directs that CIPs will (i) provide guidance to Council in setting priorities for municipal spending with respect to community improvement projects and (ii) encourage activities that are accessible for all ages and levels of abilities, promoting equity, and contributing to healthy and sustainable development. This is the fifth Community Improvement Plan for Clarington.

## 1.1. Purpose and Approach

The purpose of the COVID-19 CIP is to provide support to local, independent businesses whose operations have been shuttered or restricted as a result of the COVID-19 pandemic. This CIP will assist qualifying businesses with the costs of physical improvements required to safely and responsibly reopen, thereby enabling them to continue to serve the community.



Sidewalk patio at Endivine.

To accomplish this, the CIP establishes financial incentives for qualifying businesses throughout the Municipality of Clarington. The objectives of the CIP's Financial Incentive Programs are to (i) support businesses that invest in improvements to adapt operations, enabling safe and successful reopening during the COVID-19 pandemic, and (ii) encourage businesses to become more resilient to potential disruptions to normal operations throughout the COVID-19 pandemic.

## 1.2. What is a Community Improvement Plan?

A CIP is a comprehensive community-based planning study. A CIP articulates a vision for the continued prosperity of an area. It is based on an assessment of experience and future prospects, along with a realistic ‘road map’ of how to get there. CIPs are special types of studies identified in the Planning Act, Municipal Act, and Official Plans. They are special because upon completion and adoption, they give a municipality extra powers, such as the ability to provide physical improvement incentives and grant programs for a specific portion or the entirety of the municipality.

### 1.2.1. Why was this Community Improvement Plan Undertaken?

In spring 2020, businesses were forced to close in the interest of public safety amid the COVID-19 pandemic. Clarington Council expressed concerns about the ability of small businesses to reopen safely at a time when the costs of social distancing and safety measures may be difficult to overcome.

In response to Council’s concerns, Municipal staff recommended a CIP as an option to provide support to small businesses impacted by COVID-19-related reopening requirements. A CIP provides municipalities the opportunity to implement financial incentives to support identified community needs and is sufficiently flexible to tailor to the needs of businesses over time. Under the circumstances presented by the COVID-19 pandemic, staff considers the use of a CIP in this context to be appropriate.

On June 22, 2020 Council passed a resolution directing staff to undertake the development of a COVID-19 CIP to support independent local businesses, and that a fund of \$1,000,000 be set aside for COVID-19-related improvements undertaken by qualifying businesses. The required accompanying CIP Project Area By-law 2020-039 was also enacted on this date.

The CIP is intended to be available for 3 years. The CIP horizon may be extended at the discretion of Council. The Financial Incentive Programs under the CIP may also be adjusted based upon the needs of businesses, the CIP’s performance, and budget considerations.

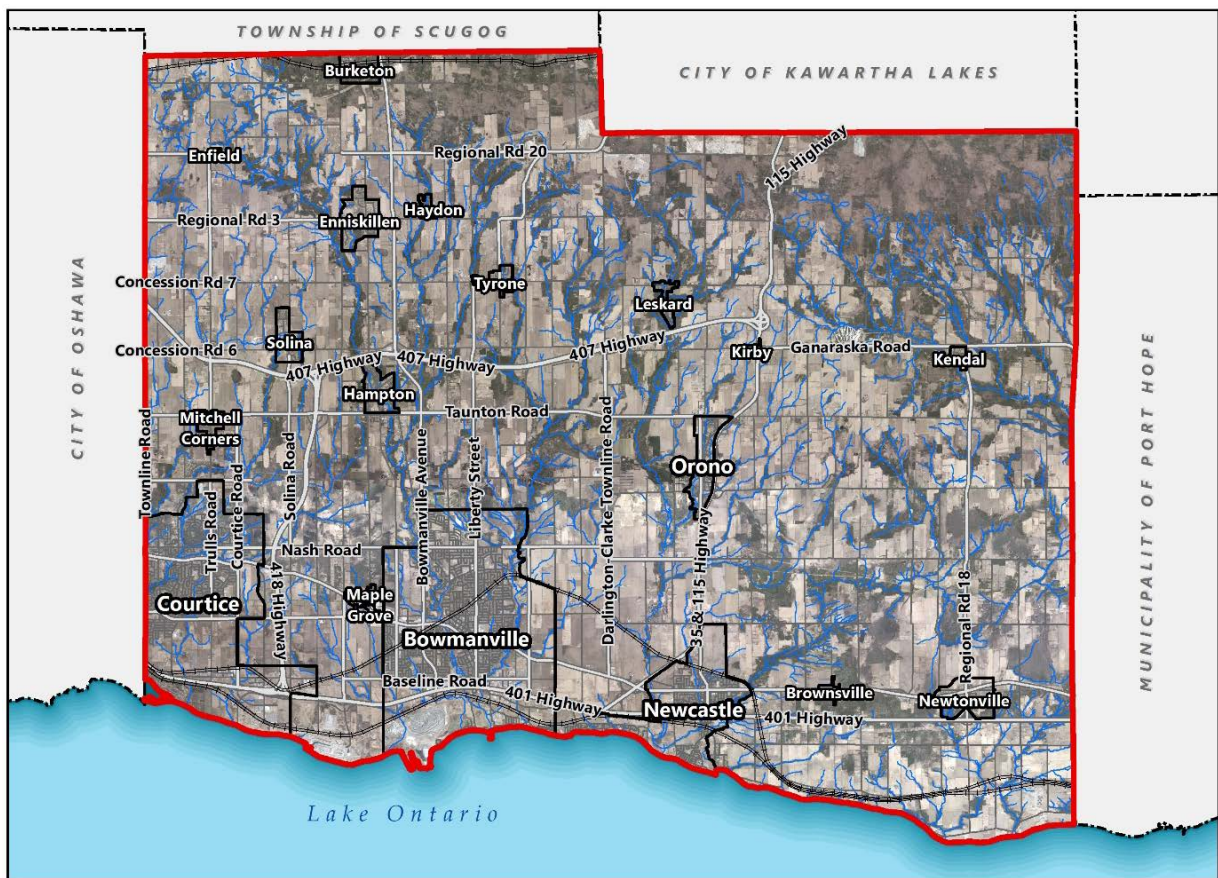
### 1.2.2. What is the Community Improvement Project Area?

Part IV of the Planning Act states that the Council of a municipality may, by by-law, designate an area of the municipality as an area to be examined for community improvement. This area is known as a Community Improvement Project Area. Section 22 of the Clarington Official Plan provides the necessary framework to establish Community Improvement Project Areas.



On June 22, 2020 Council enacted By-law 2020-039 to designate the entirety of the Municipality of Clarington a Community Improvement Project Area for the purposes of preparing the COVID-19 CIP. Clarington is a geographically large municipality, covering an area of approximately 612 square kilometres, and containing four urban centres and 13 hamlets. The CIPA encompasses all lands within the Municipal boundaries, as illustrated by Figure 1 and described below:

- Lake Ontario to the south;
- The western boundary falls along Townline Road if it were to extend as far south as Lake Ontario and as far north as Boundary Road;
- The eastern boundary falls along East Townline Road, were it to extend as far south as Lake Ontario and as far north as Ganaraska Road, and Cold Springs Camp Road if it were to extend as far north as Boundary Road; and
- The northern boundary is not a straight line, but rather falls along Boundary Road. Running west to east, the northern boundary cuts south along Darlington-Manvers Townline Road and then east again along Regional Road 20 until it becomes Boundary Road again near the eastern boundary.



Clarington COVID 19 Community Improvement Plan  
 Figure 1: Map showing COVID-19 Community Improvement Plan Area.

### 1.2.3. Who has Guided the Community Improvement Plan?

This CIP was guided by a Steering Committee consisting of Municipal staff from Planning & Development Services, Finance Services, and Legislative Services, along with representatives from the Clarington Board of Trade (CBOT).

The Steering Committee met several times throughout the development of the CIP to discuss various components of the CIP, including the means test, Financial Incentive Programs, and feedback received on the draft CIP.

The existing downtown CIP Liaison Groups for Bowmanville, Newcastle, and Orono were consulted and invited to provide input based upon their knowledge, and insights gained through the implementation of the Downtown CIPs.

Focus Group(s) comprised of local business owners were consulted to provide business sector perspectives on the changes businesses have undertaken in order to safely reopen, and input on the development of the financial incentive programs. Input received through consultation with local businesses is further detailed in Section 2 of this CIP.



New take-out window at King Street Pool & Hot Tub Supplies store.

### Community Improvement Plan Vision and Goals

A vision statement is an aspirational description of what a community believes is the desirable future state and describes the qualities and characteristics that are appreciated and valued by the community. Vision statements provide guidance for how change and development can be carried out in a manner that is sympathetic to each context. The COVID-19 CIP was developed based upon the following Vision Statement:

*Clarington's local, independent businesses have emerged from the COVID-19 pandemic having safely and successfully adapted operations to our new normal and are positioned to be more resilient to potential future service disruptions in order to continue to serve the community.*

The Vision Statement guides business improvement and adaptation projects under the COVID-19 CIP. All improvements are to be generally consistent with and supportive of the Vision.

More specifically, the implementation of this CIP will be focused on achieving the following goals in order to realize the Vision:

- To support innovative and creative COVID-19-related improvements to adapt Clarington's local, independent businesses to help ensure businesses are operating in accordance with health and safety requirements and recommendations;
- To provide financial incentives designed to stimulate building and property improvements to enhance business resiliency going forward;
- To encourage improvements during the pandemic that are accessible for all ages and levels of abilities, promote equity, and contribute to a healthy and sustainable community.

