

The Town of The Blue Mountains

Community Improvement Plan

Policy Directions Report

April 2026



Parcel

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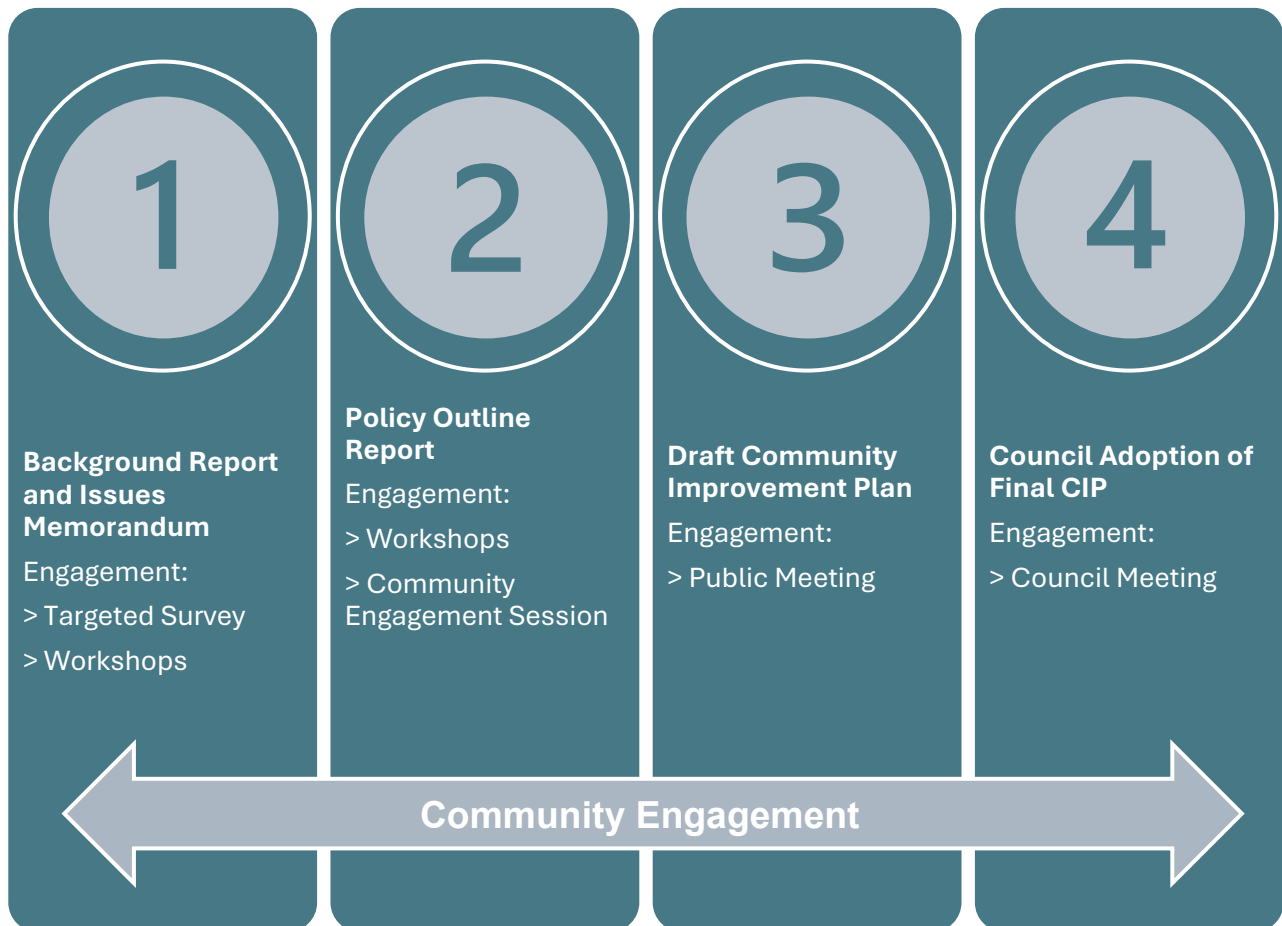
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Executive Summary

The Town of The Blue Mountains (the Town or The Blue Mountains) is undertaking a review of its existing Community Improvement Plans (CIPs). A CIP is a tool that enables a municipality to provide financial assistance through grant, loan, or tax incentive programs to support projects related to focused community improvement efforts. The Town currently has two (2) existing CIP programs (both developed in 2021), one of which focuses on economic development and community revitalization and the other that focuses on the provision of attainable housing. The Town is seeking ways to ensure more robust uptake of CIP programs and funding. The review of the Town's CIP will result in the preparation of a single new CIP to include CIP programs to address both community revitalization and housing in The Blue Mountains.

