

Nov 6/18: The agenda has been republished to add a Delegation and Report 2018-115-11 has been revised for clarity.

Economic Development and Planning Committee

Tuesday, November 6, 2018, 4:15 pm City Hall, Council Chambers

Committee Members
Councillor M. Kalivas, Chair
Councillor J. Baker
Councillor L. Bursey
Councillor D. LeSueur
Mayor D. Henderson,
Ex-Officio

Areas of Responsibility
Economic Development
Planning
Chamber of Commerce
DBIA
Heritage Brockville

Page

COMMITTEE AGENDA

Disclosure of Interest

Delegations and Presentations

5 - 11 1. Municipal Accommodation Tax

Joint Chamber and Accommodation Presentation

Carlie Sommerdyk, Ida Duc, Rob Thompson, Pam Robertson, Katherine Hobbs, Jessica Barabash and Pat Markovitch will address the committee regarding the MAT.

- Municipal Accommodation Tax
 Bonnie Ruddock, Regional Tourism Office #9
 - B. Ruddock will speak to the Ontario Government and hierarchy of tourism via the RTO's.
- 3. Municipal Accommodation Tax Francine Dunn
 - F. Dunn wishes to speak to the Committee regarding the Municipal Accommodation Tax.

Correspondence

12 - 13 1. Notice of Disposal of Prince of Wales Public School (Upper Canada District School Board)

Reports from Boards and Committees Nil.

Staff Reports

14 - 36 1. 2018-116-11

Proposed Zoning By-law Amendment 103 Broome Road, Part of Lot H, Plan 332 Being Parts 1 to 7, RP 28R-12720, City of Brockville Owner: 2581027 Ontario Inc. Applicant: J. Norton

File No: D14-032

THAT the C6-2 Power Centre Special Exception Zone of Zoning By-law 050-2014 for lands described as Part of Lot H, Plan 332, City of Brockville, County of Leeds, being Parts 1 to 7, RP 28R-12720 with municipal address 103 Broome Road, be amended, to permit an "Automobile Repair Garage", with the accessory sale of a maximum of 12 used vehicles, in addition to all other permitted uses and a maximum of two (2) "Sea-Cans" for storage purposes associated with the business.

THAT the request for exemption from the requirement to pave the parking area, be denied.

37 - 41 2. 2018-115-11

Proposed Allocation of the Municipal Accommodation Tax

THAT the proposed allocation of the Municipal Accommodation Tax (MAT) be received;

THAT Stakeholders be advised to provide written response to the proposed allocation to the Manager of Strategic Initiatives by November 16th;

THAT a MAT implementation working group of not more than five members, as determined by the TAC, be struck;

THAT a MAT implementation working group consult with the Chair of the Economic Development and Planning Committee and the Director of Economic Development of the implementation of the MAT by November 23rd;

THAT staff report back to December EDP Committee with the final MAT allocation after considering written responses and recommendation on the implementation;

Proposed Allocation

THAT the allocation of MAT proceeds are subject to annual approval by Council;

THAT the funds received from the MAT, as at December 31st each year, be allocated as follows:

- 1. 50% up to a maximum of \$200,000 to the Aquatarium;
- 2. 50% of the balance, to be disbursed to new projects, new or existing festivals as seed money, based on recommendations from the Tourism Advisory Committee (TAC);
 - a. Projects to be one-time allocations or a maximum of two years with entity not able to apply in the third year;
 - b. Recommendations to include financial summary of previous year's usage of funds (if applicable);
 - c. Applications with financial information will be received by the City of Brockville each November, compiled and forwarded to the TAC for evaluation. The recommendations will be presented by the TAC annually in January to EDP Committee, and then to Council for approval. Funds will be disbursed by the City of Brockville.
 - d. Council reserves the right to full discretionary control of all funding.
- 3. 40% of the balance, to the TAC for additional marketing;
 - a. City assets must be included in all marketing (Aquatarium, Tunnel, Brockville Arts Centre, Museum, Library and Municipal Harbour)

4. 10% of the balance, to the City Tourism Infrastructure Reserve. A reserve intended to be used for tourism-related opportunities that are unknown when seed funds are allocated each year (Item 2). These funds will be disbursed by Council and may not need to be fully disbursed each year;

THAT \$50,000 of the 2018 MAT receipts, before the formula is applied, is allocated to the Aquatarium as authorized by Council resolution at the Council meeting of Tuesday, July 24th, 2018; and

THAT no fee be charged by the City for administration of the MAT.

New Business - Reports from Members of Council Nil.

Consent Agenda

Media Question Period

Adjournment

THAT the Economic Development and Planning Committee adjourned its meeting until the next regular meeting scheduled for December 4, 2018.

Joint Chamber and Accomodation Presentation

Pam Robertson Jess Barabash Carlie Sommerdyk Ida Duc Katherine Hobbs Rob Thompson Pat Markovich

MAT

EDP November 6th, 2018

Background

- Tourism Advisory Committee worked to facilitate a Destination Marketing Partnership over the past 10 years in order to be competitive with the marketing spend Gananoque, Kingston and others
- In April 2017 the province gave municipalities the right to set up a Municipal Accommodations Tax (MAT) in order to help them promote their municipality as a key destination
- In 2018, Brockville Council voted in the MAT at a rate of 4% on all roofed accommodations beginning May 1, 2018
- Council now has to determine how they will best manage this revenue within the parameters of the Ontario Municipal Act

Challenge

- Brockville Tourism currently underspends it's neighbours (Gananoque and Kingston) by at least a factor of 10 when it comes to marketing itself to visitors.
- As a result, Brockville's visibility to potential visitors is poor when compared with our neighbouring municipalities
- Brockville has invested heavily in building tourism assets over the past 5-10 years
- Brockville Council is challenged with asset overspends, shortfalls and growing demands for tax revenue
- According to the Municipal Act, MAT revenues are restricted to the following expeditures:
 - 50% to a designated Tourism or Destination Marketing Organization
 - Remainder to be spent on either building new assets or festivals and events that will draw additional tourists
- Tourism increases revenue spent locally and significantly supports local employment opportunities.

Opportunities * Accomodations

- National and international hotel operators have very limited local advertising dollars as they are supported through national advertising via their head offices
 - With increased marketing exposure, they could draw more visitors to stay in Brockville when travelling to key events
- Small Inns and B and B's greatly influence where tourists spend their dollars
 - Direct relationship with clients means that they can inflluence the things that guests should plan and do during their stay

Opportunities *Tourism

- Tourism is currently developing a strategic plan to maximize the effect of every dollar spent to draw visitors to Brockville.
 - This strategy will provide key priorities and goals for any and all spending when it comes to marketing our city, and will form the background of Tourism Operating plans over the next 5 years.
- Brockville is #7 in Canada on Expedia's active living index.
- Tourism in Brockville currently brings in \$49M per year and creates 9,000 jobs
- Focused additional spending on tourism supports local businesses through both revenue and employment. We need to attract visitors year round.
- More focused visitor attraction to Brockville increases civic pride
- Brockville tourism has learned to leverage \$\$'s
 - We have learned to collaborate and partner for maximum effect
 - We are currently missing out on many opportunities because our spend is too low to attract matching fund dollars

What Tourism means to Ontario's economy Quick Facts About Tourism in Ontario Tourism Ontario S26.88 in visitor spending ↑ SPEN x 2015 S13.88 tould lax revenue ↑ 4.00 x 2015 1 3.58 foldered ↑ 3.00 x 2015 1 3.58 foldered ↑ 3.00 x 2015 Source Ordans Microlly of Tourism, Culture and Spent (2018)

Benefits of Greater Investment

- Tourism related businesses are more successful and this success envigorates our downtown and waterfront.
- Increased Employment
- City grows more attractive to businesses trying to attract employees from outside the area
- Citizen Impacts are significant:
 - Increased local pride want to show off our city to family and friends
 - #betterinbrockville every citizen becomes an ambassador for Brockville.