### 1.3. Background

#### 1.3.1. History of COVID-19 in Clarington

Canada's first confirmed case of COVID-19 was reported on January 27, 2020. The Region of Durham reported its first confirmed case of COVID-19 on February 28, and the number of confirmed cases in the Region peaked in mid-April at a rate of more than fifty new cases being reported each day. Clarington reported its first confirmed case of COVID-19 on March 21, 2020. The number of confirmed cases per day in Clarington peaked between March 23, 2020 and April 6, 2020 with approximately thirty-five percent of all Clarington cases being reported within those two weeks.

Much of Ontario experienced similar or more severe outbreaks of COVID-19 during that time. On March 17, 2020 in response to the outbreak, the Province of Ontario declared an emergency under the Emergency Management and Civil Protection Act as it relates to an outbreak of a communicable disease. Subsequent to the declaration of emergency, the Province of Ontario issued several orders, which resulted in the temporary shutdown of non-essential businesses.

On March 24, 2020, the Province of Ontario announced a list of "essential businesses" that would be allowed to remain open during the pandemic, leading many businesses in Clarington to close for months. On April 27, 2020 having seen the rates of infection in various regions diminish, the Province announced the plan "A Framework for Reopening our Province", whereby a three-phase approach would be taken to reopen non-essential businesses that had been forced to close for the pandemic shutdown.





COVID-19 Signage and designated waiting area at Scrub'n.

All municipalities started in the “Protect and Support” Phase 1 of the plan on April 27, 2020. For Phase Two the Province would work with Municipalities to monitor trends in key public health indicators to determine when businesses from different sectors could safely be reopened in three stages, with those businesses posing greater public health risks being reopened in the third stage. The Region of Durham was approved to enter Phase Two Stage Two on June 19, 2020 and Phase Two Stage Three on July 24, 2020. Phase Three of reopening Ontario focuses on long-term recovery and commenced at the beginning of September 2020.

As of October 2, 2020, one hundred and thirty-five cases of COVID-19 infection were reported by the Durham Region Health Department for the Municipality of Clarington. Seven Clarington residents had died due to COVID-19 related complications, 13 were in home isolation and 115 had recovered.

43 per cent of confirmed COVID-19 cases in Clarington were traced back to community exposure, while 15 per cent were traced to the patient having contact with another known case of COVID-19. As of October 2, 2020, total active cases reported in Clarington remained low with only 13 active cases reported.

### 1.3.2. Overview of Businesses in Clarington

The population of Clarington is currently estimated to be between 100,000 and 104,000 and is expected to increase by a factor of more than 45 per cent by the year 2031. The Municipality derives its economic strength from its diverse business community which includes over 5,000 businesses. This diverse local economy includes more than one hundred manufacturers, four hundred working farms, and three hundred retailers. Clarington is seeing growth in emerging markets such as the Life Sciences, Health Science and Tourism sectors.



The Region of Durham reported that in 2019 19 per cent of businesses in Clarington were in the Retail Trade sector, making it the most prevalent sector in Clarington's business community. The Accommodation and Food Services and Health Care and Social Services sectors each comprised 12 per cent of total businesses in Clarington, while the Manufacturing and Educational Services sectors each represented four per cent of total business locations in Clarington.



Protective Screening at Enniskillen General Store

The Municipality was home to 22,401 jobs in 2019, the majority of which were in the Utilities, Retail Trade, Accommodation and Food Services, and Health Care and Social Services sectors. Of these jobs, 62 per cent were full-time, 33 per cent were part-time and five per cent were seasonal. Businesses most often reported difficulty in finding skilled labour in the following occupations: auto-mechanic, hair stylist, chef/cook, driver/operator, and registered massage therapist. The Financial Incentive Programs recommended herein are generally reflective of the composition of Clarington's businesses.

### 1.3.3. Clarington's Downtown Community Improvement Plans

Clarington has existing CIPs for the three historical downtowns in Bowmanville, Newcastle, and Orono. Each of these CIPs share a similar vision: *to enable the Municipality to respond to increased community growth by establishing a framework to encourage rehabilitation and revitalization of public areas.* These CIPs have community liaison groups with stakeholder member representatives of the business community in each of the downtowns. Planning and Development Services staff meet quarterly with the liaison groups, who are responsible for identifying issues and concerns that are specific to each of the CIP areas.

Participation in grant programs under Clarington's downtown CIPs does not preclude a business from qualifying for funding under this CIP, subject to the eligibility criteria contained herein. Businesses are encouraged to continue to participate in Clarington's downtown CIPs. As seen in Table 1 below, each CIP has its own suite of Financial Incentive Programs, offering grants to property owners and businesses in the respective Community Improvement Project Area.

Table 1: Summary of Clarington's Downtown CIP Financial Incentive Programs\*

Program	Bowmanville	Orono	Newcastle
Façade Improvement Grant	✓ (Heritage)	✓	✓
Upgrade to Building Code Grant	✓	✓	✓
Signage Grant	✓	✓	✓
Accessibility Grant	✓	✓	✓
Site Plan Control Fee Grant	✓	X	✓
Reconstruction/Infill Project Grant	X	✓	✓
Building Permit Fee Grant	✓	X	X
Development Charge Grant	X	X	X
Tax Increment Grant	X	X	X

\*Details pertaining to each Downtown CIP and associated financial incentive Programs are available on Clarington's website.

## 1.4. Legislation and Policy Overview

### 1.4.1. The Municipal Act and the Planning Act

The COVID-19 CIP has been prepared in accordance with the provisions of the Municipal Act, 2001 and the Planning Act, 1990, R.S.O.

Subsection 106(1) of the Municipal Act, 2001 prohibits granting of bonuses, directly or indirectly, to assist manufacturing businesses or other industrial or commercial enterprises. However, an exception is made in Subsection 106(3) of the Municipal Act, 2001 for councils exercising powers under Subsection 28(6) or (7) of the Planning Act.

Section 28 of the Planning Act allows municipalities with provisions in their Official Plans relating to community improvement to designate by by-law a “Community Improvement Project Area”. Once this is done, a municipality may prepare a “Community Improvement Plan” for the Community Improvement Project Area.

For the purposes of carrying out a CIP, Subsection 28(7) of the Planning Act permits the municipalities to make grants or loans to the registered owners, assessed owners, and tenants of land and buildings within the Community Improvement Project Area. Grant or loan programs implemented under a CIP may be directed to pay for the whole, or any part, of the cost of rehabilitating such lands and buildings in conformity with the CIP.

The preparation of the CIP includes a requirement to consult with the Minister of Municipal Affairs and Housing, and a statutory public meeting to be held in accordance with Section 17 of the Planning Act, 1990 R.S.O. The statutory public meeting is to be advertised in the local newspaper. The statutory public meeting for the COVID-19 CIP was held on September 28, 2020 and provided the opportunity to explain the CIP and receive feedback. A copy of the statutory public meeting notice is included in Appendix D.

#### 1.4.2. Durham Region Official Plan

Subsection 14.4 of the Durham Region Official Plan (ROP) contains policies on CIPs. The ROP specifies that the Region may assist in the implementation of area municipal CIPs by adopting a Regional Revitalization Program that will guide how the Region may participate financially, or otherwise, in area municipal CIPs. Subsection 14.4 of the ROP also notes that the Region’s participation in the implementation of an area municipal CIP is intended for projects that contribute to achieving the goals of the ROP for the development of urban areas.

#### 1.4.3. Clarington Official Plan

The Clarington Official Plan (OP) provides a policy framework for the implementation of CIPs. Subsection 22.1.1 of the Official Plan outlines its goal for Community Improvement “to provide for and encourage public and private sector activities for the purpose of the maintenance, enhancement and redevelopment of the existing built environment of the Municipality”.

Subsection 22.3.4 notes that CIPs will be implemented by means of powers conferred upon Council under the Planning Act, the Municipal Act, and other applicable legislation. This includes but is not limited to the acquisition, improvement and disposal of land and buildings, and the encouragement of infilling, redevelopment and other land use intensification. Subsection 22.3.5 of the OP also directs that the Municipality will consult with the Region of Durham prior to the approval of any CIP.

## 1.5. How to Use this Community Improvement Plan

The COVID-19 CIP will primarily be used by local businesses, Council, and Municipal staff. Specifically, local businesses will use the CIP to participate in the Financial Incentive Programs to receive grants from the Municipality subject to eligibility criteria. Businesses may also use the COVID-19 CIP in conjunction with Clarington's existing downtown CIPs for projects that include components that are not eligible for coverage under the COVID-19 CIP, but satisfy applicable requirements of the relevant downtown CIP.

Council will use the CIP to direct funding to the Financial Incentive Programs. Municipal staff will be responsible for program administration, communications, and monitoring.



Physically distant outdoor waiting seating and signage at Hoopers Jewellers.

## 2. Consultation

The preparation of this CIP benefitted from valuable input obtained through the stakeholder and public consultation process undertaken. The development of the CIP included consultation with a Steering Committee, Council, and key stakeholders including local business owners throughout the Municipality, existing CIP Liaison Groups, and members of the public. The consultation process is summarized below.

### 2.1. Ministry of Municipal Affairs and Housing

Planning and Development Services staff initiated consultation with the Ministry of Municipal Affairs and Housing (MMAH) in April 2020 with regards to the use of the CIP tool to support local businesses with COVID-19 related improvements. MMAH staff considered the use of a CIP to be appropriate in the context of physical improvements within a designated Community Improvement Project Area, and subject to the applicable provisions of the Planning Act and Municipal Act. Consultation with MMAH has continued throughout the preparation of the CIP.