Key phases in the preparation of the new CIP include:



Phase 1 of the CIP review process included the preparation of a *Background Report and Issues Memorandum*¹ (dated March 2026) that outlined the legislative and policy framework for the creation of a CIP, the successes and challenges of the existing CIPs, and provided a scan of CIP programs in comparator municipalities to review new program opportunities and funding amounts. Phase 1 of the CIP review process also included community consultation in the form of targeted workshops with local builders, developers and other members of the development and building communities, as well as engagement with for-profit and non-profit housing providers. This input informs evolving needs and trends in the community related to economic development and housing.

This *Policy Directions Report* outlines a preliminary framework and establishes key directions for the preparation of a new CIP. Community engagement is an important part of the preparation of a new CIP and community input is invited in response to the recommended directions for the new CIP outlined in this report.

The following are recommended to guide the preparation of the new CIP as will be outlined in greater detail in this report:

Goals and Objectives

Goals have been prepared that support targeted objectives to ensure that the purpose of the CIP is clear and funds are directed to meet revitalization, economic development and attainable housing needs in the Town.

Incentive Programs

CIP programs are recommended to focus on economic development / revitalization, housing, or both areas. Many programs are recommended to remain but with updates. New proposed CIP programs include the Start-up Space Improvement Grant, Agricultural Diversification and Tourism Grant and the Attainable Rental Housing Grant.

Agreements and Administrative Requirements

The Town should consider the following related to agreements / administrative framework in the new CIP:

- **Requirements for Rental Housing** related to number of attainable units, period of affordability, and annual statements confirming continued affordability, unit livability, and/or status as a rental unit.
- **Timing of Funding** as it impacts project feasibility and CIP uptake, particularly for non-profit housing providers and developments containing attainable units.

¹ [The Blue Mountains CIP - Background Report and Issues Memo](#)

- **Concierge Service for Attainable Housing Projects** to provide greater clarity, prioritization, and streamlined processing of applications with an attainable housing component.
- **Program Guides** to increase visibility of the incentive programs and enhance accessibility to the public.
- **Marketing Plan** promoting the CIP, ensuring key and consistent messaging on the enhanced CIP program to different audiences including educational components addressing the negative perception of rental housing, as well as outreach to key stakeholders that promotes relationship-building and facilitates an iterative and collaborative approach.
- **Rolling Intake of Application Submissions** to ensure an inclusive and fulsome process for all potential applicants.

Monitoring and Measuring Success

The CIP should outline a framework for monitoring and evaluation of the CIP as well as incentive programs, including:

- A database to collect and store data relevant to the CIP;
- Performance indicators to evaluate incentive programs and funding; and,
- An annual report card that summarizes applications received, funded projects, and outcomes attributable to the incentive program funding.

Key performance indicators should be developed to track metrics for housing, economic development / revitalization, general performance of the CIP, and CIP programs. These metrics may include, but are not limited to, the number of housing units created (attainable, rental or ownership, housing typology), location of housing units, sales/rental price, number and types of jobs created, type of works undertaken, value of works undertaken, property assessment and property tax increase, number of applications received, number of successful applications, and total amount of public funds provided.

Process for Selecting Grants and Incentives

In addition to considering the general and program-specific eligibility criteria when reviewing an application, the following considerations could be employed by the Town to prioritize the selection of applications and distribution of grant funding when there are competing applications for limited funding:

- ***Prioritize attainable housing and rental housing in urban areas and near employment areas, existing or planned transit (within 800 m)*** as it addresses key CIP and Official Plan objectives around housing supply, and directly

addresses the challenges regarding lack of long-term rental supply and the demand for rental housing near employment areas and transit.

