



## STAFF REPORT

**Title:** Business Retention and Attraction Incentive Program Application No. 219002

**Meeting Date:** February 12, 2019

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### **Executive Summary:**

Application from Cold Lake Eye Care for inclusion in the Business Retention and Attraction Incentive Program

### **Background:**

In late December, Administration was contacted by the Cold Lake Eye Care Clinic to inquire whether they could still apply for the BRAIP program after reading the information that had been sent with the Business License renewal notices. The Development and Building Permits for the clinic were issued in 2012 and 2013, however there was a prolonged delay after the building shell was constructed before a second Building Permit was issued in April 2018 to allow the interior finishing to be completed.

Section 4.4.2 of the policy states that, in order to be eligible, applications for the BRAIP program must be submitted within 90 days of the issuance of the Development/Building Permits. Administration has been upholding the policy however there have been a few instances where Council has extended approvals to certain businesses including the following:

- RONA - This application was approved retroactively (2010) as it was a request for some form of tax relief/incentive from the owners of RONA that had led to the creation of the BRAIP program. The actual Development Permit for the new RONA store had been issued in 2009.
- Best Western Hotel - Development Permit was issued in 2008 (2 years before the BRAIP policy was implemented by Council) with the BRAIP application made in 2011. This went through an appeal process at EDAC and was denied (as it did not follow policy) but was subsequently approved by Council. The owner's position was that he should be eligible to apply as his facility was still under construction at the time when the policy was implemented by Council.
- O2's Restaurant - The Development permit was issued in 2014. When Administration met with the owners to discuss the proposed development, the owners were made aware of the BRAIP program and provided with an application form, but they did not submit an application at that time. In 2016 the owners contacted Administration, questioning why they hadn't received a rebate.



The application was presented to Council and approved on the basis that the policy was somewhat ambiguous in terms of the specified timelines within which an application had to be submitted (the policy was later revised to provide more clarity).

Administration is seeking Council direction on the application. Based on the existing policy, the application would be denied by administration.

Administration estimates the value of the incentive for the Clinic would be \$13,322.07, which would be paid out in installments over three (3) years if a retroactive application is approved under the “new build” category outlined in section 4.10. This project would have qualified for the BRAIP had an application been submitted at the time the original permits were applied for. An alternative option may be to approve the application under the “interior or exterior enhancements” category outlined in section 4.8 as the interior finishing that was completed in 2018 would also qualify under this section. This would result in a one-time payout of 10% of the municipal portion of the property tax levy in the amount of \$1,489.00.

**Alternatives:**

Council may wish to consider the following alternatives:

1. That Council pass a motion to approve application 219002 for participation in the BRAIP program under the new build provisions of section 4.10.
2. That Council pass a motion to approve application 219002 for participation in the BRAIP program under the enhancements provisions of section 4.8.
3. Defeat a motion to approve application 219002 for participation in the BRAIP program.

**Recommended Action:**

Administration recommends that Council pass a motion to approve Application No. 219002 for participation in the Business Retention and Attraction Incentive Program (BRAIP) under the new build provisions of Section 4.10.

**Budget Implications (Yes or No):**

Yes

**Submitted by:**

Kevin Nagoya, Chief Administrative Officer