## 2.2. Steering Committee

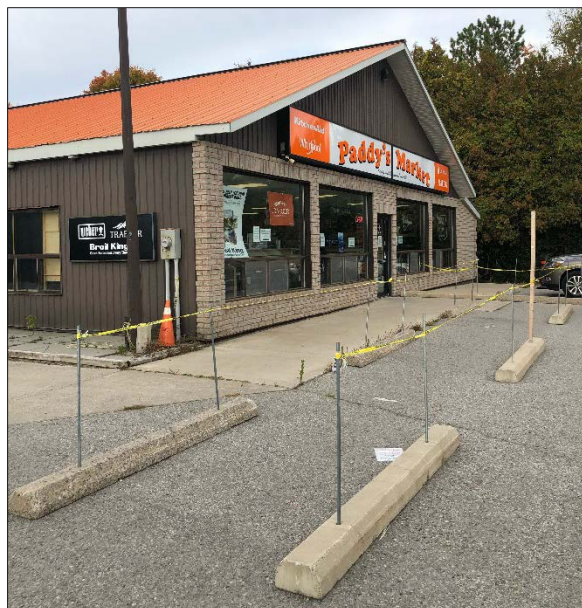
A Steering Committee was established to guide the preparation of the CIP. The Steering Committee was comprised of Municipal staff from Planning and Development Services, Finance Services, and Legislative Services, as well as CBOT staff. Several virtual meetings were held throughout the development of the CIP in order to provide progress updates, discuss and obtain input on the Financial Incentive Programs and means test requirements, and coordinate consultation and outreach events.

## 2.3. Community Consultation

### 2.3.1. CIP Pre-Application Form:

At the outset of the preparation of the CIP, a CIP Pre-Application Form was developed and made available on Clarington's COVID-19 Financial Support webpage as a component of the CIP consultation strategy. Local business owners were invited to complete the application form to inform the Municipality about improvements they were undertaking to adapt to and manage the impacts of the COVID-19 pandemic. The information collected from businesses through the Pre-Application Form helped shape the Financial Incentive programs to support COVID-19-related physical improvement projects that enhance the safety of Clarington's residents and employees. Details of Financial Incentive Programs recommended to be funded through this CIP are included in Section 3 and Appendix A.

The types of COVID-19 improvements identified through the Pre-Application Form are included in Appendix C.



Physically distant waiting-line, ground-spacing and signage at Paddy's Market.

### 2.3.2. Focus Groups

Focus Group(s) comprised of local business owners were consulted to provide business sector perspectives on the development of the Financial Incentive Programs and the changes that businesses have undertaken in order to safely reopen. The purpose of these sessions was to provide local business owners with an overview of the development of the CIP and the potential grants that could be offered, and to receive

input and guidance regarding the needs of local businesses during these challenging times.

Approximately 25 local business owners participated in the focus groups and/or corresponded with staff to provide responses to the following survey questions:

- What physical improvements/changes did you have to make to be able to safely reopen your business (e.g. hygiene screens, removal of walls, furniture, etc. to allow for physical distancing)?
- What were the approximate costs of the types of improvements/changes you have made?

Attendees were also invited to provide written comments. A summary of the responses received from local businesses is included in Appendix C.

### 2.3.3. Public Meeting

A statutory public meeting was held on September 28, 2020 at a Special Planning and Development Committee meeting to present and receive input from Council and the public on the draft CIP. The meeting included a presentation providing an overview of the CIP and its preparation, the consultation process undertaken to date, and the suite of draft Financial Incentive programs proposed.

## 2.4. How Did Consultation Shape the CIP?

The consultation undertaken during the preparation of the CIP included various components. The input received from stakeholders, local businesses and the public provided staff with insight into (i) the experiences of local businesses; (ii) the changes that have been required to date to pivot their operations; (iii) anticipated modifications that will come as the weather grows colder; and (iv) the costs associated with the above mentioned changes. The input proved invaluable in shaping the vision and goals of the CIP, and in creating Financial Incentive Programs that accurately reflect the experiences of stakeholders and are effective in supporting local, independent businesses through the COVID-19 pandemic.

## 3. Financial Incentive Programs

### 3.1. Proposed Programs

Financial Incentive Programs will be offered to support local, independent businesses that are investing in COVID-19-related physical improvements, providing grants for qualifying projects. All Financial Incentive Programs outlined in this Subsection are subject to the General Eligibility Criteria and Means Test Criteria detailed in Subsections 3.2 and 3.3, respectively. In addition, each Financial Incentive Program may be subject to program-specific eligibility criteria (see Appendix A for details). Table 2 provides a summary of the recommended Financial Incentive Programs.

Table 2: Summary of Recommended Financial Incentive Programs

Type of Financial Incentive Program	Description
<b>Physical Distancing Improvements Grant</b>	The Physical Distancing Improvements Grant is intended to assist businesses with improvements to implement physical distancing measures to safely reopen.
<b>Business Adaptation Grant</b>	The Business Adaptation Grant is intended to assist businesses with physical modifications necessary to support operational changes required for the business to continue to operate or reopen safely.
<b>COVID-19-Related Improved Ventilation Grant</b>	The COVID-19-Related Improved Ventilation Grant is intended to assist businesses with improvements to retrofit and enhance ventilation and air quality within existing buildings in accordance with COVID-19- related public health requirements and recommendations.
<b>Adaptation to Outdoor Operation Grant</b>	The Adaptation to Outdoor Operation Grant is intended to assist businesses with the cost of construction and furnishing of outdoor patio and/or seating areas in response to COVID-19 requirements and recommendations.
<b>COVID-19- Related Technology Improvement Grant</b>	The COVID-19-Related Technology Improvement Grant is intended to assist businesses with the cost of technological infrastructure required to safely provide the community access to the business' products and services.

Program details relating to eligible costs, grant values and program-specific requirements are included in Appendix A. The purpose of this section is to provide an overview of possible Financial Incentive Programs to be administered under the CIP. Additional Financial Incentive Programs may be considered without amendment to this Plan.

### 3.2. General Financial Incentive Eligibility Criteria

The following General Eligibility Criteria are recommended to apply to all of the COVID-19 CIP Financial Incentive Programs in addition to any program-specific criteria outlined in Appendix A. To be eligible for the Financial Incentive Programs under the CIP, the following requirements must be satisfied:

- 1) The local, independent business must fall into one of the following categories:
  - Retail Stores;
  - Food Services;
  - Arts and Entertainment;
  - Personal Care Services; or
  - Registered Medical Practitioners
- 2) The grant must be for a business that lawfully operates from a physical space/location within the Community Improvement Project Area (i.e. located in Clarington), as designated by By-law 2020-039, and is open to the public.
- 3) The business must have been established and operational prior to March 17, 2020.
- 4) The business must have no fewer than two Full-time Equivalents (FTE) employees and no more than 50 FTE employees as of March 17, 2020. In the case of Food Services businesses, the business must have no more than 100 FTE employees as of March 17, 2020. In the case of Registered Medical Practitioners, the business must include no more than three licensed practitioners.
- 5) The project must contribute to the achievement of the Vision and Goals of the COVID-19 CIP (refer to Section 1.2.3).
- 6) The project must conform with the Clarington Official Plan, Zoning By-law(s), applicable guidelines and procedures, and all other relevant legislation (e.g. Ontario Building Code, conservation of identified cultural heritage resources).
- 7) The business must not be considered a Home Occupation, as defined by the applicable Zoning By-law.



- 8) Completed projects must be consistent with the description of the Financial Incentive Program that is being applied for and approved through the CIP Grant application process.
- 9) Financial Incentive Programs under this CIP may be combined. If combined, the maximum total grant funding shall not exceed a value of \$10,000 per business. Applicants must declare all other funding applications being pursued. In no case shall the total grant funding exceed the total eligible project costs.
- 10) All eligible works must have taken place after March 17, 2020, being the date on which the Ontario Government declared a state of emergency.
- 11) The property must be in good standing as it relates to municipal fees, charges, and taxes to the satisfaction of the Director of Finance Services, prior to the issuance of grant funding.
- 12) The business must demonstrate that it meets the General Eligibility Criteria, any program-specific criteria, and the ability to satisfy the Means Test Criteria in Subsection 3.3.

### 3.3. Means Test Criteria

The Financial Incentive Programs recommended to be included in this CIP have been developed to address the needs of local, independent businesses whose operations have been adversely impacted by COVID-19-related shutdowns or reductions in operations and are able to safely reopen to serve the community.

To be eligible for the Financial Incentive Programs offered under the COVID-19 CIP, the business must meet the following Means Test Criteria:

- 1) Demonstrate a minimum of 30 per cent loss of revenue over the period between March 2020 and September 2020 relative to the same period in 2019, or an alternative period defined by and to the satisfaction of the Director of Finance/Treasurer;
- 2) Demonstrate that the business was solvent, viable, and not declared bankrupt prior to March 17, 2020;
- 3) Demonstrate the ability to maintain operations for a minimum of six months from the date of the CIP Grant application;
- 4) Demonstrate that the business, including related business under common ownership, had retained earnings:
  - a. If incorporated, not exceeding \$500,000 per shareholder at the end of the preceding fiscal year; or

- b. If unincorporated, assets of the owner(s) not exceeding \$500,000 net of debt for each owner;
- 5) Demonstrate that the total sales in 2019 did not exceed \$2 million in the case of Retail Stores, Arts and Entertainment businesses, Personal Care Services; and Registered Medical Practitioners, and \$5 million in the case of Food Services businesses;
- 6) Demonstrate that the business had net income after taxes not exceeding \$300,000 per shareholder/owner during the preceding fiscal year; and
- 7) Declare that the business has not received any other grant funding related to COVID-19, with the exception of grants issued in accordance with the Canada Emergency Wage Subsidy (CEWS) Program and the Canada Emergency Commercial Rent Assistance Program.