Eligibility Criteria

The new CIP should ensure eligibility criteria includes agricultural and rural areas as well as the Blue Mountains Village Area, where applicable, in order to ensure greater participation in CIP programs. Consideration may be given to implementing different eligibility requirements for non-profit organizations versus private businesses, homeowners, and developers according to recipient needs.

Delegation of Decisions

Consider delegation of decisions to Town Staff for programs that are low-risk and require less funding in order to streamline the approvals process.

1. Introduction

This *Policy Direction Report* begins to establish direction for a single new CIP based on the findings from the *Background Report and Issues Memorandum* and community engagement to date. The new CIP will focus on both attainable housing needs and economic development and revitalization in the Town. Housing CIP programs promote attainable housing across the Town and through a variety of housing options, prioritizing projects in urban areas and near employment areas, and public transit. Economic development CIP programs focus on economic development opportunities for commercial areas, Blue Mountains Village and the agricultural areas, as well as programs to support tourism enhancements and Town beautification.

Goals for the new CIP are broader, but are supported by targeted objectives to ensure that the purpose of the CIP is clear and funds are directed to meet revitalization, economic development and attainable housing needs in the Town.

Proposed changes to the structure of incentive programs provide clarity on eligibility requirements and funding to address the findings of the *Background Report and Issues Memorandum* as well as community engagement input. Of note, eligibility criteria in CIP programs include requirements for attainable rental housing units in certain incentive programs. Additionally, geographic areas are proposed to expand to include agricultural and rural areas, and the Blue Mountains Village Area in more programs. Housing programs, however, are generally limited to urban areas for purposes related to servicing, except for the **Additional Residential Unit Program**. In addition, most programs are recommended to be limited to grant programs with loan programs removed given the limited uptake of the loan option in the past, and the higher level of administrative work to administer loan programs.

2. Goals and Objectives

Goals have been prepared that are supported by targeted objectives to ensure that the purpose of the CIP is clear and funds are directed to meet community revitalization and improvement needs. The goals and objectives are directly informed by the Town’s Corporate Strategic Plan and community engagement input.

The goals and objectives directly and indirectly support the following objectives and initiatives in the Town’s Corporate Strategic Plan:

Table 1 – Relevant Corporate Strategic Plan Objectives and Initiatives

Community for Everyone	
Objective	Initiative
Support the creation of diverse housing options across the affordability spectrum.	<ul style="list-style-type: none"> Strengthen the Community Improvement Plan and land use planning tools to support attainable housing development. Align and prioritize infrastructure planning and investment in areas targeted for attainable housing. Explore the feasibility of a priority review or concierge system for attainable housing projects.
Support greater access to services that promote community wellbeing and health.	<ul style="list-style-type: none"> Explore programs to incentivize the recruitment and retention of family physicians. Identify partnerships and land-use planning opportunities that support the development of long-term care, attainable housing, and retirement and assisted living facilities.
Resilient Growth	
Objective	Initiative
Protect and enhance the natural environment and strengthen climate resilience.	<ul style="list-style-type: none"> Ensure that environmental sustainability and climate considerations are integrated into Town decision-making and operations. Identify and implement strategies to enhance biodiversity and tree canopy cover.
Celebrate and respect our cultural heritage and evolving community character.	<ul style="list-style-type: none"> Revise the Town’s Community Design Guidelines and encourage use within development applications to ensure that new development reflects local community feel. Invest in the expansion of gateway and wayfinding signage, interactive maps and apps

	showcasing local heritage sites and the promotion of local heritage sites and features.
Strong and Diverse Economy	
Objective	Initiative
Foster an “open for business” environment for local businesses and industries.	<ul style="list-style-type: none"> Review municipal policies, processes and bylaws for opportunities to reduce or eliminate barriers for local business success. Investigate opportunities to establish a business concierge service to provide an elevated customer experience and one-stop source for information and guidance.
Promote economic diversification to build a resilient economy, including agriculture.	<ul style="list-style-type: none"> Develop an Agriculture Sub-Sector Strategy, as proposed in the Economic Development Action Plan, to support agritourism, agri-food innovation, and other business diversification opportunities within the agricultural sector. Develop a formal partnership with Grey County to advance investment attraction initiatives and leads.

