

Brandon Downtown Revitalization Incentive Program (BDRIP)



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Brandon Downtown is the heart of our city and the site for government, the arts, churches, businesses, and financial institutions. Brandon's downtown area has a critical and unique role in our economic and social development, creating a critical mass of activities where commercial, cultural, and civic activities are concentrated. This concentration facilitates business, learning, and cultural exchange.

BDDC is mandated to drive the revitalization of downtown Brandon by identifying and encouraging investment and redevelopment opportunities to help you invest in the Brandon Downtown Area. With all aspects of business financial assistance and support, we are focused on the downtown's continued growth.

Funding provided by the Manitoba government.

Program Summary and Objectives

The BDRIP program is anticipated to:

- ➔ Retain existing businesses and help attract new businesses, thus increasing pedestrian presence and overall economic activity in the downtown.
- ➔ Preserve and grow government tax revenue.
- ➔ Introduce new businesses and amenities that create interest and vibrancy in the downtown as a destination, regaining the pre pandemic momentum achieved.
- ➔ Preserve and enhance the unique aesthetic qualities of the downtown, positively contributing to the perception of downtown, in turn strengthening the downtown as a destination for people to invest, work, live and play.
- ➔ Leverage public funding to catalyze private investment in the downtown.
- ➔ Create new and maintain existing jobs in Brandon downtown.
- ➔ Decrease ground floor vacancy rates with an emphasis on filling vacant storefronts.
- ➔ Facilitate partnerships with downtown organizations focused on building a better, stronger and more resilient downtown.



Program Streams

This program includes two streams which aim to provide something for both new and existing downtown businesses that are committed to downtown as a part of their long-term plans. This Grant Program will reimburse a portion of project costs, up to the maximums outlined below for each stream. The grant will be provided when the project is completed.



**Grow Your
Commercial
Space**

**STREAM 1 – Downtown Investment
Program Grants of up to \$125,000
for capital investments**



**Grow Your
Business**

**STREAM 2 – Business Improvement
Grants of up to \$6,000**

Grant Program Process



1

Review this program guide and come up with a plan to improve your business. If you need assistance developing a plan or finding service providers, we can help with that.

3

Work with us to determine the portion of eligible expenses in your project that can be covered by this Grant Program.

5

If approved, begin your project. Approved eligible expenses can include work started on or after February 1, 2023.

7

Receive your grant funds!

2

Submit your application to BDDC using the online application.

4

Wait to hear back from us about the status of your application within thirty (30) days of your application being received.

6

Once your project is complete, submit receipts and required proof of completion.

Program Funding Options

(1) Downtown Investment Program

Brandon Downtown Development Corporation will fund a maximum of 25% of eligible fees and project costs, up to a maximum of \$30,000 for a capital investment of \$120,000 or less, with no requirement for creating new jobs. In addition, applicants will be eligible for up to \$5,000 to offset the cost of using professional services such as architects and engineers (25% of conceptual design work, up to a maximum of \$5,000).

Brandon Downtown Development Corporation will fund a maximum of 25% of eligible fees and project costs, with a minimum capital investment of more than \$120,000 and a maximum of \$500,000. There is a requirement for creating new jobs, filling vacant commercial space and land in the core business district, and using the professional services of an architect and engineer to design the project. Applicants can receive up to a maximum grant of \$125,000 plus \$5,000 to offset the cost of using professional services such as architects and engineers (25% of conceptual design work, to a maximum of \$5,000).

PROGRAM DETAILS:

Please explain how the proposed capital upgrades will increase your revenue, enhance the customer and/or employee experience or other ways it will add value to your business and the downtown. Eligible expenses include, but are not limited to:

- Reconfiguration of an existing commercial unit.
- New Construction.
- Accessibility upgrades.
- Fire safety upgrades.
- Energy efficiency upgrades.
- General interior improvements, including flooring, painting, dry walling, millwork and cabinetry (if permanent).
- Professional Pre-Development Services (e.g. engineering, architectural, design, fire protection engineering/ alternative solutions).
- Building Code Assessment/Compliance and Safety Initiatives.
- Building Permit Fees.
- Enhanced Security Fixtures such as but not limited to lighting and the capital portion of security cameras, where it is demonstrated that the cameras are required due to personal security safety concerns.

Ineligible Expenses include but are not limited to:

- General building maintenance.
- Purchase of real estate.
- Costs incurred prior to grant approval (Demolition up to 6 months before permit application does not constitute commencement of a project and is eligible for funding).
- Point of sale systems.
- Finder's fees for financing.
- Incorporation and organization expenses.
- Commitment fees on first mortgage.
- Working capital.
- Intangible property (e.g. trademarks, patents, franchisee fees, etc.).
- Owner's fee or salary.
- Repayment on existing debt or equity.
- Speculative charges without a redevelopment plan.