## 4. Plan Administration

The following section outlines the administration components, including the application process for the COVID-19 and associated Financial Incentive Programs. The structure and processes described in this section are similar to that which is already in place for Clarington's existing downtown CIPs.

### 4.1. Administration of Financial Incentive Programs and Budget

Upon the approval by Council, the COVID-19 CIP will be administered by the Planning and Development Services Department in conjunction with Finance Services. Communications Services staff will be responsible for supporting the implementation of the Communications Strategy outlined in Subsection 4.4. Specifically, Planning and Development Services staff will be responsible for the day-to-day management and administration of the CIP, including consulting with potential applicants regarding financial incentives, coordinating submissions, reviewing and evaluating applications for compliance with applicable General Eligibility and program-specific criteria, and monitoring the CIP. Finance Services staff will be



Physical barrier installed at the counter at Justin Barry Optical.

responsible for reviewing CIP applications for compliance with the Means Test Criteria.

Council will be responsible for the funding of the Financial Incentive Programs identified in the CIP. Planning and Development Services and Finance Services staff will undertake the management of the approved budget.

#### 4.2. Combining Programs and Values

In recognition of the evolving nature of the COVID-19 situation, and the need for businesses to continually adapt to changing circumstances, the Financial Incentive Programs made available under this CIP may be used individually or may be combined, subject to the exceptions as outlined within the specific program details and eligibility criteria contained herein. Businesses may also be permitted to submit Financial Incentive Program applications for more than one COVID-19-related improvement project over the horizon of this CIP, provided the application is not intended to support a project for which funding has previously been received.

The total of all grants provided to each business for eligible projects over the CIP horizon shall not exceed the value of \$10,000. Further, in no instance shall the funding amount exceed the eligible project costs.

#### 4.3. Application Process and Submission Requirements for Financial Incentive Programs

1) Consult with Municipality of Clarington staff

Applicants are encouraged to contact Planning and Development Services staff to discuss their project and to determine any supporting information that is required.

2) Applicant submits the CIP Grant application

The applicant will submit a completed CIP Grant application form along with all supporting information determined to be required. Typical supporting information may include the following, and will be outlined within the application:

- Description of project;
- Estimates or invoices associated with the project;
- Copy of any permits, licenses, drawings, renderings; and
- Any other information as may be appropriate based on the nature of the application.

3) Completeness of application

Staff will review the application to determine whether it includes all of the required information. If the application is not complete, staff will contact the applicant to request any additional information that is required.

4) Review of application

Once the application has been determined to be complete, staff will undertake a detailed review of the application, and circulate the application for comment to relevant Municipal Departments. The review will include an assessment of the application to ensure all applicable eligibility and Means Test criteria are satisfied.

5) Decision on the application

The Director of Planning and Development Services will make a decision on whether to approve the application. If approved, the applicant will be notified by way of a letter of conditional approval. The letter will outline the conditions of approval, when the payment of the grant will occur, and any other matters that may be applicable to a specific application.

If the application is not approved, the applicant will be contacted to advise the reasons the application was refused. In certain cases, an applicant may be able to address the reasons for the refusal.

6) Applicant may commence project

The applicant may commence the project once the application has been conditionally approved. It is recognized that certain applications received may apply to projects that have already been completed. While improvement projects commenced after the Province's declaration of emergency on March 17, 2020 may be eligible for Financial Incentive Programs, approval of grants for such works already undertaken is not guaranteed.

Applications seeking grant funding for projects completed between March 17, 2020 and the date the COVID-19 CIP comes into effect will be subject to a limited application intake period. The deadline for such applications will be three months from the effective date of the COVID-19 CIP.

## 7) Applicant contacts the Municipality to confirm completion of project

Once the project is complete, the applicant advises the Municipality. Municipal staff may conduct a site inspection or may request the applicant to submit photos of the completed works. Municipal staff will determine whether the applicant has met all terms and conditions outlined in the letter of conditional approval.

## 8) Municipality issues grant

The Municipality issues the grant upon confirmation that all terms and conditions have been fulfilled.

The provision of all grants under the Financial Incentive Programs will be administered on a first-come first-served basis to the limit of the available funding. As noted in step 6) of the application process above, applications for grant funding to support projects completed between March 17, 2020 and the date the COVID-19 CIP comes into effect will be subject to an application deadline.



New curbside pick-up only  
at Little Buck.

#### 4.4. Communications Strategy

To ensure the success of the CIP, it is essential that local business owners and stakeholders are aware of the Plan and the associated Financial Incentive Programs. The Communications Strategy outlined below should be implemented to increase awareness of the available grants and encourage participation and uptake.

The content of messaging associated with the CIP should be direct and succinct in consideration of the increased workloads under which many local businesses are currently operating. As the CIP program administrator, the Municipality will consider the following communications strategies:

- a) Website: The COVID-19 CIP and related documents should be made available on the [COVID-19 Financial Support](#) page of Clarington's website. Further, the existing [Community Improvement Grants](#) webpage should be updated to include information on the COVID-19 CIP, including a summary of the grant programs available, the CIP application form, and relevant contact information.
- b) Social Media: The CIP should be promoted over the Municipality's social media accounts on a regular basis in order to increase awareness of the available



grants. Social media posts should include links to the information available on the Municipality's website.

- c) CIP Brochure: A brochure summarizing the Financial Incentive Programs available under the CIP should be created once the CIP is approved. The brochure should be distributed either in hard copy or digitally to local businesses, the BIAs and existing CIP Liaison Groups. Updates may be required from time to time to account for any changes to the Financial Incentive Programs.
- d) Media Releases: Information about the CIP and Financial Incentive Programs should be sent to local media on a periodic basis.
- e) Newsletters and Publications: Profiling of the CIP, the Financial Incentive Programs, and implementation success stories should be included in Planning and Economic Development publications and newsletters published by the Municipality, Clarington Board of Trade, the Region, and other external sources.
- f) Other Initiatives: The Municipality should consider other opportunities to promote the CIP grant programs to local businesses, such as through community partners. For example, encouraging recipients of COVID-19 CIP grants to post a sign indicating the business has participated in the Financial Incentive Programs.

#### 4.5. Plan Horizon

The COVID-19 CIP will be available for three years from the date upon which it comes into effect. The CIP may be extended beyond three years at the discretion of Council should the COVID-19 pandemic situation warrant additional support for Clarington's local businesses.

The situation surrounding COVID-19 will continue to evolve over time, and so too will the related needs of local businesses. The Financial Incentive Programs under this CIP may be adjusted based upon the needs of local businesses, overall the performance of the CIP, and future budget considerations.



New Fusion UV- Germicidal Disinfectant System used to clean glasses at Justin Barry Optical.

## 5. Monitoring and Evaluation Strategy

### 5.1. Plan Monitoring and Evaluation

The COVID-19 CIP is intended to support local, independent businesses with the costs of improvements that are required to reopen safely and adapt to the evolving pandemic situation. In this context, the CIP is not expected to be a long-term document, nor should it be a static document. The following key indicators will be monitored throughout the implementation of the CIP:

- a) Funds dispersed through the CIP Financial Incentive Programs to determine which programs are being utilized; and
- b) Feedback from applicants on the Financial Incentive Programs and application process.

The information collected through the implementation of the CIP will be used by the Municipality to periodically adjust the Financial Incentive Programs to ensure (i) the Programs accurately reflect the types and costs of COVID-19-related improvements, (ii) the desired outcomes are being achieved (iii) the programs are user-friendly, and (iv) program participants are completing their commitments. Such information will also assist with providing updates to Council on the impacts of the CIP.

### 5.2. Adjustments and Amendments to this Plan

This CIP will be reviewed after a 6-month period to assess if the Plan is fulfilling its purpose, based on the information outlined in Subsection 5.1.

The Financial Incentive Programs can be activated, deactivated, adjusted, or discontinued by Council without amendment to this Plan. The Municipality may review and adjust the terms and/or requirements of any of the Financial Incentive Programs contained in this CIP without amendment to the Plan. Modifications or changes to the vision and goals, the General Eligibility Criteria or Means Test Criteria will require a formal amendment. Other changes may be considered by way of minor changes or formal amendment.

## 6. Implementation

The COVID-19 CIP will be implemented through the provisions of Chapter 22 of the Clarington Official Plan and Section 28 of the Planning Act, 1990, R.S.O.

The overall implementation of the Financial Incentive Programs shall be the responsibility of the Planning and Development Services Department.

All Financial Incentive Programs will be administered on a first-come first-served basis to the limit of available funding, and in accordance with the administrative rules governing this and other Financial Incentive programs.



Patio extension into the parking lot at The Courtyard.

The Financial Incentive Programs can be activated, deactivated, adjusted, or discontinued at the discretion of Council. Applications will be assessed in accordance with the Financial Incentive Programs in effect on the date a complete application was received.

## 7. Interpretation

Sections 3, 4 and 5 of this document, along with Figure 1 (Map of CIPA) and the Appendices shall form the actual CIP for the COVID-19 Community Improvement Project Area.

This Plan has been prepared in accordance with, and shall be deemed to conform to, the Clarington Official Plan.

This Plan shall be referred to as the “Clarington COVID-19 Community Improvement Plan”.



## Glossary

The Glossary is intended to assist interpretation of the COVID-19 CIP.

**Arts and Entertainment** means businesses primarily engaged in operating facilities or providing services to meet the cultural, entertainment and recreational interests of their patrons

**Local, Independent Business** means a business that is located within Clarington and is not part of a provincial, national or international corporate chain of businesses

**Food Services** means a business that is primarily engaged in preparing meals, snacks and beverages, to customer orders, for consumption on and off the premises

**Full-Time Equivalent (FTE)** is defined as total hours worked divided by average annual hours worked in full-time jobs. A Full-Time job is considered one in which an employee works 30 hours or more per week.