Key takeaways from community engagement activities highlighted the following for consideration:

Economic Development Workshop

1. Increase funding for the CIP programs.
2. Streamline application and approvals process.
3. Ensure eligibility requirements are clear.
4. Consider separate criteria for private development and non-profit organizations.

Attainable Housing Workshop

1. Expand the area of eligibility for CIP programs.
2. Increase funding for the CIP programs.
3. Increase visibility of CIP programs and perception of rental housing.
4. Work together with service sector employers to address lack of workforce housing.
5. A goal of the CIP should be sustaining and addressing long-term affordability in the Town.
6. Consider innovative approach to providing attainable units based on the number of units provided rather than on a unit-by-unit basis.
7. Create opportunities for public private partnerships to build attainable housing.

Based on the above, the following are the recommended goals and supporting objectives for the new CIP:

Table 2 – CIP Goals and Objectives

Goals	Objectives
<p>1. Maintain and enhance the Town’s distinct character as a four-season destination with a focus in core commercial areas</p>	<ul style="list-style-type: none"> i. Enhance sense of place and community identity through placemaking and public realm improvements. ii. Promote the Town’s diversified four-season tourism offerings through investments in tourism and recreational infrastructure.
<p>2. Support and sustain local businesses and contribute to overall economic viability</p>	<ul style="list-style-type: none"> i. Strengthen the Town’s key commercial, tourism, and rural economic areas, including the downtowns of Thornbury, Clarksburg, and Craigleith, Heathcote and Ravenna, and Blue Mountain Village, as vibrant centres of economic activity. ii. Foster a wide range of community-serving commercial uses through the redevelopment of vacant or underutilized lands. iii. Provide opportunities to facilitate economic diversification within the Town’s rural and agricultural areas. iv. Encourage the establishment and expansion of medical clinics, doctors’ offices, and other health practices within key areas of the Town. v. Support the adaptive reuse or renovation of existing buildings to accommodate medical and health service providers.
<p>3. Promote an attractive, accessible, connected, and well-designed public and private realm</p>	<ul style="list-style-type: none"> i. Implement the Town’s urban design guidelines so that development reflects local community feel. ii. Facilitate cohesive gateway and wayfinding signage throughout the Town that reflects the community’s goals for local identity and supports tourism and commercial uses. iii. Promote an enhanced pedestrian environment through streetscape improvements and considerations for connectivity to existing trail systems. iv. Support enhancements to the private realm that improve building facades, display areas, signage, and landscaping.

Goals	Objectives
4. Facilitate attainable housing units throughout the Town	<ul style="list-style-type: none"> i. Provide opportunities for housing at varying price points across the Town. ii. Encourage large-scale attainable housing development across the Town, especially in proximity to existing or planned transit. iii. Promote long-term housing affordability.
5. Increase the diversity of housing types and tenures over the long-term	<ul style="list-style-type: none"> i. Support opportunities for long-term rental housing supply serving the local workforce. ii. Promote the renovation, repair or rehabilitation of underused or underutilized residential units. iii. Facilitate a range of housing supply through infill, intensification, and mixed-use development.
6. Enhance the Long-Term Viability and Competitiveness of Agricultural and Rural Areas	<ul style="list-style-type: none"> i. Encourage private sector investment to enhance the economic vitality of the Town’s rural and agricultural areas. ii. Support and strengthen the viability of the Town’s thriving agricultural sector, including agricultural value-added, agritourism and facility improvement projects.

3. Incentive Programs

The recommended CIP incentive programs are designed to support achievement of the CIP goals and objectives. Recommended programs are outlined in **Table 3** with program descriptions, funding amounts and preliminary considerations for changes to eligibility and funding for each program.

Notably, the incentive programs focus on attainable housing support, promote a broad range of housing types, facilitate the redevelopment of commercial space and support the viability of agricultural areas, as well as the Blue Mountain Village area.

New proposed CIP programs include the Start-up Space Improvement Grant, Agricultural Diversification and Tourism Grant and the Attainable Rental Housing Grant.

Grants and loans are intended to be stackable to maximum of 50% of the total calculated eligible costs of the project.