PROGRAM PARAMETERS:

- The Brandon Downtown Development Corporation encourages all applicants to employ the services of an architect and or engineer to develop a design concept and associated drawings for the proposed interior improvements. There must be a minimum of three improvements to qualify for the program.
- In order to be eligible to receive up to 25% of design-related fees, an applicant must have an architect and or engineer prepare conceptual designs for the space.
- Phased projects are eligible for grant funding.
- Grant applications must be received prior to the commencement of work on the project.
- Proposed project must align with the vision established in the Downtown Brandon Secondary Plan.
- Proposed project must be located within the Downtown Brandon Secondary Plan boundaries.
- Projects must be started within 120 days of receiving approval, be in continuous development for the length of the project and be completed before or on March 1, 2024. Failure to comply with this requirement will lead to a cancellation of the funding.
- Projects failing to meet the completion deadline will forfeit approved grant funding.
- Monies will be advanced at project completion.
- Approval for funding will be subject to availability of funding.
- The Board of Directors will review applications against specific parameters and criteria including: viability and scope of the project, location, and alignment with the downtown vision. Priority will be given to projects located in the Central Business Zone.



Items that must be included with your application to the Downtown Investment Program:

- Completed grant application form;
- Certificate of Title for the subject property (current within 30 days);
- Complete project proposal including: business plan and potential for commercial viability, project description, redevelopment plan and timetable, financing plan.
- Two (2) cost estimates/quotations (including taxes) for work to be completed on the project;
- Confirmation of compliance with City of Brandon Zoning By-law No. 7124, Downtown Brandon Secondary Plan By-Law No. 7238, and any other municipal planning requirements;
- Applicant/Developer's history (including past projects completed); and
- Written approval of building owner allowing the developer to apply for the Redevelopment Grant Program (if the developer is not the property owner).

Applicants are encouraged to provide additional pages and/or documents to support application.

(2) Business Improvement Grant

Maximum funding available per applicant is \$6,000 for the two streams

(II) BUSINESS DEVELOPMENT

Up to 75% of eligible expenses if the service provider operates in downtown Brandon, up to 50% of eligible expenses if service provider is in Manitoba to a maximum of \$6,000.

Tell us your long-term business growth plans and how the requested funding will help, you achieve your identified growth plans. If applicable, explain how the funding, if approved, will assist with business sustainability and growth. Approved funding must be paid to an expert external service provider who has the skills, knowledge and expertise to support your business growth goals and help the proposed business development project be completed successfully and in a timely fashion.

Eligible expenses include, but are not limited to services in support of the downtown business named on the funding request application:

- Business strategy development / review

- Operational audit to identify areas requiring attention
- Marketing/advertising/branding/graphic design, which can include the Brandon Chamber of Commerce Introductory package design specifically to support downtown businesses
- Digital/ecommerce support, web services, including adding an online selling platform to an existing website
- Finance/accounting assistance to support growth
- Human Resource support, including staffing solutions and strategies
- Legal services
- IT support
- New additional exterior lighting

(II) RENT INCENTIVE

Eligibility for this incentive, which can be stacked with other incentives is limited to businesses that are new to the downtown foot print or existing downtown businesses who are expanding the overall physical size of the building footprint they are leasing, whether in the same location or an alternate downtown location.

Please explain how the requested rent incentive assists with selecting downtown as a new location for your business operations or expanding your current downtown overall physical business footprint. If this incentive enables you to undertake other initiatives, projects, etc. please share this information as well.