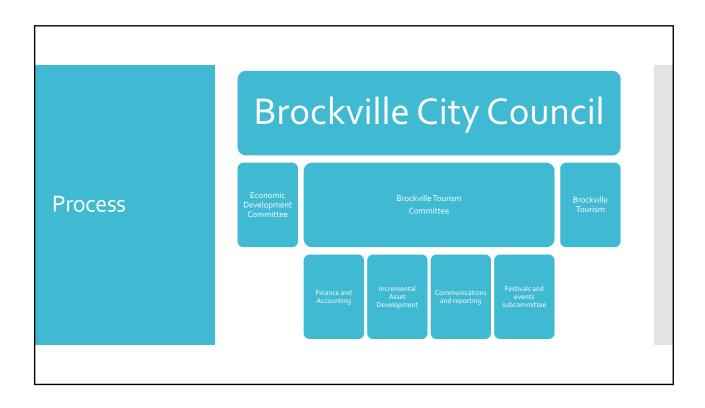
Recommendation

- Establish a set municipal administration fee
- Divide remaining MAT funds as follows:
 - At least 50% to be spent on marketing and advertising for the exclusive purpose of promoting Brockville
 - Up to 35% to be used for new asset development
 - Up to 15% to be used for small local festivals and events
- ALL funds to be spent according to the city's Tourism Strategy currently in development.
- Full accountability of MAT expenditures through council

Benefits of greater focus -Limited resources -Pick and choose based on affordability -Assets, festivals and events can be disjointed -Accountable to the city and businesses

Process

- Set up the Brockville Tourism Commitee (BTC) as a formal committee of Council
 - This committee will replace the existing Tourism Advisory Board and will have a direct reporting relationship to Council
- The "BTC" will be strategy driven working with councillors and staff to ensure all tourism related activities are coordinated in one area.
- This committee will have key responsibilities as follows:
 - Finance and accounting review
 - Asset Development
 - Communications
 - Festivals and Events



Council approval MAT Allocations and approach Tourism Strategic Plan Set up parameters for the formation of the Brockville Tourism Committee Role Membership Operating Policies and Guidelines Determine allocations of MAT to be effective for 2019 Enable DMO to optimize spends for the upcoming summer season Set up guidelines and process for Festival and Event grant applications

Working together to make it #betterinbrockville





October 5, 2018

City of Brockville PO Box 5000 LCD Main Brockville, ON K6V 7A5

Attention: Clerk

NOTICE OF PROPOSAL TO SELL, LEASE, OR OTHERWISE DISPOSE OF REAL ESTATE

The Upper Canada District School Board (the "Board") has declared the following real property (the "Property") as surplus to the Board's needs:

Prince of Wales Public School

210 Pearl Street West Brockville, Ontario K6V 4C8

In accordance with Ministry of Education Regulation 444/98 as amended your body is considered a preferred entity with a prioritized ranking of 10. The Board is required to issue the Board's proposal to sell the Property at fair market value to you and to all other preferred entities before the Board may sell, lease, or otherwise dispose of the Property through public sale, lease, or other means.

Pursuant to Ontario Regulation 444/98 as amended, you may submit to the Board an expression of interest (the "EOI") in response to this proposal before the expiration of ninety (90) days after the day on which the Board has issued this proposal (the "Due Date"). The Due Date for delivery to the Board of an EOI for this proposal is January 3, 2019. The EOI must comply with the requirements of Section 6(2) of Ontario Regulation 444/98 as amended.

If your body will not be submitting an EOI to the Board in response to this proposal, please complete and return to the Board the enclosed "Notice to Decline Proposal" form, duly signed at your earliest convenience.

We thank you in advance for your time and consideration of this proposal.

Yours truly,

Stephen Sliwa

Director of Education

Creating Futures, Leading and Learning for All

NOTICE TO DECLINE PROPOSAL

TO: Upper Canada District School Board

THE UNDERSIGNED hereby acknowledges receipt of the proposal of the Upper Canada District School Board (the "Board") to sell, lease, or dispose of the following real property:

Prince of Wales Public School

210 Pearl Street West Brockville, Ontario K6V 4C8

THE UNDERSIGNED hereby declines to submit to the Board an expression of interest in response to the proposal before the expiration of ninety (90) days after the day on which the Board issued the proposal.

DATED at	, the	day of, 201_	_·
		SIGNATURE	
		NAME (PLEASE PRINT)	<u></u>
		TITLE (PLEASE PRINT)	
	·	ORGANIZATION NAME (PLI	EASE PRINT)

D.DICK

PLANNER II

DIRECTOR OF PLANNING (Acting)

ANDREW MCGINNIS

01November2018
REPORT TO ECONOMIC DEVELOPMENT PLANNING COMMITTEE
06 NOVEMBER 2018

2018-116-11
PROPOSED ZONING BY-LAW AMENDMENT
103 BROOME ROAD
PART OF LOT H, PLAN 332, BEING
PARTS 1 TO 7, RP 28R-12720,
CITY OF BROCKVILLE

OWNER: 2581027 ONTARIO INC.

APPLICANT: J. NORTON FILE NO.: D14-032₍₀₅₀₋₂₀₁₄₎

RECOMMENDATION

- 1. THAT the C6-2 Power Centre Special Exception Zone of Zoning By-law 050-2014 for lands described as Part of Lot H, Plan 332, City of Brockville, County of Leeds, being Parts 1 to 7, RP 28R-12720 with municipal address 103 Broome Road, be amended, to permit an "Automobile Repair Garage", with the accessory sale of a maximum of 12 used vehicles, in addition to all other permitted uses and a maximum of two (2) "Sea-Cans" for storage purposes associated with the business
- 2. THAT the request for exemption from the requirement to pave the parking area, be denied.

PURPOSE

The purpose of this report is to provide recommendation on an application respecting 103 Broome Road, to amend City of Brockville Zoning By-law 050-2014 as it relates to the subject property.

BACKGROUND

Mr. J. Norton, acting on behalf of 2581027 Ontario Inc., has submitted an application for amendment to City of Brockville Zoning By-law 050-2014 with respect to lands described as Part of Lot H, Plan 332, being Parts 1 to 7, Reference Plan 28R-12720, City of Brockville, County of Leeds, with municipal address of 103 Broome Road. The site is located at the northeast corner of Parkedale Avenue and Broome Road and currently occupied by "Brockville Oil and Tires".