Table 3 – CIP Proposed Incentive Programs

No.	Program & Approval	Approval Authority	Eligibility	Funding
Economic Development / Revitalization and Housing Focused				
01	Municipal Fees Grant Equivalent To offset the costs for fees associated with the <i>Planning Act</i> , <i>Building Code</i> , and Sign Permits for approved projects under this program. This program will reimburse a portion of certain planning applications and building permit fees.	Town staff	Include agricultural and rural properties, and expand focus to include on-farm diversified uses and agritourism.	Consider funding increase to a maximum of 100% of fees to a maximum of \$50,000 per project.
02	Energy Efficiency Program Supports building upgrades for existing commercial, mixed-use, or multi-residential buildings that improve energy efficiency, promote sustainable design and climate resilience and contribute to the Town’s sustainability goals and objectives.	Town staff	Include Blue Mountains Village Resort Area Core designation and Blue Mountains Village Resort Area Resort Commercial designation.	N/A
03	Brownfield Tax Assistance Program To provide tax assistance to eligible applicants to encourage significant environmental remediation and/or risk assessment or management that may be required to a property prior to development.	Town staff	No changes are proposed.	N/A
04	Development Charges Equivalent Grant Program	Town staff	Expand focus to include development containing a	Consider funding increase to a maximum of 100% to a maximum of \$250,000 of

No.	Program & Approval	Approval Authority	Eligibility	Funding
	To offset the cost of Town and County development charges that are incurred through the development application and approval process. This program is intended to promote significant investment in the development of attainable housing within the Town.		minimum of two (2) attainable housing units. Include commercial properties that contain a minimum of two (2) attainable housing units.	the Town and County development charges.
05	Underutilized Building Conversion or Expansion Program To promote the reuse of vacant or underutilized commercial or agricultural space, and building expansions, by providing financial assistance for leasehold improvements and interior retrofits to support the establishment of new businesses.	Town staff	Expand eligible uses to include on-farm housing, co-op working space, and medical clinics.	Consider funding increase to 100% of the total eligible project costs to a maximum of \$20,000 per property. No loans.
06	Study & Design Grant Program To assist property owners in financing costs of undertaking studies and design considerations that promote and support the goals and objectives of this CIP.	Town staff	Expand focus to include development containing attainable housing units.	50% of costs and a maximum of \$20,000. For non-profits payable upon completion of study and its submission to Town. For private sector payable upon completion of studies and submission with a Planning Act application to the Town.
Economic Development / Revitalization Focused				
07	Building Improvement and Renovation Grant	Town staff	Include Blue Mountains Village Resort Area Core	Increase funding to a maximum of \$20,000.

No.	Program & Approval	Approval Authority	Eligibility	Funding
	To support the rehabilitation, repair, and physical upgrading of existing commercial, office, mixed use, and institutional buildings to improve their condition and ensure their long term viability within the Town.		designation and Blue Mountains Village Resort Area Resort Commercial designation. Expand eligible uses to include on-farm housing.	No loans.
08	Building Façade Grant This grant program supports the improvement of building façades for new and historic properties to support high quality design, safety and support overall community vibrancy.	Town staff	Include Blue Mountains Village Resort Area Core designation and Blue Mountains Village Resort Area Resort Commercial designation.	Retain funding at a maximum of \$20,000 for grants. No loans.
10	Property Enhancement and Improvement Grant Supports private property upgrades that enhance the public realm, including improvements to landscaping, parking areas, bicycle parking, laneways, and permanent outdoor seating areas.	Town staff	Include Blue Mountains Village Resort Area Core designation and Blue Mountains Village Resort Area Resort Commercial designation. Include agricultural and rural properties for on-farm diversified uses, where lands will not be removed from active production.	Reduce funding to costs to a maximum of \$15,000 or \$500 per linear metre of frontage on a street, whichever is less. No loans.
11	Destination Infrastructure Grant Stimulates investments by local stakeholders, organizations, and municipalities in infrastructure that enhances the public realm and	Town staff	Include Blue Mountains Village Resort Area Core designation and Blue Mountains Village Resort Area Resort Commercial designation, as well as	Increase funding to a maximum of maximum of \$25,000. No loans.