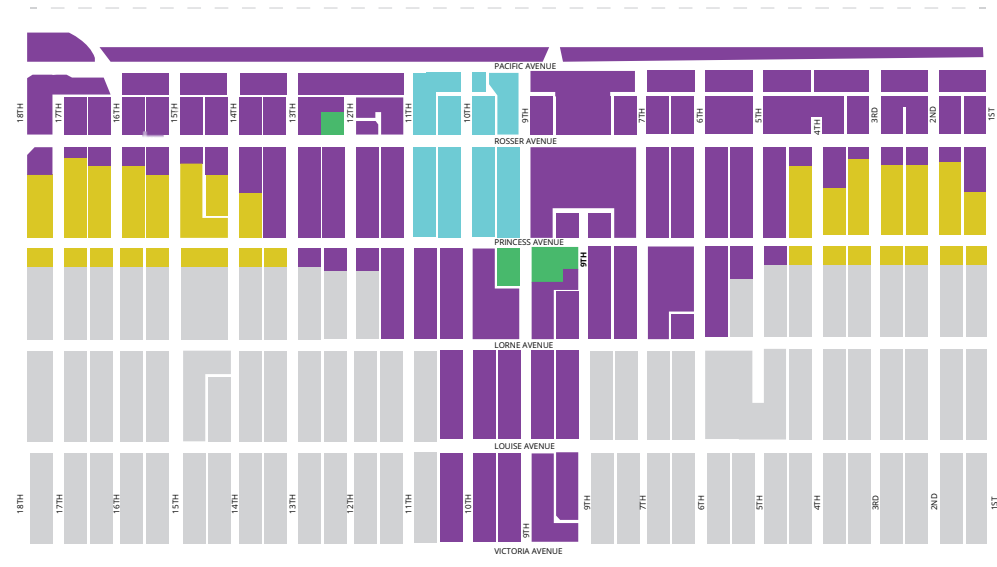
- 3 months' rent for a minimum of two-year lease up to a maximum of \$4,000.
- 6 months' rent for a three or more years lease up to a maximum of \$6,000.
- For approved applicants, the equivalent of one month's rent will be paid quarterly until such time as the approved total incentive has been paid out.
- Grant approved cannot exceed total rent payable for a 6-month period

Rent Incentive Criteria:

- Only available for new or expanded storefronts, offices, or workspaces.
- In the case of expanded spaces, it will only apply to newly added space, and not to any previously owned or occupied space.
- In the case of a move within downtown, we will decide how much will be covered by the Rent Incentive based on previous vs. new square footage and rent.

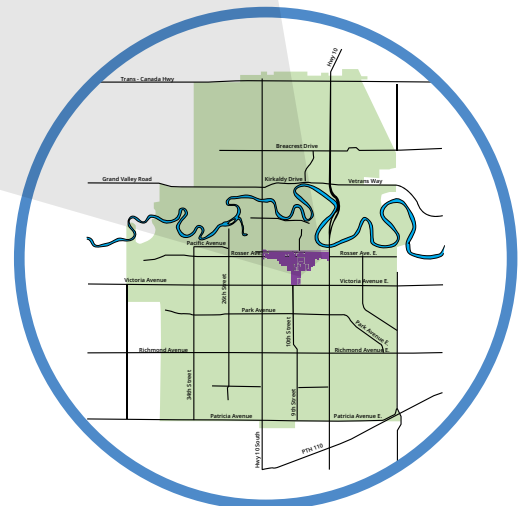
General Eligibility Criteria

- ➔ The applicant's place of business must be the boundaries of the Brandon's downtown mandated area.
- ➔ If a business also operates outside these boundaries, only the location(s)/operation(s) within the boundaries qualify for grant funding.
- ➔ The business must have a valid and active Business Number and be in good standing with the Manitoba Companies Office or Corporations Canada.
- ➔ The business must not be in arrears for any municipal, provincial, or federal, property or business taxes.
- ➔ The business must not have any ongoing claims or outstanding judgments against it.
- ➔ The business cannot be in rent arrears.
- ➔ The business must not be prepared for sale, closure, or dissolution at any point prior to receipt of grant funding.
- ➔ This includes, but is not limited to:
 - ➔ Announcing a permanent closure to their employees or customers
 - ➔ Holding a closing-out sale
 - ➔ Listing the business for sale



Downtown Brandon

- Downtown Mixed Use Zone
- Expansion Area
- Downtown Central Business Zone
- Parks and Recreation Zone



Required Documentation

Documents required to qualify for grant funding include, but are not limited to:

- Most recent File Summary from Companies Office
- The applicant must obtain a signed approval for any proposed changes to the space that would be subject to the property owner's/property owner's approval as stipulated in their lease agreement. The signed approval from the property owner must be provided to BDDC.
- Proof of permits for space improvement work

Other Important Information

Grant applications will be evaluated for overall impact and alignment with program objectives. To maximize the effectiveness of the program the projects with the highest potential impact will be prioritized. Approval and determination of services included in a grant project are at the sole discretion of the Brandon Downtown Development Corporation

While this program is targeted to for-profit businesses, the program is also open to non-profit community organizations whose projects align with the Program Objectives.

Program subject to funding availability and Priority will be given to projects located in the Downtown Central business zone

Have questions or need help developing your project proposal?

- Help finding a location if your business is expanding or new to downtown
- Help finding service provider(s)
- Help developing your plan

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Contact Emmanuel Ahaneku at downtowndevelopment@brandon.ca for more information





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JASON SWEATH, MD
DERMATOLOGIST

FRANCE
BLEND
COFFEE



**Apply
Now!**