The application proposes an amendment to the current C6-2 Power Centre Special Exception Zone to permit major vehicle repairs and used car sales as permitted uses. The application also requests permission for a gravel parking area and the use of nine (9) "Sea-Cans" for storage purposes associated with the business.

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Proposed Amendments to Zoning By-Law 050-2014

Owner:

2581027 Ontario Inc. J. Norton

Agent: Files:

D14-032₍₀₅₀₋₂₀₁₄₎

A preliminary site plan (sketch) of the subject property showing the location of the existing building and requested changes is attached as Schedule "A" to this report. Schedule "B" to this report is a supporting rationale prepared by Eastern Engineering Group Inc.

In August 2008 application was heard by the EDP Committee to rezone lands from the C7 - Power Centre Zone to the current C6-2 Power Centre Special Exception Zone to permit an "Automobile Service Station", with limited services. This application was approved and the Owner took the necessary steps to open what is now known as "Brockville Oil and Tires".

According to the Owner, since opening, the company has seen drastic expansion in the amount of clientele being serviced at this location and numbers are increasing each day. The Owner is now seeking to expand the services provided at this location and provide major vehicle repairs and used automobile sales in addition to other requests for a gravel parking area and the use of "Sea-Cans" for storage.

ANALYSIS

Zoning and Official Plan Information:

Official Plan Designation:

Mixed Use and Commercial Area within the Mixed

Use Node subject to Site Specific Policy Regulations,

Section 4.5.4.1 (no change requested).

Existing Zoning:

C6-2 – Power Centre Special Exception Zone

Requested Zoning:

Amend the C6-2 - Power Centre Special Exception Zone to permit major vehicle repairs and used car sales as permitted uses. The application also requests permission for a gravel parking area and the use of nine (9) "Sea-Cans" for storage purposes

associated with the business.

Site Characteristics:

Total Area:

0.47 hectares

Lot Frontage (Broome Road):

65.80 m

Lot Frontage (Parkedale Ave):

98.65 m

The subject lands are currently occupied by "Brockville Oil and Tires". The site is bisected by the Trans-Northern Pipeline and easement related thereto (attached as Schedule "C"). Photos of the subject property are attached as Schedule "D" to this report. Staff would like to advise the Committee and Applicant that any changes made to the site as part of this application, should approvals be granted, will be subject to Site Plan Control Approval and a proper site plan will be required to be submitted for review.

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Proposed Amendments to Zoning By-Law 050-2014

Owner: 2581027 Ontario Inc.

Agent: J. Norton Files: D14-032₍₀₅₀₋₂₀₁₄₎

Surrounding Land Uses:

The surrounding land uses are as follows:

North: The lands to the north are zoned "C6-Power Centre Zone" and are

occupied by "Wally Wash" car wash.

East: The lands to the east are zoned "H1-E1-Business Park Zone" and are

occupied by those buildings respecting the business of "L. E. Pryer & Son

Enterprises".

South: "H1-E1-Business Park Zone" and are occupied by a "Business and

Professional Office" (1909 Parkedale Avenue – "Voyageur Transportation Services") and a "Contractor's Establishment" (1917 Parkedale Avenue –

"K.D. Construction and Equipment Rentals").

"E1-1 Business Park Special Exception Zone" and is occupied by

"MacGregor Crane Service".

West: The lands to the west are zoned "C6-1 Power Centre Special Exception

Zone" and are occupied by the buildings and associated parking for

"WalMart" and "A&W" Restaurant.

The site and adjacent properties are underlain by Trans-Northern Pipeline easement and plant.

Public Participation

The application for the Zoning By-law Amendment has preceded through the normal review process. On 2 October 2018, a Public Meeting was held by the Economic Development and Planning Committee. Notice of the Public Meeting was advertised in the Brockville Recorder and Times Newspaper on 06 September 2018 and was circulated to property owners within 120.0 metres of the subject property. In addition, signs were posted on the subject property advising that the lands are the subject of application for Amendment to City of Brockville Zoning By-law 050-2014. Comments from City Departments and affected agencies were also solicited. An excerpt from the Minutes of the Public Meeting is attached as **Schedule "E"**.

Comments Received as a result of circulation prior to the Public Meeting:

- 1. Steve Allen, Supervisor of Engineering:
 - Not opposed to the rezoning.
 - Notes that Storm Water Management for the site shall conform to the predetermined runoff coefficient values established for the Broome Industrial Park storm water detention basin. Water quality shall be addressed to meet CRCA guidelines.

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Proposed Amendments to Zoning By-Law 050-2014

Owner:

2581027 Ontario Inc.

Agent: J. Norton D14-032₍₀₅₀₋₂₀₁₄₎ Files:

- 2. Conal Cosgrove, Director of Operations:
 - No comments with respect to this application.
- 3. Robert Nolan, Director of Economic Development
 - No comments to this application.
- 4. Trans-Northern Pipelines Inc. (First submission - letter dated 7 Sept 2018, attached):
 - "No objections as long as no structure or activities are on the pipeline right of way. The proposal to permit for a gravelled vehicle parking area and the use of nine "sea-cans" may not be feasible outside our right of way and cannot be permitted on our right of way."
- 5. Trans-Northern Pipelines Inc., Sandrine Exibard-Edgar (Second submission email dated 12 Sept 2018, attached):
 - "At this stage Trans-Northern Pipelines has no objection to the zoning amendment. We will be working closely with Joe Norton going forward to make sure our requirements are met."
- 6. Hydro One - Local, Gary Klein-Swormink
 - "Hydro One has no issue with the proposed amendment."
- 7. Ministry of Transportation, Stephen Kapusta
 - "This property is "just" beyond our permit control area. No comments."
- 8. Enbridge, Alice Coleman
 - "No objection."
- 9. CN Rail, Susanne Glenn-Rigny
 - "CN Rail has no comment or objections."

Comments Received at the Public Meeting:

Although no comments were received at the Public Meeting specifically from Members of the Public, Council Jason Baker requested that Staff look further into the taxation regulation pertaining to the use of "Sea-Cans" as compared to a permanent building as well as to provide a copy of the plan showing the Trans-Northern Pipeline Easement (this plan is attached to this report as **Schedule "C"**).

Andrew McGinnis, Planner for the City of Brockville, contacted Kim Bennett at the Municipal Property Assessment Corporation and received the following information. "Sea-cans are assessable and have a structure code of 163 within the MPAC system. The tax class would be dependent upon the use (commercial, residential, etc.)".

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Proposed Amendments to Zoning By-Law 050-2014

Owner: 2581027 Ontario Inc.

Agent: J. Norton Files: D14-032₍₀₅₀₋₂₀₁₄₎

ANALYSIS/OPTIONS

Provincial Policy Statement Considerations:

The Provincial Policy Statement 2014 (PPS) provides policy direction on matters of Provincial interest related to land use planning and development. Section 3 of the Planning Act further directs that Council decisions affecting planning matters "shall be consistent with" the Provincial Policy Statement.