No.	Program & Approval	Approval Authority	Eligibility	Funding
	strengthens the Town’s role as a four-season destination		agricultural and rural properties.	
12	NEW Start-up Space Improvement Grant Supports new business growth by providing funding for permanent leasehold improvements to commercial or mixed use spaces, enhancing the functionality and marketability of the property and its rental units.	Town staff	Include Blue Mountains Village Resort Area Core designation and Blue Mountains Village Resort Area Resort Commercial designation. Include agricultural and rural properties for on-farm diversified uses, where lands will not be removed from active production.	Provide funding to a maximum of \$20,000 for grants. No loans.
13	NEW Agricultural Diversification and Tourism Grant Promotes the development or rehabilitation of on-farm diversified uses and agricultural tourism experiences in the Town’s rural areas.	Town staff	Include agricultural and rural properties for on-farm diversified uses, where lands will not be removed from active production.	Provide funding to a maximum of \$20,000 for grants. No loans.
Housing Focused*				
14	Tax Increment Equivalent Program (TIEG) Provides a grant equal to the tax increase resulting from new development, redevelopment of buildings to create new attainable housing units. This program provides a funding to rebate a portion of the municipal taxes attributed to the	Council	Expand focus to include development containing attainable housing units.	Consider funding increase to 100% of the Town tax increase for ten years (advocate for the County to parallel this).



No.	Program & Approval	Approval Authority	Eligibility	Funding
	increased assessment over a 10-year period.			
15	<p>Downtown Apartment Rehabilitation or Conversion Program Supports the rehabilitation of existing residential units and the conversion of commercial, residential, or mixed use space into attainable upper storey or rear of building housing.</p>	Town staff	<p>Include the Blue Mountains Village Resort Area Core designation.</p> <p>Include the rehabilitation of and/or conversion to attainable housing units.</p>	<p>Consider additional funding for an attainable housing unit.</p> <p>Total eligible costs to a maximum of \$15,000.</p>
16	<p>Attainable Housing Feasibility Grant Program To assist eligible applicants with the cost of determining an attainable housing project's feasibility prior to construction.</p>	Town staff	<p>Include the Blue Mountains Village area.</p> <p>Include definition for determining what is "attainable". Proposed to be 125% of CMHC AMR.</p> <p>Priority will be given to large-scale attainable housing projects in proximity to existing or planned transit / employment areas and urban areas.</p>	<p>Consider funding increase to a maximum of \$25,000. Payable at completion of study and for non-profits. Payable at the issuance of occupancy permits private rental.</p>
17	<p>NEW Attainable Rental Housing Grant Supports the development of new rental units that are offered at below market rates to eligible households. The program provides financial</p>	Town staff In cases where the grant would be less than \$100,000.	Include definition for determining "attainable" 125% of AMR.	Grant up to \$10,000 per unit to a maximum \$150,000 per project. Payable upon "structural framing."

No.	Program & Approval	Approval Authority	Eligibility	Funding
	assistance to reduce development costs and improve project feasibility, helping to increase the supply of long term affordable rental housing within the Town.	Council In cases where the grant would be more than \$100,000.		
18	Additional Residential Unit Program Supports the creation of additional residential units that are accessory to a single detached dwelling, semi-detached dwelling, duplex dwelling, or townhouse dwelling.	Town staff	Prohibit use as short term accommodation .	Consider funding increase to a maximum of \$20,000 for grants. Agreement to be registered on property title. No loan.
19	Surplus Land Grant Program To identify municipal owned lands that are deemed surplus to the need of the Town or the County and that will subsequently be offered through a Request for Proposal (“RFP”) process for development purposes.	Council	No changes proposed.	N/A
20	Land Banking Policy Council may, at its discretion, acquire, sell, lease, prepare, or dispose of municipal lands at or below fair market value to support the goals of the Town’s Official Plan and this CIP.	Council	No changes proposed.	N/A

*Rural areas are ineligible for CIP programs for attainable housing with the exception of the Additional Residential Unit Program.