**Personal Care Services** means businesses that are primarily engaged in providing personal care services, such as hair care and esthetic services, among others

**Registered Medical Practitioner** means health professions that are governed under Ontario's Regulated Health Professions Act, 1991 (RHPA) and health profession Acts (i.e., Medicine Act, 1991)

**Retail Stores:** means businesses that are primarily engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise

# APPENDIX A: Clarington COVID-19 Community Improvement Plan Financial Incentives Program Details

The following outlines the details of the COVID-19 Community Improvement Plan (CIP) Financial Incentive Programs, including a description of each type of grant, eligible projects and costs, the value of the grant opportunity, and any program-specific eligibility requirements. The information contained in Appendix A shall be read and applied in conjunction with the COVID-19 CIP in its entirety. For clarity, all projects are subject to the General Eligibility Criteria and Means Test Criteria detailed in Sections 3.2 and 3.3 of the CIP, respectively.

## Physical Distancing Improvements Grant

### a. Description

This grant is intended to assist qualifying businesses with improvements to implement physical distancing measures to safely re-open.

### b. Eligible Projects and Costs

This grant may be provided for costs related to the following types of projects to implement COVID-19 physical distancing measures:

- Installation of protective hygiene screens and/or barriers
- Installation of floor markings to encourage spacing and delineate traffic flow movements
- Installation of signage and displays related to physical distancing requirements or recommendations
- Workstation modifications to provide for physical distancing between employees and between employees and the public
- Physical building modifications or space reconfigurations (e.g. addition or removal of walls) to optimize business under COVID-19-related requirements or recommendations
- Such other similar improvements as may be approved by the Director of Planning and Development Services

### c. Value of Grant

Where a project satisfies the eligibility requirements, a Physical Distancing Improvements grant may be provided for up to 90% of eligible costs to a maximum of \$5,000.

### d. Program-Specific Eligibility Criteria

None at this time.

## Business Adaptation Grant

### a. Description

This grant is intended to assist qualifying businesses with physical modifications required to support operational changes required for the business to continue to operate or reopen safely.

### b. Eligible Projects and Costs

This grant may be provided for costs related to the following types of projects:

- Physical building and/or space modifications to provide for curb-side pick-up service (e.g. installation of a pick-up window)
- Change room adaptations required in accordance with COVID-19- related requirements and/or recommendations
- Washroom facility adaptations in accordance with COVID-19-related requirements or recommendations
- Additional or replacement equipment or furniture required to maintain operations while implementing safe reopening requirements and/or recommendations
- Such other similar improvements as may be approved by the Director of Planning and Development Services.

### c. Value of Grant

Where a project satisfies the eligibility requirements, a Business Adaptation grant may be provided for up to 90% of eligible costs to a maximum of \$5,000.

### d. Program-Specific Eligibility Criteria

None at this time.

## COVID-19- Related Improved Ventilation Grant

### a. Description

This grant is intended to assist businesses with improvements to enhance ventilation and air quality within existing buildings to enable businesses to safely re-open and/or increase customer capacity of indoor spaces in accordance with COVID-19-related requirements and/or recommendations.

### b. Eligible Projects and Costs

This grant may be provided for costs related to the following types of projects:

- Heating and air conditioning/ventilation improvements
- Air purifications systems and air exchange improvements

- Window and door replacements that improve energy efficiency and air movement, in accordance with COVID-19-related requirements or recommendations
- Such other similar improvements as may be approved by the Director of Planning and Development Services

c. Value of Grant

Where a project satisfies the eligibility requirements, a COVID-19-Related Improved Ventilation grant may be provided for up to 90% of eligible costs to a maximum of \$5,000.

d. Program-Specific Eligibility Criteria

None at this time.

### Adaptation to Outdoor Operation Grant

a. Description

This grant is intended to assist qualifying businesses with the cost of construction and furnishing outdoor patio or seating areas in response to COVID-19 requirements. It is recognized that the initial reopening of many restaurants and food service outlets was enabled by the adaptation of outdoor spaces for patios and waiting areas.

b. Eligible Projects and Costs:

This grant may be provided for costs related to the following types of projects:

- Infrastructure and/or furniture for an outdoor patio, seating or waiting areas
- Addition of covered outdoor space to provide shelter for components of operations that were previously conducted indoors
- Improvements to provide for all season use of outdoor spaces to implement COVID-19-related requirements.
- Such other similar improvements as may be approved by the Director of Planning and Development Services.

c. Value of Grant

Where a project satisfies the eligibility requirements, an Adaptation to Outdoor Operation grant may be provided for up to 90% of eligible costs to a maximum of \$5,000.

d. Program-Specific Eligibility Criteria

None at this time.

## COVID-19-Related Technology Improvement Grant

a. Description:

This grant is intended to assist qualifying businesses with the costs of technological infrastructure required to implement COVID-19-related requirements and/or recommendations.

b. Eligible Projects and Costs

This grant may be provided for eligible costs related to the following types of projects:

- Physical infrastructure for improving internet connectivity at the business location (e.g. tower infrastructure, satellite dish, cabling)
- Such other similar improvements to modify business practices to continue to provide products and services at the physical place of business, as may be approved by the Director of Planning and Development Services

c. Value of Grant

Where a project satisfies the eligibility requirements, a COVID-19-Related Technology Improvement Grant may be provided for up to 50% of eligible costs to a maximum of \$2,500.

d. Program-Specific Eligibility Criteria

None at this time.

# APPENDIX B: CIP Grant Pre-Application Form

If this information is required in an alternate format, please contact the Accessibility Coordinator at 905-623-3379 ext. 2131.



**COVID-19 Community Improvement Plan Grant  
Pre-Application Form**  
Municipality of Clarington  
Planning Services Department

## COVID-19 Community Improvement Plan (CIP) Pre-Application

This Pre-Application Form is intended to provide Planning Services staff with information about the improvements local businesses are investing in to adapt and manage the impacts of the COVID-19 pandemic. This information will help shape the development of a COVID-19 Community Improvement Plan, including grant programs to support COVID-19-related physical improvement projects.

Upon the approval of the COVID-19 Community Improvement Plan in fall 2020, this document will become your CIP Application, and staff will evaluate the improvement projects provided for eligibility in accordance with the approved grant opportunities. By completing and signing this Pre-Application Form, you acknowledge and agree to the following:

### Acknowledgements:

1. On June 22, Council of the Municipality of Clarington passed a resolution to undertake the development of a Community Improvement Plan (CIP) to provide support to local businesses affected by the COVID-19 pandemic. Specifically, Council directed that the Community Improvement Plan is intended to focus on businesses in Clarington that:
  - a. Were forced to shut down as a result of the provincial emergency declaration;
  - b. Are restaurants with dine-in space that are providing take-out service only;
  - c. Are independently owned and not part of a national or provincial chain; and
  - d. Meet a means test, criteria to be determined.
2. The COVID-19 CIP will be developed in accordance with the Planning Act requirements as follows:

Background & Development (July/Aug. 2020)	Consult on Draft CIP (Sept. 2020)	Analysis & Recommendations (Sept./Oct. 2020)
<ul style="list-style-type: none"> <li>• Understand existing conditions</li> <li>• Consult with local business community</li> <li>• Review policy and regulatory framework</li> <li>• Draft CIP</li> </ul>	<ul style="list-style-type: none"> <li>• Hold Statutory Public Meeting to receive input on draft CIP</li> <li>• Draft CIP made available at least 20 days prior to Public Meeting</li> <li>• Draft CIP provided to Province for review and comment</li> </ul>	<ul style="list-style-type: none"> <li>• Consider input and feedback received on draft CIP</li> <li>• Finalize draft CIP</li> <li>• Present final CIP to Council for approval</li> <li>• If no appeals received (20-day appeal period), Council decision is final, and CIP is approved</li> </ul>

3. CIP Grant funding for COVID-19-related improvement projects will not be issued until the COVID-19 CIP has been approved by Council and is in effect.

If this information is required in an alternate format, please contact the Accessibility Coordinator at 905-623-3379 ext. 2131.



**COVID-19 Community Improvement Plan Grant  
Pre-Application Form**  
Municipality of Clarington  
Planning Services Department

FOR MUNICIPALITY OF CLARINGTON USE ONLY	
Date Received:	File Number:
Please check appropriate box(es) next to the category that best describes your proposed improvement(s):	<input type="checkbox"/> Physical Distancing Improvements (e.g. protective screening, floor markings, workstation modifications)
	<input type="checkbox"/> Business Adaptation Improvements (e.g. modifications to accommodate curbside pick-up)
	<input type="checkbox"/> Technological Improvements (e.g. physical infrastructure to support connectivity improvements)
	<input type="checkbox"/> Other: _____

**1. Contact Information**

Registered Owner(s):	Address:	Home:
		Business:
		Fax:
		Email:
Applicant: n/a	Address:	Home:
		Business:
		Fax:
		Email:
Cheque for CIP funds should be made out to: (please check one)		<input type="checkbox"/> Registered Owner name
		<input type="checkbox"/> Applicant name
Property Address:		



If this information is required in an alternate format, please contact the Accessibility Coordinator at 905-623-3379 ext. 2131.



**COVID-19 Community Improvement Plan Grant  
Pre-Application Form**  
Municipality of Clarington  
Planning Services Department

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**1. Eligibility**

1.1 Was your business forced to shut down\* as a result of the Province's Declaration of Emergency commencing on March 17, 2020?

Yes

No

\*Adversely affected by the Provincial Emergency Declaration and Regulations

**2. Description of the Proposed Improvements**

2.1 Please give a detailed description of your proposed COVID-19-related improvements below (attach an extra page if required). This description should include identification of materials to be used and full details of the project. You may also attach photographs or drawings to help describe the proposed improvement.