Part V of the PPS sets out various policies which describe the areas of Provincial interest. Not all policies in the PPS are relevant to the planning matter under consideration, and thus, only those relevant portions will be referenced below.

The application proposes to amend City of Brockville Zoning By-law 050-2014 to permit a range of additional commercial uses not currently permitted under the C6-2 Power Centre Special Exception Zone.

From a review of the PPS, there are some relevant statements/policies under Part V, Section 1 "Building Strong Communities". The preamble in this section is a general statement which reads, in part, as follows:

"Ontario's long-term prosperity, environmental health and social well-being depend on wisely managing change and promoting efficient land use and development patterns. Efficient land use and development patterns support strong, livable and healthy communities, protect the environment and public health and safety, and facilitate economic growth."

This general statement is followed by more specific policies, including the following references which are of relevance to this application for zoning by-law amendment:

- "1.1.3.1 Settlement areas shall be the focus of growth and their vitality and regeneration shall be promoted."
- "1.1.3.2 Land use patterns within settlement areas shall be based on:
 - a. densities and a mix of land uses which:
 - a. efficiently use land and resources;
 - b. are appropriate for, and efficiently use, the *infrastructure* and *public* service facilities which are planned or available, and avoid the need for their unjustified and/or uneconomical expansion; and
 - c. minimize negative impacts to air quality and climate change, and promote energy efficiency in accordance with policy 1.8; and
 - b. a range of uses and opportunities for *intensification* and redevelopment in accordance with the criteria in policy 1.1.3.3."

Proposed Amendments to Zoning By-Law 050-2014

Owner: 2581027 Ontario Inc.

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Furthermore, Section 1.1.3.3 also states that "Planning Authorities shall identify and promote opportunities for intensification and redevelopment where this can be accommodated taking into account existing building stock or areas, including brownfield sites, and the availability of suitable existing or planned infrastructure and public service facilities required to accommodate projected needs". Additional policies addressing the matter of intensification are found throughout the PPS.

"1.3.1 Planning authorities shall promote economic development and competitiveness by:

. . .

b) providing opportunities for a diversified economic base, including maintaining a range and choice of suitable sites for employment uses which support a wide range of economic activities and ancillary uses, and take into account the needs of existing and future businesses:..."

Section 1.6-Infrastructure and Public Service Facilities addresses the efficient planning and use of existing and future infrastructure, including municipal servicing, to ensure logical and planned development.

When examining the policies outlined above in relation to the proposed expansion of uses and the proposed gravel parking area, Staff are of the opinion that the proposal is consistent with the goals, objectives and policies of the PPS.

Official Plan Considerations

The Official Plan goals are to create a sustainable City in terms of health and vitality, that is economically viable and diverse, has high quality municipal services and amenities, and is well planned.

Section 2.3 outlines strategic planning themes which include "A Sustainable, Healthy, and Vital City", "An Economically Strong and Diverse City", "A High Quality of City Services and Amenities", and "A Well-Planned Responsive City". Specifically, "An Economically Strong and Diverse City" outlines among others, that the City is to "Direct employment and commercial growth to appropriate locations which provide sufficient existing and planned infrastructure" and "Maintain a strong and diverse commercial and employment base by supporting the retention and expansion of existing employment and commercial uses."

The subject land is designated under Schedule 1-City Structure, of the Official Plan, as "Mixed Use and Commercial Area" within the "Mixed Use Node" and is also subject to Site Specific Policy Area regulations, under Section 4.5.4.1.

Section 3 addresses building a healthy and sustainable City. Through Policy 3.2.3 which describes the City's Urban Area, it is noted that the City should support opportunities for infill, redevelopment and intensification through a mix and range of

Proposed Amendments to Zoning By-Law 050-2014

Owner: 2581027 Ontario Inc.

Agent: J. Norton Files: D14-032₍₀₅₀₋₂₀₁₄₎

uses appropriate within the community context. This is further supported through policies under Section 3.2.2.1-Mixed Use Nodes and Corridors, wherein the node is a city-wide focal point accommodating a range commercial/retail/service uses, non-industrial uses, etc. which will not have a destabilizing effect on established neighbourhoods.

Section 3.2.6 speaks to "Mixed-Use and Commercial Areas" and that the City is to adapt the commercial nodes to be flexible and responsive to land use pattern changes and demands, allowing areas to regenerate more quickly over time while adapting to facilitate permitted uses.

Section 3.2.6.3 specifically addresses the Northeast Commercial & Mixed Use Node by intending it to be an area of transition from Large Format Retail uses to a range of mixed employment, commercial uses, and mixed densities uses that will service the needs of the City for the long-term. This Section continues by stating that the City shall ensure land use compatibility with adjacent uses through the use of appropriate buffers and land use transitions.

Section 4.5 of the Official Plan contains various policies applicable to the "Corridor Commercial Area".

Policy 4.5.2 identifies various uses and classes of uses as follows:

"4.5.2 PERMITTED USES

Subject to the Land Use and Built Form policies of Section 4.5.3, the following uses shall assist in guiding development permitted within the Mixed Use and Commercial Areas, recognizing that a more definitive list shall be provided in the Zoning By-law.

Commercial Uses within the Mixed Use Commercial Area

- 5. Commercial and retail establishments which are destination oriented or are intended to serve the travelling public shall be permitted, including automobile service stations, vehicle sales and service, public garages, repair service and rental establishments, motels, hotels, restaurants, animal hospitals, commercial recreation uses, private clubs, funeral homes, day care centres, food stores, drug stores, personal service shops, hardware, automotive and highway commercial uses.
- 9. Uses accessory to any of the permitted uses in the Mixed Use and Commercial Area."

Policy 4.5.3 identifies Built Form Policies applicable to the Mixed Use and Commercial Areas. This section outlines multiple policies pertaining to Mixed Use developments as well as proposals to expand, Large Format Retail and Retail Shopping Centre uses.

Proposed Amendments to Zoning By-Law 050-2014

Owner: 2581027 Ontario Inc.

Agent: Files:

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There are no specific references to expansion of uses for smaller vehicle sales and service establishments; however, Subsection 9. speaks to upgrading of building facades, signage, sidewalks, lighting, parking areas and landscaping and Subsection 12. states, among others, that landscaping shall be used to enhance the appearance of building setback and yard areas, contribute to the blending of new and existing development and to screen parking from adjacent properties and streets.

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The uses permitted under the proposed C6-2 Power Centre Special Exception Zone are consistent with those identified under Section 4.5.2 - Permitted Uses. In particular, the applicant has noted the intended use for the land is the addition of Major Vehicle Repairs as well as a Used Automobile Sales Establishment to the permitted uses. The applicant is also requesting the use of nine (9) "Sea-Cans" which are to be accessory to the permitted uses as well as a graveled parking area.

As the uses requested are identified under Section 4.5.2, and the proposed accessory uses are not specifically excluded within the Official Plan, the proposal is consistent with the current Official Plan designation of the subject land, provided the owner correctly landscapes the site to shield any and all uses from immediate impact on the abutting streets. The current business has been in operation since 2009 with no concerns being received by staff and compliments the large format retail stores by providing a service to the local and regional vehicular traffic.