4. Agreements and Administrative Requirements

The following are recommended considerations for agreements / administrative matters in the CIP framework:

Table 4 – Considerations for Agreements and Administrative Requirements

Agreements / Administrative Matters	Discussion
Requirements for Rental Housing	The CIP agreement should stipulate requirements regarding number of attainable units, period of affordability, and annual statements confirming continued affordability, unit livability, and/or status as a rental unit.
Timing of Funding	<p>The current funding model releases grants after the completion of works, whereas loans may be paid prior to construction in accordance with the CIP requirements and agreement. The timing of funds is key as it impacts project feasibility, especially for a proponent such as a non-profit housing provider.</p> <p>Further consideration and discussion should be given to the timing of funds and whether proponents of attainable housing may be able to access funds (grants and loans) earlier, prior to construction and the completion of eligible works.</p>
Concierge Service for Attainable Housing Projects	<p>Results of the Phase 1 Consultation noted various barriers to accessing the CIP programs, including lack of clarity around eligibility requirements, and lack of understanding and awareness of the different programs. The need for streamlined application review/approval was noted to increase program uptake.</p> <p>This presents an opportunity for an attainable housing concierge service to support the goal of increasing attainable housing. It is recommended that the Town’s Chief Building Official also assist in review of these applications. Higher priority will be placed on applications with an attainable housing component, as the concierge service will assign a dedicated staff person to review and process applications with an attainable housing component. This will also provide a “one-stop shop” for parties interested in understanding and accessing funding for attainable housing.</p>
Program Guides	There is an opportunity to develop user-friendly program guides that complement each CIP program, which may provide step-by-step details on applying for an incentive

Agreements / Administrative Matters	Discussion
	<p>program. This provides greater clarity for potential applicants and may be a useful aid to include in marketing materials for outreach and awareness.</p>
<p>Marketing Plan</p>	<p>The Phase 1 Consultation identified a lack of awareness around the CIP programs as well as negative perceptions around rental housing. There is an opportunity to address these gaps through a marketing plan, which would outline key messaging for different audiences, as well as comprehensive marketing program.</p> <p>This may consist of a strategy for the Town’s website and social media pages, press releases, physical mail-out notices, periodic Council updates, and the preparation of a CIP information package and program guides.</p> <p>The marketing plan may also contain targeted outreach efforts such as facilitating an online workshop outlining the new CIP process for general property owners (specifically on ARUs), introductory and follow-up meetings with members of the real estate and development industry, and non-profit and co-op housing providers to provide information on program availability and requirements, as well as to obtain their feedback on the CIP programs and how they can be improved, if necessary. Further messaging and information around rental housing can also be included as part of the marketing plan.</p>

5. Monitoring and Measuring Success

The CIP will outline a framework for monitoring and evaluation of the CIP and incentive programs, including:

- A database to collect and store data relevant to the CIP;
- Performance indicators to evaluate incentive programs and funding; and
- An annual report card that summarizes applications received, funded projects, and outcomes attributable to the incentive program funding.

Key performance indicators to be monitored and evaluated are outlined in **Table 5** and include:

Table 5 – Key Performance Indicators

Focus	Key Performance Indicators
Housing	<ul style="list-style-type: none"> • Number of housing units created <ul style="list-style-type: none"> ○ New or rehabilitated residential units ○ Attainable units ○ Rental or ownership units ○ Additional residential units ○ Units on properties sold/leased as part of the Surplus Land Program and/or Land Banking Program ○ Housing typology • Location of housing units • Period of affordability/attainability • Period of rental tenure • Sales and/or rental price • Total number of properties sold or leased through the Surplus Land Program and/or Land Banking Program • Estimated total amount of properties sold or leased through the Surplus Land Program and/or Land Banking Program • Number of proponents who have acquired a property through the Surplus Land Program and/or Land Banking Program
Economic Development / Revitalization	<ul style="list-style-type: none"> • Number and type of jobs created • Estimated value of works undertaken or to be undertaken • Type of works undertaken or to be undertaken • Location of new development (new commercial space, new agritourism uses, etc.)
General Performance	<ul style="list-style-type: none"> • Approved and/or denied value of the grant and total value of construction • Building permit values • Estimated total amount of private sector investment • Projected and actual property assessment and property tax increase • Qualitative assessment of project works (e.g. photos) • Application processing time (from application submission to funds released and housing delivery) • Ease of CIP use (applicant feedback survey)
CIP Programs	<ul style="list-style-type: none"> • Total number of applications received <ul style="list-style-type: none"> ○ Breakdown by incentive programs