If this information is required in an alternate format, please contact the Accessibility Coordinator at 905-623-3379 ext. 2131.



**COVID-19 Community Improvement Plan Grant  
Pre-Application Form**  
Municipality of Clarington  
Planning Services Department

**3. Work Estimate**

3.1 Please attach estimates or actual costs for each component of the proposed improvements. Eligible costs shall be the cost of materials, equipment and contracted labour to complete improvements. If you are applying for more than one category, you will need one estimate for each. Professional fees such as architects, engineers and solicitors are not considered eligible costs. Only costs incurred after March 17, 2020 will be considered. Please summarize these estimates in the table below:

Name/Company	Estimate \$	Phone Number	Grant Program Involved

**4. Completeness of this Application Form**

When this application is submitted, please ensure you are attaching each of the required documents. The following must be provided by the applicant for the application to be considered complete:

- Outline of works to be completed;
- Details of how the proposed works supports your business during the COVID-19 pandemic and makes your business more resilient in the future;
- One (1) copy of any permits, licenses, drawings, renderings and/or other materials necessary to implement the proposed work;

If this information is required in an alternate format, please contact the Accessibility Coordinator at 905-623-3379 ext. 2131.



**COVID-19 Community Improvement Plan Grant  
Pre-Application Form**  
Municipality of Clarington  
Planning Services Department

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**Application must be submitted to:**

Planning Services Department  
Municipality of Clarington  
40 Temperance Street, Bowmanville, Ontario, L1C 3A6  
Phone: 905-623-3379 Toll Free: 1-800-563-1195 Fax: 905-623-0830

**5. Signatures and Owner Authorization**

\_\_\_\_\_  
Signature of Applicant (if not property owner)

\_\_\_\_\_  
Print Name

Date: \_\_\_\_\_

Owner Authorization to complete improvements outlined in this application (if the applicant is NOT the property owner)

\_\_\_\_\_  
Signature of Property Owner

\_\_\_\_\_  
Print Name

Date: \_\_\_\_\_

## APPENDIX C: Input Received from Local Businesses

The following includes the responses to survey questions received from local business owners through consultation on the preparation of the COVID-19 CIP to date. Responses were gathered through participation in focus groups, direct calls to businesses, and the CIP pre-application form available on Clarington's website. Participants were asked the following two questions:

1. What physical improvements have you had to make for your business to be able to safely reopen?
2. What were the approximate costs of the improvements/changes you have made?

Responses as received are summarized below.

**What physical improvements have you had to make for your business to be able to safely reopen?**

### Common Responses Summary

Type of Improvement	Number of Responses	Range of Cost Estimates
Hygiene barriers	11	\$400 - \$1,500
Outdoor Signage	13	\$300 - \$1,200
Create or Enlarge Patio	7	\$3,600 - \$7,000
Sanitizing Equipment	9	\$1,500 - \$2,500
Personal Protective Equipment (PPE)	10	\$50 - \$100/month
Air Cleaners, Air Monitors, Air Handlers	3	\$1,200
Outdoor Seating/Waiting Area	4	\$1,500 - \$15,000
Interior Reconfiguration (change rooms, washrooms, floor plans)	13	\$1,200 - \$3,800
Business Adaptation	7	\$350
Operating at Reduced Capacity	11	None provided
Increased Cleaning	6	None provided
Implemented Contact Tracing	5	None provided
Technology	5	\$1,000 - \$4,000
General Cost Estimates	10	\$500 - \$4,000

### Retail Stores

- Had to do a lot of same things: hygiene barriers were purchased and installed
- Had to remove and replace fabric seating

- Rearrange clothing racks, stock to make enough space for customers to walk around and remain physically distanced
- Sanitizing station at entrance
- Clothes – every tried-on item must be steam-sterilized. Lots of work, but alternative was to put clothes in quarantine for 72 hours at a time
- Purchased distancing stickers and placed on sidewalk
- Opened with only 2 customers able to be in the store at one time
- 2 fitting rooms opened and retrofitted with hard-surface doors (curtains had to be replaced)
- Acrylic signs to show occupied change room so they can be easily cleaned.
- Were charging \$1/mask to customer. We're having to pay \$2 per masks at first so ½ cost absorbed.
- Purchased information signage for entry rules, sanitizing
- Example of operational change - no longer allow customers to wear medical scrubs in store to reduce potential of contamination
- Bought hygiene screens
- UV machine to sanitize tried-on product. Process takes 3 minutes and alerts process complete after which the product is returned to display cases. Anything touched gets sterilized.
- For repair, when someone brings something in, the bag and product are wiped down, and are then cleaned again before returning.
- Most transactions done with CLOVER pos system/software (works for tap).
- Purchased custom signage
- Markings on sidewalk given from another retailer
- Sterilize doors, counters, etc. with wipes, spray (once to sterilize and once to remove film from counters).
- Keeps logbook – people don't always want to provide information
- Whole different way of doing business.
- All staff and customers required to wear masks
- Had to put up separating walls to allow visitors to safely come into store and view/purchase product
- Point of sale protection barrier (to protect cashier and customers)
- Separating wall on the patio to create an outdoor seating area. Barrier walls are needed because of the layout and where the entrance to the patio is located
- Weather protected drop-off and pick-up station so customers can safely drop-off and pick-up their product (store is not big enough to have people in the studio while people are dropping off or picking up)
- Purchase technology to implement health check and contact tracing station
- COVID-19-related signage (indoor and outdoor)

## Personal Service and Medical Practitioners

- Registered Massage Therapists (RMT) are required to replace all fabric chairs in office because of cleaning regime
- Entrance waiting area, everyone is number posted to contact stylist, everyone sanitized, keep log, waiver to sign, taken to sterilized station (20 min. between each client). Other area to exit with garbage cans for PPE, etc. Chairs must be replaced fabric ones. A lot of products are not available (barbicide unavailable) gloves that chemicals cannot eat through. Hygiene shields, notices on doors, signage
- A mixture of retailer and governed by college and optometrists next to him governed by separate college
- Put up plexi glass barriers
- Bought UV light to sanitize eyeglass frames that are tried on. Reduces cleaning and sterilization schedule from 24 hours to machine to five minutes
- Only so many customers can be in store at once. Placed chairs outside for outdoor waiting room
- Only one optometrist working per day (governed by College of Optometrists)
- Cleaning register required for optometrists to do 15-minute cleaning regimen between each patient (even same family). Everything taking longer.
- Chairs, doors, etc. everything has to be disinfected after every patient.
- Masks College of Optometrists mandates that mask must be given to patient if the patient does not have a mask. Cannot charge for masks patient as per OHIP.
- Getting used to it, getting by, better than being closed
- All business is now conducted by appointment for contact tracing
- Interior reconfigured to provide for physical distancing
- Purchased sanitizing equipment
- Modified hours, reduced capacity
- Remove and replace all fabric with materials that can be sufficiently cleaned
- Installed air purification system
- Modified hours of operation
- Installed hygiene screens
- Lots of cleaning products and PPE
- Followed recommendations/guidance from College
- Removed waiting room
- Operating at 60% of previous capacity
- Would really like a grant to help with air purification system
- Workstation and furniture modifications
- Purchased additional equipment for additional treatment room(s) to account for cleaning requirements in between appointments



## Food Services/Restaurants

- Signage
- Sanitizing equipment
- Process to obtain customer contact information
- Constructed and furnished temporary patio to allow restaurant to reopen to customers
- Rearrange floor plan and tables to maintain 6 feet of distance between tables, reducing the number of tables/overall capacity
- Considering winter – wondering how that will work
- Wondering about air filtration, winterizing patio
- Had to lay off employees and decrease/modify hours of operation
- Social distancing – dine-in area was closed; recently opened and rearranged
- Purchased physical distancing stickers
- Purchased sanitizing equipment
- Closed tables
- Purchased sanitizers, masks
- Signage, arrows
- Food safe, cleaning tables
- More takeout – dine-in closed
- Plexi screens – biggest costs
- Purchased PPE
- Installed hygiene screens
- Reduced and rearranged tables
- Implemented contact tracing
- PPE and sanitizers
- Signage
- Down 90% sales. ½ seating removed
- Created disposable menus to reduce potential for contamination
- Expanded and furnished outdoor patio area
- Installed hygiene/privacy screens between outdoor tables
- Many customers are not yet comfortable with indoor dining, so have not yet opened indoor dining area
- Thinking ahead to preparations required as weather grows colder; indoor space will have to be reconfigured
- Purchased heaters for patio
- Construction and furnishing of a patio to provide outdoor seating for those who do not feel comfortable coming inside
- Hygiene barriers as required

## Arts and Entertainment Businesses

- Outdoor seating areas and furniture to comply with physical distancing Public Health recommendations and requirements for children
- Adaptations to washroom facilities


- Purchased and implemented PPE and cleaning products/routines
- Technology purchased (walkie talkies) to enable communication between groups of children to provide for social distancing, and to implement temperature tracking and contact tracing
- Cancelled children's programming through Spring 2020
- Construction of shelter to provide covered outdoor space to be used throughout all seasons and during inclement weather
- Invested in upgraded rural internet infrastructure in order to offer more online access to programs
- Hired additional staff to reduce size of groups participating in programs
- Reconfigured pick-up/drop-off location
- Hygiene barriers
- Floor decals, stickers and signage,
- PPE and sanitizing equipment
- Electrostatic disinfecting equipment
- Technology to implement requirements (headsets)