The Site Specific Policy Area referenced in Section 4.5.4.1 speaks directly to shopping facilities, retail warehouses and other retail uses and has no relevance to this proposal. Accordingly, no amendment to the Official Plan is required.

Zoning By-law Considerations:

The current zoning on the property with municipal address 103 Broome Road is C6-2 Power Centre Special Exception Zone under City of Brockville Zoning By-law 050-2014. The requested Amendments to City of Brockville Zoning By-law 050-2014 would, if approved, amend the current zoning in order to facilitate expansion of the operation to permit Major Vehicle Repairs and a Used Automobile Sales Establishment on the property. The application also requests site specific zone provisions respecting an exemption from the requirement to pave some of the expanded parking area and to permit the use of nine (9) Sea-cans for storage purposes associated with the business.

Regulations in Consideration of Issues Raised through discussion with the Committee and Public/Agency Submissions:

Major Vehicle Repairs

In 2008 the applicant requested rezoning for a "Lube, Oil and Filter Establishment". As no definition was present at that time, Staff recommended to Council a scaled down

Proposed Amendments to Zoning By-Law 050-2014

Owner: 2581027 Ontario Inc.

Agent: Files: J. Norton D14-032₍₀₅₀₋₂₀₁₄₎

definition of the "Automobile Service Station" that was acceptable to the applicant at that time. The current "C6-2 Power Centre Special Exception Zone" states "In addition to the uses permitted in the C6 Zone, an "Automobile Service Station" shall also be permitted, however, said automobile service station shall exclude the sale of gasoline, diesel or propane, a car wash, and major vehicle repairs."

Staff have examined the request for major vehicle repairs to be permitted and have no concern with the proposed expansion of uses. This is seen as a transition area between a major commercial retailer to the west and multiple Industrial Uses to the east ("L. E. Pryer & Son Enterprises") and south ("Voyageur Transportation Services", K.D. Construction and Equipment Rentals", and "MacGregor Crane Service").

Accordingly, major vehicle repairs could be considered as a permitted use at this location. Staff recommends that the current C6-2 Power Centre Special Exception Zone be amended accordingly. This recommendation is discussed in more detail elsewhere in this report.

Used Automobile Sales Establishment

Staff have examined the proposed "Used Automobile Sales Establishment" and have no concern with permitting the sale of used vehicles on the property. Currently, an "Automobile Sales Establishment" is a permitted use; however, this definition deals directly with the sale of "new" vehicles and "used" vehicles being accessory to the main use. Based on current zoning, the owner would need to have more "new" vehicles for sale than "used" in order to satisfy the zoning regulations.

Staff have no concern with permitting the sale of used cars at 103 Broome Road as an accessory use to the "Automobile Repair Garage". By permitting an "Automobile Repair Garage" the sale of used cars would only be permitted provided that the main use continued.

In addition, Staff also recommends that a maximum number of 12 vehicles be permitted for sale on the property at any one time. The proposed 12 car maximum is due to the number of available parking spaces provided on-site under the current site plan. Permitting more than 12 vehicles for sale would put the site out of compliance with the minimum parking requirements for the uses on-site. This recommendation is discussed in more detail elsewhere in this report.

Gravel Parking Area

Section 3.33 b) iii) Parking Area Surface, provides provisions that parking areas must adhere to when being constructed. It states that "...... In all other cases (non-residential uses), each parking area, driveway and driveway access connecting a parking area with a street shall, prior to occupancy, be paved with an asphaltic, brick or concrete surface; and, in all zones established by this By-law, except an Employment Zone or Rural Zone, shall be bounded with curbs".

Proposed Amendments to Zoning By-Law 050-2014

Owner:

r: 2581027 Ontario Inc.

Agent: Files: J. Norton D14-032₍₀₅₀₋₂₀₁₄₎

Section 3.33 c) iii) sets out the regulations pertaining to Parking for Vehicles in Storage. Specifically subsections 2. and 3. deal with the surface of the storage area. Subsection 2 states that "each vehicle storage area and driveway connecting a storage area with a street shall be paved with an asphalt, brick or concrete surface except in the RU, E1, or E2 Zones where the storage area may be constructed of gravel with provisions for drainage facilities and dust control."

Subsection 3 continues by stating that "Vehicle storage areas, including storage for vehicles associated with a car rental establishment or vehicle sales, shall be located, designed and maintained in accordance with the provisions of Subsection 3.33."

Five (5) properties have requested relief from asphalt paving since 1996. Relief has ranged from no hard surface (denied) to 2 to 5 years for temporary relief. All have since been hard surfaced and are in compliance.

Should the parking area be permitted as gravel, there are multiple issues that could arise, including but not limited to:

- i) storm water effects on neighbouring properties;
- ii) the identification of parking spaces;
- iii) dust control;
- iv) winter maintenance;
- v) leaking of fluids from vehicles into the ground;
- vi) pipeline protection; and,
- vii) tracking of gravel/dirt/dust onto the adjoining street(s).

Based on review of the provisions contained within Zoning By-law 050-2014, Planning Staff recommend the request for relief from the requirement to pave the parking area should not be supported as the subject property is located in a prominent location within the City.

Accessory Storage - Use of Nine (9) Sea-Cans

In 2014 when Zoning By-law 050-2014 was adopted by Council, the use of "Sea-Cans" for storage purposes was removed and not carried over from the previous Zoning By-law 194-94. As the proposed property is located within the "C6 – Power Centre Zone" application is required in order to allow Staff, Committee and Council the ability to review each request on an individual basis to determine if the proposed use, timeframe requested, number, location, contents and dimensions of the "Sea Can(s)" is appropriate.

Based on the above, application has been submitted in order to request amendment to Zoning By-law 050-2014 to permit the use of nine (9) "Sea Cans" on the property for storage purposes associated with the business in operation at 103 Broome Road – Brockville Oil and Tire.

Pagealge 24 of 41

Proposed Amendments to Zoning By-Law 050-2014

Owner: 2581027 Ontario Inc.

Agent: Files: J. Norton D14-032₍₀₅₀₋₂₀₁₄₎

Section 3.3 a) i) states among others that "where this By-law provides that a lot may be used for a permitted use or a building or structure may be erected or used for a permitted use, that use shall include any accessory building or structure or accessory use, but shall not include:

4. any storage container, portable storage unit, repurposed motor vehicle in whole or in part, "sea-can" container, intermodal container or other suchlike container in any zone other than an Employment Zone."

As previous Zoning By-law 194-94 permitted "Sea-Cans" as accessory uses, staff have no concern with providing approval for the use of the "Sea-Cans" that were present at the adoption of Zoning By-law 050-2014 when this permitted Accessory Use was eliminated. Historical photography was examined to determine the number of "Sea-Cans" on-site. Based on the review, two (2) "Sea-Cans" were present during 2014 at 103 Broome Road (see **Schedule "F"** attached to this report for the historical Google photo). Staff recommends that the use of two (2) existing "Sea-Cans" be permitted but that the additional seven (7) requested, be denied, as this area is a highly visible location within the City and a Retail/Commercial focal point of our community.

