



The Corporation of the Town of Milton

Report To:	Council
From:	Glen Cowan, Chief Financial Officer / Treasurer
Date:	May 9, 2022
Report No:	CORS-031-22
Subject:	Downtown Milton BIA - Grant for Mural

Recommendation: THAT the Downtown Milton BIA be authorized to execute a funding agreement for the Canada Community Revitalization Fund and to submit any other future reporting related thereto.

THAT the Downtown Milton BIA be authorized to approve agreements/documents that are required to secure future grant funding opportunities provided that any incremental expenditures or staffing impacts can be managed within the Downtown Milton BIA budget and all other Town policies and by-laws are adhered to.

EXECUTIVE SUMMARY

- The Downtown Milton BIA (DMBIA) applied for Canada Community Revitalization Funding to install a new mural in the public parkette on the southeast corner of Main St. E. and Charles St. to replace the existing mural which is damaged and dated.
- Confirmation of funding approval has been received, subject to the execution of a funding agreement.
- As the DMBIA operates under the same business number as the Town, specific authority is required to be provided by the Town authorizing the DMBIA to enter into funding agreements under their name.
- The estimated project cost is \$60,000, of which the federal contribution would be 75% to a maximum of \$45,000, with the DMBIA funding any costs in excess of the grant funding.

REPORT



Background

The Downtown Milton Business Improvement Area (DMBIA) works to enhance and restore Downtown Milton and promote it as a vibrant and growing business community. The DMBIA supports local businesses, property owners and the community through beautification efforts, special events, marketing and promotions and strategic partnerships.

One of the focuses of the DMBIA is to create welcoming and inclusive outdoor public spaces to attract more people downtown and support local businesses in overcoming some of the negative impacts of the pandemic.

The Spice o' Life parkette at the intersection of Main St. E. and Charles St. currently includes a mural which displays a historical image of people enjoying Mill Pond. This has been an important landmark and focal point in the community for close to three decades. The wall is highly visible in the downtown core and serves as a backdrop for the public parkette. While the mural provides a strong link to the Town's heritage, the DMBIA is recommending replacement as it has been damaged by age and weather and no longer reflects the diversity of Milton's community today.

Discussion

The DMBIA is intending to install new artwork in the parkette that aligns with goals of the Milton Culture Plan by reflecting the following objectives:

- Better reflection of the diversity and vibrancy of Milton
- Beautify the outdoor environment and create a welcoming community space
- Attract more visitors and encourage economic activity
- Promote and support local arts and culture
- Bring artists, entrepreneurs, businesses, governments and the general public together to create a legacy project in the downtown area

A working group of local representatives from the arts and business community will be involved with the implementation of the project. To inform and engage the general public, various community engagement activities will be undertaken i.e. a public art booth at Downtown Milton SummerFest, etc.

A memorandum of understanding is in place with the landlord to lease the exterior west-facing wall of 258 Main Street to the DMBIA, which is where the mural will be installed. As the project moves forward, a formal lease agreement will be established. The mural will remain the property and responsibility of the DMBIA.

The mural is expected to take between two and four weeks to install at an estimated cost of \$60,000. Through partnership with Arts Milton, the new mural is expected to be launched during Milton Culture Days in September 2022.



Discussion

The DMBIA applied for federal funding for this project through the Canada Community Revitalization Fund, a program offered through the Government of Canada's Federal Economic Development Agency for Southern Ontario (FedDev Ontario) to help revitalize downtowns and main streets and reinvent outdoor spaces.

Funding has been approved for a contribution to cover 75% of eligible costs up to a maximum of \$45,000, with all work required to be complete by the end of 2022. All costs in excess of funding received will be covered by DMBIA and is largely expected to come from corporate sponsorship and community donations.

As the DMBIA operates under the same business number as the Town, specific authority is required to be provided by the Town for the DMBIA to enter into funding agreements under their name.

Financial Impact

Total estimated costs of this project are \$60,000. Federal funding through the Canada Community Revitalization program will contribute 75% of the funding for the project to a maximum of \$45,000. All costs associated with the project in excess of grant funding received will be funded by the DMBIA, which are largely expected to be generated from community support and sponsorship.

Forecast changes will be made within the DMBIA budget for 2022 to reflect the cost of this initiative along with the offsetting funding sources.

Respectfully submitted,

Glen Cowan
Chief Financial Officer / Treasurer

For questions, please contact: Jennifer Kloet, CPA, CA Phone: x2216

Attachments

CAO Approval



Andrew M. Siltala
Chief Administrative Officer

Recognition of Traditional Lands

The Town of Milton resides on the Treaty Lands and Territory of the Mississaugas of the Credit First Nation. We also recognize the traditional territory of the Huron-Wendat and Haudenosaunee people. The Town of Milton shares this land and the responsibility for the water, food and resources. We stand as allies with the First Nations as stewards of these lands.