**What were the approximate costs of the improvements/changes you have made?**


- Total to start business back up: \$1500 to open doors. Costs for sanitizers, etc. ongoing
- Probably about \$3000 spent to reopen
- \$3500 – 4000 to do improvements/changes
- Upwards of \$3000 so far
- Approximately \$1000 so far
- \$1000 for hygiene barriers
- \$1200 for signage
- \$500/month
- About \$1300 total spent
- \$1500 total for improvements to date
- Approximately \$1500
- \$3500 to date
- \$300 for signage
- \$1500 for hygiene screens
- \$15,000 for outdoor shelter construction
- \$4000 for Technology
- \$11000 for outdoor eating area
- \$3800 for washroom adaptations
- \$1500 for sanitizing supplies
- \$1300 required replacement furniture
- \$400 for protection barrier
- \$1200 for construction of interior walls to provide for physical separation
- Approximately \$1500 for construction of outdoor seating area
- Approximately \$350 for adaptations to create a curbside pick-up station

- \$2000 for technology
- Approximately \$3600 to construct and furnish patio
- \$600 for hygiene screens and barriers
- \$2500 Disinfecting Technology
- \$1000 Headsets

# APPENDIX D: Notice of Statutory Public Meeting



[www.clarington.net](http://www.clarington.net) | 905-623-3379  
 /MunofClarington  /ClaringtonON



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## Community News & Notices

**2019 Final Property Tax Bill**  
**Due: Thursday, September 17, 2020**  
 Taxes on newly-constructed homes  
 Owners will receive tax bills for the value of the "land" only, excluding buildings, until MPAC assesses your house. Once assessed, we will issue supplementary tax bills for the house, retroactive to the date of possession. This process can take up to two years and the tax bills will be due within a short time period. Pre-payments can be made to assist homeowners with planning for these future supplementary tax bills.  
 For more information, annual tax estimates and payment options, call 905-623-3379 ext. 2650 or visit [www.clarington.net/taxes](http://www.clarington.net/taxes)

**Public Meeting: COVID-19 Community Improvement Plan**  
**Monday, September 28 at 7 p.m.**  
**Virtual Microsoft Teams meeting, livestreamed for public viewing at [www.clarington.net/calendar](http://www.clarington.net/calendar).**

The Municipality is seeking public comments before making a decision on a municipal-wide COVID-19 Community Improvement Plan (CIP). Once approved, the CIP will provide support for qualifying local business owners for COVID-19-related improvements made to their businesses to reopen safely. The CIP contains financial incentives designed to encourage and support private-sector improvements to adapt to the COVID-19 environment.  
 The draft COVID-19 CIP, pre-applications form and additional information is available for review at the Planning and Development Services Department and on at [www.clarington.net/FinancialSupport](http://www.clarington.net/FinancialSupport) on September 8, 2020.

**Questions about the COVID-19 CIP?**  
 For more information about this matter, including information about appeal rights, contact Sarah Allin at 905-623-3379, ext. 2419 or [sallin@clarington.net](mailto:sallin@clarington.net).

**How to Provide Comments**  
 Our procedures have changed as we continue to adapt to the COVID-19 pandemic. As mandated by Public Health, to maintain physical distancing, these meetings will take place electronically using an online device or telephone.  
 If you wish to speak at the public meeting, please pre-register and you will be provided with further instructions. Pre-register by completing the online form at [www.clarington.net/delegations](http://www.clarington.net/delegations) or contact the Clerk's Department at 905-623-3379 ext. 2109 or [clerks@clarington.net](mailto:clerks@clarington.net) by Friday, September 25, 2020 at 3:30 p.m. If you are unable to participate electronically, please contact the Clerk's Department and we will do our utmost to accommodate you.  
 We encourage you to submit written comments for Committee's consideration to Sarah Allin at [sallin@clarington.net](mailto:sallin@clarington.net) or by mail or drop box to 40 Temperance Street, Bowmanville, ON L1C 3A6 prior to the date of the public meeting.  
**File Number: PLN 37.6**


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**Freedom of Information and Protection of Privacy Act**  
*The personal information you submit will become part of the public record and may be released to the public. Questions about the information we collect can be directed to the Clerk's Department at 905-623-3379, ext. 2102.*


**Accessibility**  
*If you have accessibility needs and require alternate formats of this document or other accommodations please contact the Accessibility Coordinator at 905-623-3379 ext. 2131.*

**Live Q & A with Mayor Foster**  
 Join Clarington Mayor Adrian Foster for a Facebook Live Q&A:  
**Friday, September 11, from 3:30 to 4 p.m.**  
 Find out about the continued impacts of COVID-19 on Municipal services. Also learn about our fall recreation programming. Join us at [www.facebook.com/MunofClarington](http://www.facebook.com/MunofClarington)


**Rediscover Clarington**  
 Clarington Tourism is celebrating and highlighting local businesses and attractions. Get out and enjoy our beautiful trails, waterfronts, and support our local economy. Tag us using #RediscoverClarington.  
[www.claringtontourism.net](http://www.claringtontourism.net)




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To obtain this information in an alternate format, please contact the Accessibility Coordinator at 905-623-3379 ext. 2131, TTY: 1-844-790-1599.

**Response Summary Table: Comments on Draft COVID-19 Community Improvement Plan**

Comment	Response
Consider including small franchises as eligible businesses because each franchise location is independently owned and operated. They are different than chain corporations and are receiving little support from the franchisor	The eligibility criteria related to the types of businesses eligible for Financial Incentive Programs under the CIP have been developed in consultation with the community and in consideration of Council's direction.
Modify the General Eligibility Criteria relating to the maximum number of employees	The General Criteria requirement has been revised to speak to Full-Time Equivalents to recognize the impact of part-time employees on the size of a business
Modify the Means Test Criteria relating to the (i) maximum \$2 million total sales (ii) declaration that the business has not received any other COVID-19-related grant funding While revenue exceeds \$2 million, expenses are close to review, as a not-for-profit. Other grant program applied for is rendering decisions on applications until late November.	Comment acknowledged. The CIP is directed to local businesses under a certain size as per the Eligibility Criteria and Means Test Criteria. The Municipality implemented the COVID-19 Community Support Program to assist eligible not-for-profit organizations that suffered a loss as a result of program and service closures or reduced fundraising capabilities due to the pandemic. The application period for this program closed in July 2020. With limited funding available, it is important to ensure the funds are appropriately directed and that consideration is given to other funding opportunities being pursued
The CIP is well done.	Comment acknowledged
Consider the proportion of maximum gross income invested by the franchisee when considering franchises	Comment acknowledged. Should Council direct that franchises be included as eligible businesses under the CIP Financial Incentive Programs, staff will consider
The Means Test should consider assets and financial statements	The Means Test Criteria has been modified to address comment
Why is the eligibility and means test criteria not as stringent as that of the residential tax relief program	A means test demonstrating undue hardship is required as part of the residential tax relief program, in accordance with the application legislation. The legislative framework applicable to community improvement planning requires the identification of community needs and the preparation of a

	plan to address such needs. The means test criteria have been modified to include additional financial considerations
What does 'Registered Medical Practitioner' include?	A glossary has been included in the CIP to assist with interpretation. The General Eligibility Criteria has been modified to include a limit of three registered/licensed medical practitioners per business
If a business passes along the increased costs of implementing COVID-19 requirements, should they receive grant money?	Comment received. A criterion to establish whether cost increases are directly related to the cost of COVID-19-related requirements would be difficult to implement and assess
Consider providing an info-sheet with pertinent information that can be distributed to local businesses	An info-sheet will be provided under separate cover to be distributed to businesses

### Agency Comments

Agency	Comment	Response
Ministry of Municipal Affairs and Housing	With respect to the proposed COVID-19 Related Technology Improvement Grant, the municipality should be satisfied that financial assistance being provided in this regard reflects the eligible costs and aligns with the current legislation.	The description of the grant has been revised for clarity.
Ministry of Municipal Affairs and Housing	As a best practice, the municipality may want to consider including eligibility criteria whereby the property is not in arrears of any municipal fees, charges, and taxes. The municipality may want to ensure any property taxes owing are paid and in good standing prior to the release of grant funds.	A criterion has been added to address the requirement that the property be in good standing prior to the release of grant funds
Ministry of Municipal Affairs and Housing	While the CIP notes in Section 4.3(5), that applicants may be able to address the reasons for a refused application, the CIP does not provide further details in this regard. As a best practice, the Municipality may wish to include a formal process for unsuccessful applicants to appeal staff decisions to Council for greater clarity and transparency.	Comment received. The COVID-19 application process generally follows the application process implemented for Clarington's existing downtown CIPs.
Ministry of Municipal	While minor administrative adjustments to the Plan and/or	Additional language has been incorporated to



Affairs and Housing	programs may be contemplated by Council without an amendment to the Plan, it should be clear that significant changes to the CIP will require an amendment. This is especially important from a public accountability and municipal transparency perspective. The CIP is approved through a public process – further changes or updates should be carefully considered through the same process.	address when an amendment to the COVID-19 CIP would be required.
Ministry of Municipal Affairs and Housing Ministry of Municipal Affairs and Housing	It is recommended that subsection 1.4.1 be modified slightly to ensure that it better reflects subsection 106(1) of the Municipal Act, 2001 which prohibits the granting of bonuses, directly or indirectly, to assist manufacturing businesses or other industrial or commercial enterprises. Further, the word “municipalities” in the second statement in the same paragraph, should be changed to “councils”.	Comment addressed as recommended.
Ministry of Municipal Affairs and Housing	Subsection 1.4.1 should also reference the Planning Act requirement to consult with the Minister in the preparation and/or amendment of a CIP.	Comment addressed as recommended
Ministry of Municipal Affairs and Housing	In Section 1.5, the municipality could provide more detail with respect to how the COVID-19 CIP can be used in conjunction with other CIPs in Clarington.	Additional detail to address the use of the COVID-19 CIP in conjunction with Clarington’s downtown CIPs has been incorporated.
Region of Durham	Regional staff has reviewed the draft CIP and does not have any specific questions or comments. Staff notes that the CIP is tied to the provision of specified physical improvements within and adjacent to buildings and is temporary in duration. It is also noted that your team has had discussions with provincial staff regarding the scope of the program.	Comments acknowledged

Ministry of Municipal Affairs  
and Housing

Municipal Services Office  
Central Ontario

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Ministère des Affaires municipales  
et Logement

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Télec. : 416 585-6882



VIA EMAIL ONLY

September 25, 2020

Sarah Allin  
Planner – Special Projects  
Planning & Development Services  
Municipality of Clarington  
40 Temperance Street  
Bowmanville ON L1C 3A6

Dear Ms. Allin:

Thank you for providing the Ministry of Municipal Affairs and Housing with the opportunity to review the Municipality's proposed COVID-19 Community Improvement Plan (CIP). As you are aware, Ministry staff were engaged in the early stages of the Plan's development and have worked closely with municipal staff.