Staff believes that the property contains ample space to construct a permanent storage building in order to accommodate the storage needs. The Sea-cans that have been placed on the property (six (6) in total) since 2014 have been placed without proper approvals or building permits and MPAC has not been notified in order to properly assess the property. This recommendation is discussed further below.

Should the Committee and Council decide to support the applicant's request and provide exemption from paving of the parking area, specifics relating to dust control can be addressed within the Minor Change to the Site Plan Control Agreement.

Should the recommendations as discussed by Staff be accepted by Committee, the zone would read similar to the following:

"C6-2 Zone (103 Broome Road)

In addition to the uses permitted in the C6 – Power Centre Zone, the following shall also permitted:

- An "Automobile Repair Garage";
- The sale of used vehicles as an accessory use to the "Automobile Repair Garage". Used Vehicle Sales shall be limited to a maximum of 12 vehicles; and,
- A maximum of two (2) Sea-Cans.

Proposed Amendments to Zoning By-Law 050-2014

Owner:

2581027 Ontario Inc.

Agent: Files:

J. Norton D14-032₍₀₅₀₋₂₀₁₄₎

Site Plan Considerations:

All lands within the limits of the City for Brockville are subject to development approval under Site Plan as established by City of Brockville By-law 33-86, as amended. Accordingly, prior to development, any site changes are subject to site plan approval. In this case, a Minor Change to the existing Site Plan Control Agreement could be accepted. This process ensures appropriate design and compliance with zoning provisions.

POLICY IMPLICATIONS

Relevant Provincial and Municipal policies are addressed under the Analysis/Options section of this report.

FINANCIAL CONSIDERATIONS

The property owner is responsible for any/all proposed improvements to the subject property should the application or any amended decision be granted. There are no financial considerations to the City at this time.

CONCLUSIONS

Following review of the PPS, the Official Plan, Zoning By-law 050-2014, as well as submissions received respecting the request for Zoning By-law amendment for 103 Broome Road, it is reasonable to amend the C6-2 Power Centre Special Exception Zone to permit the expansion of uses, including the accessory sale of a maximum of 12 used vehicles. In addition, the use of Sea-Cans on the property be limited to a maximum of two (2) and that the proposed parking area be paved and that curbing requirements be reviewed at the time of Site Plan review.

This conclusion is reflected in the recommendations at the beginning of this report.

D. Dick, CPA, CA

Director of Corporate Services and

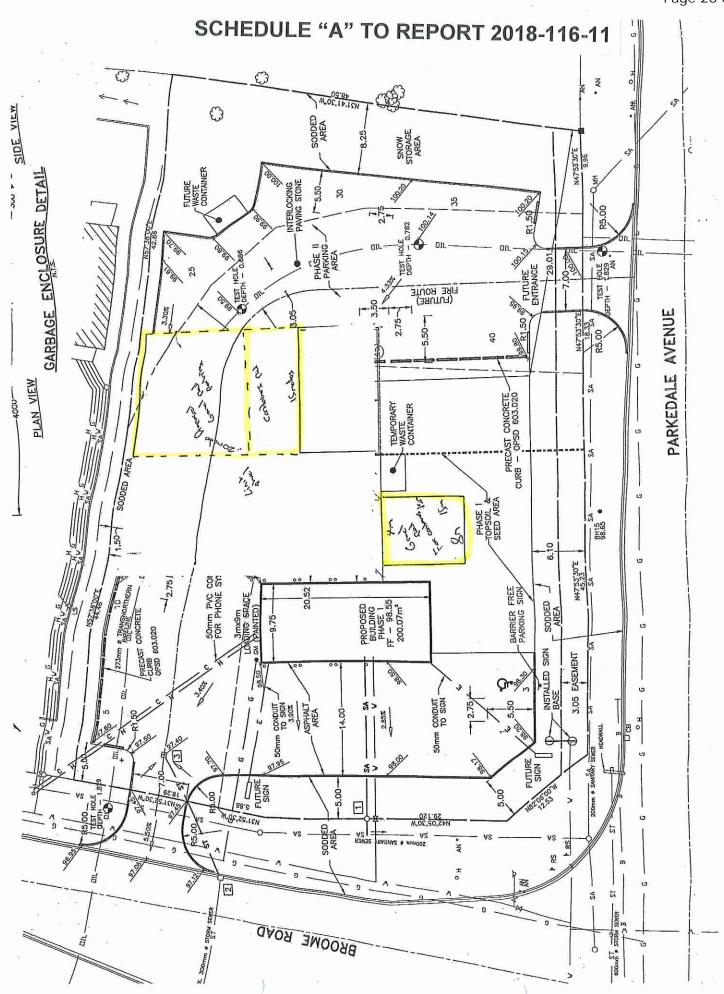
Director of Planning (Acting)

M. Pascoe Merkley

Interim City Manager

A. McGinnis, MCIP, RPP, Dipl.M.M.

Planner II



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SCHEDULE "B" TO REPORT 2018-116-11

ASTERN NGINEERING GROUP INC. CONSULTING ENGINEERS

Apex Building 100 Strowger Blvd., Suite 207 Brockville, Ontario K6V 5J9 Tel: (613) 345-0400 Fax: (613) 345-0008 Web Site: www.EastEng.com

File: 7920

August 24, 2018

City of Brockville Planning Department 1 King Street West Brockville, ON K6V 7A5

Attention: Andrew McGinnis, MCIP, RPP, Dipl.M.M.

Dear Sir:

Re: Zoning Amendment Application

Planning Rationale Pro Oil Change 103 Broome Road Brockville, ON

Mr. Joe Norton, 2581027 Ontario Inc., owner of Pro Oil Change, Brockville, ON has submitted an application for Amendment to City of Brockville Zoning By Law 050-2014 to modify the use of the business on the site, 103 Broome Road, Brockville, ON. The Zoning of the current site is C6-2.

The proposed use of the site will be modified as follows:

1. Upgrading from oil changes and tires, to light mechanical work - alignments, front end work, brakes. This is a complimentary business to what they currently offer, and maintains a neat, clean organized appearance for the facility. This will add employment of skilled employment labour to the area through licensed technicians, and apprenticeship courses to develop staff.

Light mechanical work, specifically with regards to tires, alignments, front end work and brakes are all work related to the main use of the site currently. This would be under the current C6-2 zoning for Automobile Service Station as defined in 2.0 Definitions, A.22. The Walmart also is in the C-6 zone and there is light mechanical work done in this property as well.

2. Changing the zoning limitation from new car sales as per By Law C6 to include used car sales. From a business operations perspective it does not make sense to allow new car sales, and not have used car sales due to trade in factors, and the ability to retail the



quality used vehicles that are 1-5 years old. The owner would like the zoning revised to allow sales of used cars.

Permitting the sale of used cars is permitted currently in C6 zoning as an Automobile Sales Establishment. The site would be used to display and sell newer used vehicles. The site specific zoning for 103 Broome Road is permitted the uses in C6 Zone as per section 6.3.9.2 of the Zoning By Law.

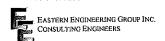
Throughout the City of Brockville, there are many multi use automobile shops which offer full service repairs, tire sales and automobile sales. Permitting the uses above would allow the business to expand and provide employment in the City.

3. The site currently has 8 steel containers on site, and would like to change the zoning to allow up to 9. There were existing containers on the site prior to zoning changes. They are an essential part of the business to provide our customers with tire storage on site and to store inventory for the business. The containers are neatly organized, painted and properly maintained. The owner wishes to modify the zoning to allow sea can storage containers for storage requirements in order to keep up with the increased demand due to business expansion. Section 3.3 a. i) 4 states that accessory uses for "sea can" are not permitted other than in an Employment Zone.

The surrounding properties to the south, east and north all fall into the industrial/commercial zoning. The property directly east is currently used as an outdoor storage facility for large vehicles and containers. The property to the south on Parkedale is a construction yard with storage of large vehicles, sea cans and multiple vehicles. The property has also been a used car dealer. The uses of these lots are industrial in nature and compared to the Pro Oil Change site, which is kept neat and in good appearance, the neighbouring properties are less attractive. The proposed zoning change would allow Pro Oil Change to keep the sea can containers neatly stored at the rear of their property, adjacent to the storage area to the east.

The sea cans in place prior to the zoning change are considered "legal non-complying". The addition of further cans will not be visually distracting or unappealing considering the surrounding properties. There are several instances in the City of businesses with sea cans being used for storage for automobile service centers and sales. The zoning of C6 Power Centre Zone, in the case of this property, is very closely located to the Business Park zoning E1 and the uses are closely related. E1 permits the use of sea cans for storage. Modification of the C6-2 to include the use of sea cans would allow the owner to expand Pro Oil Change.

4. The owner would like to request a zoning change to allow for a gravel parking area in the north east corner of the site. It would act as temporary overflow parking during busy seasonal time and also for the base below which the sea cans would be stored. The granular pad would be graded and compacted and maintained. Granular parking storage allows for water infiltration into the ground, lessening the need for stormwater management requirements. This area is shown on the accompanying revised site plan by owner.



The gravel pad for the sea cans and for temporary overflow parking would be consistent with the neighbouring properties to the south and east, which both have gravel yards. The gravel parking area in this case would be smaller and used only during work days for cars waiting in queue, and drop offs. The gravel would be compacted and maintained.

If you have any questions, or require additional information, please do not hesitate in contacting the undersigned.

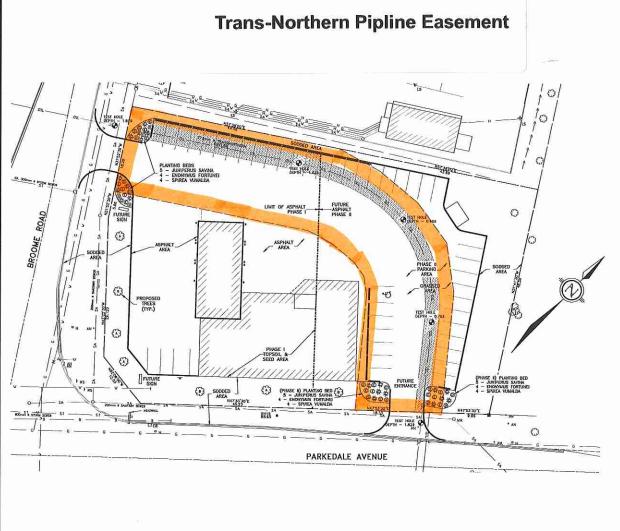
Yours very truly,

EASTERN ENGINEERING GROUP INC

Colin Jardine, P.Eng.

President

Director of Civil Engineering



KEY	QTY	NAME	SIZE & CONDITION
(3)	4	ACER PLATANCIOES ENTRALD QUEEN EMERALD QUEEN MAPLE	45 mm 8 & 0
(1)	3	CLEDITSIA TRIACANTHOS "SUNBURST" SUNBURST HONEYLOGUST	45 mm 8 & 8
龄	20	JUNPERUS SABNA "TAMARISCIFDLIA" TAMARIX JUNEPER	40 cm SPR. POTTED
0	16	ENONYMUS FORTUNES "COUNTRY GOLD" COUNTRY GOLD ENONYMUS	40 cm SPR. POTTED
Ø	16	SPIREA BUMALDA "COLDMOUND" GOLDMOUND SPIREA	30 cm 5PR. POITED

GENERAL NOTES
1. ALL PLANT MATERIAL SHALL BE NURSERY STOCK.

2. STAKE ALL DECIDUOUS AND CONFEROUS TREES.

3. PLANT TREES IN TREE PITS WITH A MIN. 150mm TOPSOIL LAYER BELOW ROOTS AND AT LEAST 300mm AROUND ROOT BALL.

4. PLANT SHRUBS IN PLANTING BED, MIN 500mm DEPTH OF TOPSOLE.

S. COVER PLANTING BEDS WITH 50-70mm LAYER OF BARK SHREBS (OR APPROVED EQUAL)

B. USE NUMBER ONE TURFGRASS NURSERY SOD IN ACCORDANCE

7. FOR SPECIFICATIONS REGARDING SOIL COMPOSITION, FERTILIZING, PLANTING, WATERING & GUARANTEE REFER TO THE LANDSCAPE ARCHITECTURAL PACKAGE OF THE CANADIAN NATIONAL MASTERS SPECIFICATION.

ALL DIMENSIONS ARE IN MILLIMETRES UNLESS OTHERWISE NOTED.
 CO-ORDINATE PLANTINGS WITH DRAINAGE PATTERN, DO NOT PLANT AT BOTTOM OF SWALE BELLY.

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IRON BAR WITH CAP 150m BELOW
GRUDE CITY OF BROCKVILLE
MONUMENT NO, SOTSHOOTI
ELEV. — 97.358m

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SCHEDULE "D" TO REPORT 2018-116-11













SCHEDULE "E" TO REPORT 2018-116-11



Public Meeting Economic Development & Planning Committee

COMMITTEE MINUTES

Tuesday, October 02, 2018, 6:00 pm City Hall, Council Chambers

Committee Members:

Councillor M. Kalivas, Chair Councillor J. Baker Councillor L. Bursey Councillor Mayor D. Henderson, Ex-Officio

Absent:

Councillor D. LeSueur

Other Council Members:

Councillor P. Deery

Staff:

A. McGinnis, Planner II

L. Murray, Deputy City Clerk (Recording Secretary)

The Chair called the meeting to order at 6:00 pm.

REPORT

1. 2018-113-10

Proposed Zoning By-law Amendment,

103 Broome Road, Part of Lot H, Plan 332m, Being Parts 1 to 7, Reference

Plan 28R-12720,

Owner: 2581027 Ontario Inc.

Applicant: J. Norton

Files: D14-032

Moved by: Councillor Busey

THAT Report 2018-113-10 be received as information and that a report on this matter be prepared by staff for consideration of the Economic Development Planning Committee at a future meeting.

CARRIED

Economic Development and Planning Committee (EDP) Public Planning Meeting Minutes Tuesday, October 02, 2018

Councillor Kalivas announced the Public Meeting procedure.