We would like to commend the Municipality for its efforts in the preparation of the Plan and for engaging Ministry staff early in the consultation process. It is our understanding that the draft Plan will be shared with the public for further input at a meeting scheduled on September 28, 2020. We understand that it is anticipated that Council will adopt the proposed Plan in October of this year.

Ministry staff did not identify any significant concerns with the draft CIP. The following comments have been prepared in collaboration with our local government colleagues in the Central Municipal Services Office and are being provided for Council's consideration prior to moving forward with adoption of the CIP.

#### Financial Incentive Programs:

While the government is actively looking at the evolving impacts of COVID-19 and considering any actions it might take to provide assistance to municipalities and businesses, the existing *Planning Act* provisions regarding CIP's continue to apply.

As stated in subsection 28(7) of the *Planning Act*, a municipality may make grants and loans to persons to pay for the whole or part of the eligible costs of the CIP. The term "eligible costs" is defined in subsection 28(7.1) and includes a list of various activities, which are generally directed toward the rehabilitation of lands and buildings or the provision of energy efficient uses.

With respect to the proposed COVID-19 Related Technology Improvement Grant, the municipality should be satisfied that financial assistance being provided in this regard reflects the eligible costs and aligns with the current legislation.

### Eligibility Criteria

We recognize the interest in providing financial incentives to local businesses and property owners in an efficient and timely manner. However, the municipality should ensure that it carefully considers the eligibility of applicants.

As a best practice, the municipality may want to consider including eligibility criteria whereby the property is not in arrears of any municipal fees, charges, and taxes. The municipality may want to ensure any property taxes owing are paid and in good standing prior to the release of grant funds.

### Appeals:

While the CIP notes in Section 4.3(5), that applicants may be able to address the reasons for a refused application, the CIP does not provide further details in this regard. As a best practice, the Municipality may wish to include a formal process for unsuccessful applicants to appeal staff decisions to Council for greater clarity and transparency.

### Amendments to the Plan:

While minor administrative adjustments to the Plan and/or programs may be contemplated by Council without an amendment to the Plan, it should be clear that significant changes to the CIP will require an amendment. This is especially important from a public accountability and municipal transparency perspective. The CIP is approved through a public process – further changes or updates should be carefully considered through the same process.

### Other Comments:

- It is recommended that subsection 1.4.1 be modified slightly to ensure that it better reflects subsection 106(1) of the *Municipal Act, 2001* which prohibits the granting of bonuses, directly or indirectly, to assist manufacturing businesses or other industrial or commercial enterprises. Further, the word “municipalities” in the second statement in the same paragraph, should be changed to “councils”.
- Subsection 1.4.1 should also reference the *Planning Act* requirement to consult with the Minister in the preparation and/or amendment of a CIP.

- In Section 1.5, the municipality could provide more detail with respect to how the COVID-19 CIP can be used in conjunction with other CIPs in Clarington.

Once again, thank you for engaging and consulting with the Ministry early in the CIP process. If you have any questions, please me at 416-919-0438, or alternatively by email at [andrew.doersam@ontario.ca](mailto:andrew.doersam@ontario.ca).

Regards,

<ORIGINAL SIGNED BY>

Andy Doersam, Senior Planner  
Community Planning and Development (East Team)

Corporation of the Municipality of Clarington

By-law Number 2020-\_\_\_\_\_

Being a By-law to adopt the a municipal-wide COVID-19 Community Improvement Plan

Whereas Section 28 of the *Planning Act*, R.S.O. 1990, as amended, authorizes local municipalities to designate community improvement project areas and adopt community improvement plans for such areas;

And Whereas on June 22, 2020 the Council of the Corporation of the Municipality of Clarington passed By-law 2020-039 to designate all lands within the Municipality of Clarington as a community improvement project area for the purpose of the preparation of a municipal-wide COVID-19 community improvement plan; and

And Whereas the Council of the Corporation of the Municipality of Clarington deems it advisable to adopt the COVID-19 Community Improvement Plan, dated October \_\_, 2020;

Now Therefore Be It Resolved That the Council of the Municipality of Clarington enacts as follows:

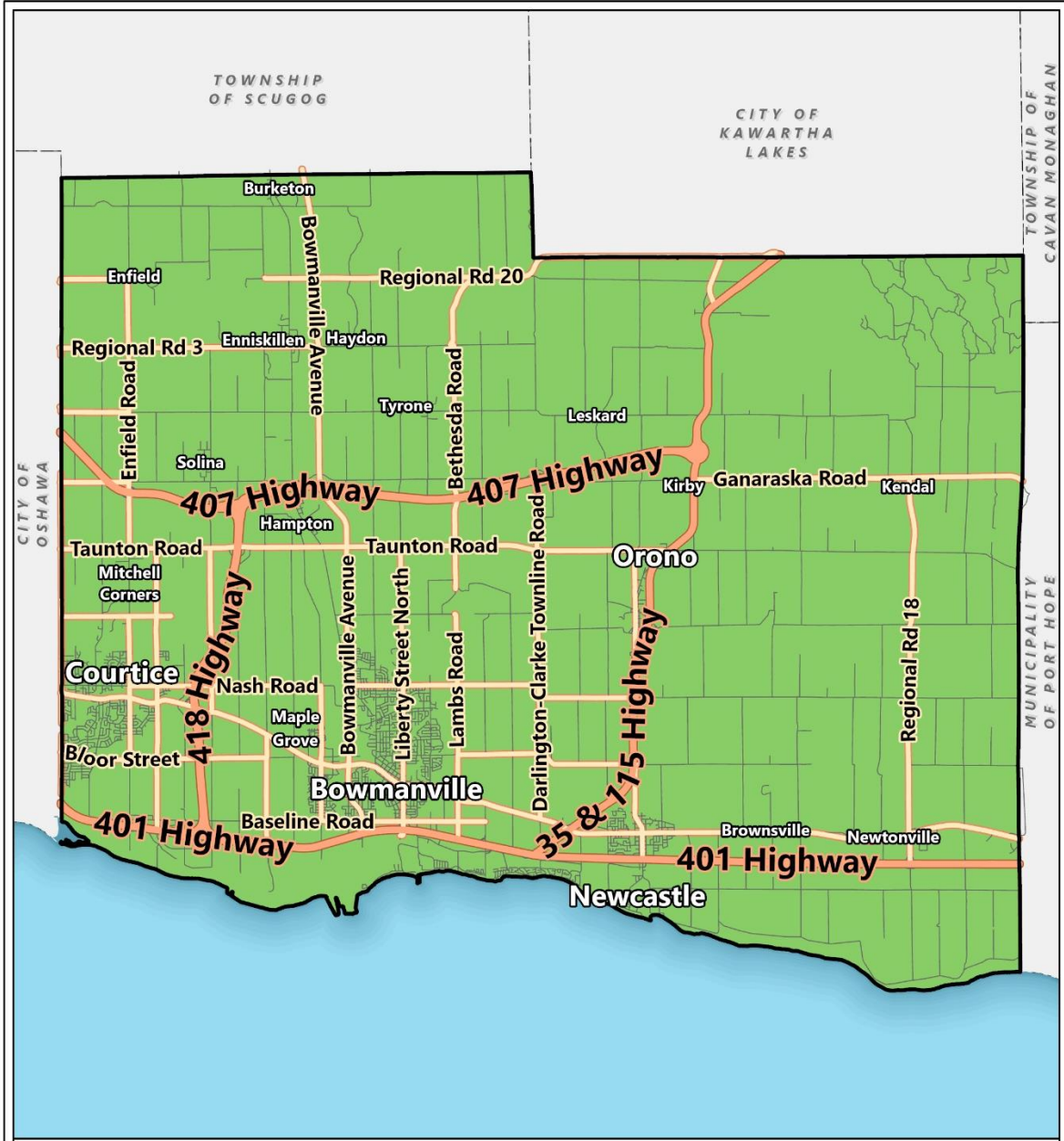
1. The COVID-19 Community Improvement Plan, dated October \_\_, 2020, prepared in accordance with By-law 2020-039 and attached hereto as Schedule 1, forms part of the By-law and is hereby adopted.
2. This By-law shall come into force and take effect on the date of its passage.

By-Law passed on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

\_\_\_\_\_  
Adrian Foster, Mayor

\_\_\_\_\_  
C. Anne Greentree, Municipal Clerk

This is Schedule "A" to By-law 2020- , passed this day of , 2020 A.D.



 COVID response Community Improvement Project Area



Adrian Foster, Mayor

C. Anne Greentree, Municipal Clerk