A. McGinnis announced that Notice of the Public Meeting was advertised in the Brockville Recorder and Times Newspaper and the Brockville This Week on September 6, 2018 and was circulated to property Owners within 120.0 metres (400.0 feet) of the subject property and various Agencies and Departments. In addition, signs were posted on the subject property advising that the lands are the subject of an Application for Amendment to City of Brockville Zoning By-law 050-2014.

Councillor Kalivas, Chair, asked that any person wanting further notice of the passage of the proposed amendment should give their full name, address, e-mail and postal code to the Secretary prior to leaving the meeting. Councillor Kalivas identified that "Request for Information Sheets" were located at the back of the room.

Councillor Kalivas reviewed the procedures for the Public Meeting.

A. McGinnis provided an overview of the proposed amendments to the zoning bylaw.

J. Norton who was in attendance spoke in favour of the amendment.

No person completed the Request for Information form.

The meeting adjourned at 6:21 pm.

SCHEDULE "F" TO REPORT 2018-116-11



Source: Google Earth 2014 Imagery

November 1, 2018

Report to Economic Development and Planning Committee November 6, 2018

2018-115-11
Proposed Allocation of the
Municipal Accommodation Tax

EDP Ad Hoc Committee Chair M. Kalivas Mayor D. Henderson With Staff support

RECOMMENDATION:

THAT the proposed allocation of the Municipal Accommodation Tax (MAT) be received;

THAT Stakeholders be advised to provide written response to the proposed allocation to the Manager of Strategic Initiatives by November 16th;

THAT a MAT implementation working group of not more than five members, as determined by the TAC, be struck;

THAT a MAT implementation working group consult with the Chair of the Economic Development and Planning Committee and the Director of Economic Development of the implementation of the MAT by November 23rd;

THAT staff report back to December EDP Committee with the final MAT allocation after considering written responses and recommendation on the implementation;

Proposed Allocation

THAT the allocation of MAT proceed are subject to annual approval by Council;

THAT the funds received from the MAT, as at December 31st each year, be allocated as follows:

- 1. 50% up to a maximum of \$200,000 to the Aquatarium;
- 2. 50% (25%), of the balance, to be disbursed to new projects, new or existing festivals as seed money, based on recommendations from the Tourism Advisory Committee (TAC);

Municipal Accommodation Tax Allocation of Proceeds

- a. Projects to be one-time allocations or a maximum of two years with entity not able to apply in the third year;
- Recommendations to include financial summary of previous year's usage of funds (if applicable);
- c. Applications with financial information will be received by the City of Brockville each November, compiled and forwarded to the TAC for evaluation. The recommendations will be presented by the TAC annually in January to EDP Committee, and then to Council for approval. Funds will be disbursed by the City of Brockville.
- d. Council reserves the right to full discretionary control of all funding.
- 3. 40% (20%), of the balance, to the TAC for additional marketing;
 - a. City assets must be included in all marketing (Aquatarium, Tunnel, Brockville Arts Centre, Museum, Library and Municipal Harbour)
- 4. 10% (5%), of the balance, to the City Tourism Infrastructure Reserve. A reserve intended to be used for tourism-related opportunities that are unknown when seed funds are allocated each year (Item 2). These funds will be disbursed by Council and may not need to be fully disbursed each year;

THAT \$50,000 of the 2018 MAT receipts, <u>before the formula is applied</u>, is allocated to the Aquatarium as authorized by Council resolution at the Council meeting of Tuesday, July 24th, 2018: and

THAT no fee be charged by the City for administration of the MAT.

PURPOSE

To propose the allocation of the funds received through the Municipal Accommodation Tax through the efforts of the EDP Ad Hoc Committee comprised of Mayor Henderson and Chair Kalivas, with staff support, which was to solicit Council feedback on allocation and adjust the earlier draft document, for consideration of EDP Committee members.

BACKGROUND

On January 30, 2018, Council passed the following motion:

THAT a hotel tax at a proposed rate of 4 percent on all Brockville transient accommodations effective May 1, 2018 be approved;

THAT a total amount of hotel tax be used for Tourism related activities; and

THAT an implementation plan be developed prior to initiating the hotel tax; and

THAT the necessary bylaw be enacted;

THAT the Township of Elizabethtown-Kitley be encouraged to implement a similar transient accommodation tax.

In a further report to Council, the rate for Bed and Breakfasts only was changed from 4% to \$4.00 per night.

In March 2018, staff surveyed TAC members and local accommodation providers to collect their view on how the funds should be distributed. The staff report to March EDP Committee recommended the following allocation of the MAT:

THAT the funds be used to fund the amount of the tourism contract (approximately \$190,000 in 2018) and the balance of the funds to be allocated as follows:

Proposed tourism related expenses		
	Enhance marketing of Brockville by expanding reach of current	
1	marketing program managed by Tourism Brockville	54%
	Investment in product development of city-owned assets: for example downtown accessible washrooms, diver's change room,	
2	arena development, etc.	29%
	Grants to individuals/organizations for festivals, events, new	
3	attractions, etc.	17%
	Total	100%

No decisions were made at the March meeting and the discussion was deferred to the June EDP meeting and then delayed until November EDP.

At the September EDP meeting, Mayor Henderson and Councillor Kalivas, Chair of EDP Committee, undertook to review the allocation as an Ad Hoc EDP working committee to develop an updated that was more reflective of the consensus position of Council. This draft would then return to the EDP Committee for consideration.

ANALYSIS

The legislation states that 50% of the funds raised must be given to an "eligible tourism entity". An eligible tourism entity is defined as a non-profit entity whose mandate includes the promotion of tourism in Ontario or in a municipality.

The City's Solicitor has confirmed that the Aquatarium would be considered an "eligible tourism entity" and that it meets the criteria of "promoting tourism".

POLICY IMPLICATIONS

There are no policy implications at this time.

FINANCIAL IMPLICATIONS

The estimate for 2018 MAT proceeds will be approximately \$200,000. Based on a prior resolution of Council and the recommendations in this report, \$50,000 will be directed to the Aquatarium with the rest being distributed according to the recommendation:

\$125,000	\$50,000 plus 50% of the balance up to \$200,000 to Aquatarium
37,500	50% (25%) of the balance to TAC to allocate as seed money
30,000	40% (20%) of the balance to TAC for additional marketing
7,500	10% (5%) of the balance for City Tourism Infrastructure Reserve
\$200,000	

Based on estimated proceeds of \$425,000 for future years, the allocation would be as follows:

Municipal Accommodation Tax Allocation of Proceeds

\$200,000	\$50,000 plus 50% of the balance up to \$200,000 to Aquatarium
112,500	50% (25%) of the balance to TAC to allocate as seed money
90,000	40% (20%) of the balance to TAC for additional marketing
22,500	10% (5%) of the balance for City Tourism Infrastructure Reserve
\$200,000	

CONCLUSIONS

Although the legislation requires that at least fifty percent of the funds are for tourism promotion, this program will direct one hundred percent of fund funds towards tourism activities, thus satisfying the requirements of the legislation, which will result in increased economic spinoff for Brockville business.