Focus	Key Performance Indicators
	<ul style="list-style-type: none"> • Number of completed projects <ul style="list-style-type: none"> ○ Breakdown by incentive programs • Total amount of public funds provided <ul style="list-style-type: none"> ○ Breakdown by incentive programs • Cost of running CIP program

6. Process for Selecting Grants and Incentives

In addition to considering the general and program-specific eligibility criteria when reviewing an application, the additional criteria outlined in **Table 6** could be employed when prioritizing the selection of CIP applications where there is limited remaining funding:

Table 6 – Considerations for Selecting Grants and Incentives

Considerations for Selecting Grants and Incentives	Discussion
<p>Prioritize Attainable Rental Housing in Urban Areas and Near Employment Areas, Urban Areas, and Existing or Planned Transit</p>	<p>Applications that propose attainable/rental housing near transit, employment areas and within urban areas could be prioritized as it contributes to achieving the recommended CIP housing objectives as contained in this Report, as well as the Town’s Strategic Plan and Official Plan community improvement goals (current and draft) for supplying more attainable housing.</p> <p>Furthermore, it responds directly to the findings of the <i>Background Report and Issues Memorandum</i> and the Phase 1 community consultation findings, addressing the lack of long-term rental supply, demand for rental housing near employment areas and transit, and limited transit exacerbating affordability challenges.</p>
<p>Rolling Intake of Application Submissions</p>	<p>The current CIPs implement an intake period for applications, in which applications are received and reviewed within a set timeframe. This may unduly penalize interested parties that are not aware of the timeframe, excluding them from participating in the CIP programs and limiting potential community improvement works. Consideration should be given to a rolling intake of application submissions (should funding be available) to ensure an inclusive and fulsome process.</p>

7. Eligibility Criteria

The following changes should be considered in the new CIP:

- **Expanding eligibility criteria to include agricultural and rural areas** – the results of the *Background Report and Issues Memorandum* as well as the Phase 1 community consultation underscore the gap between the current incentive programs and the objectives to support agricultural business innovation and on-farm diversified uses. Agricultural and rural properties were excluded from a number of incentive programs, with Section 3 of this *Policy Directions Report* recommending changes to eligibility criteria for certain programs to include agricultural and rural areas and ensuring continued support of agricultural businesses. Notably, agricultural and rural areas are limited to accessing attainable housing CIP programs to the Additional Residential Unit Program.
- **Expanding eligibility criteria to include the Blue Mountain Village Area** – a review of the existing CIPs and the Phase 1 community consultation findings note that the Blue Mountain Village Area is not eligible for many of the existing incentive programs. This is a gap in achieving the Town’s goals of supporting local businesses, maintaining the Town’s character as a four-season destination, as well as facilitating a broad range of housing. Changes to the eligibility requirements to include the Blue Mountain Village Area is outlined in Section 2 of this Report.
- **Eligibility requirements for non-profit organizations versus private businesses, homeowners, and developers** – through the Phase 1 community consultation, it was noted that eligibility requirements for incentive programs could be different for non-profit organizations versus private businesses, homeowners, and developers because needs can vary for these groups. This comment was raised regarding appropriate funding models based on the needs of the recipient. The possibility of allocating grants to non-profit organizations and to other recipients should be considered and discussed with the Town in greater detail. The potential for revolving loans to non-profit ownership should also be considered.

8. Delegation of Decisions

In order to streamline the approval process, delegating decisions to Town Staff should be considered as outlined in **Table 3**. Certain programs are low-risk and consist of eligible works that require lower funding. Large-scale projects with more significant funding considerations will still be required to be approved by Council.

9. Conclusion

This *Policy Directions Report* provides a preliminary framework and establishes key directions for the preparation of a new CIP to ensure that it meets the evolving needs of the Town with strong uptake of CIP program funding. Additional community input on this *Policy Directions Report* will inform the preparation of the new CIP for the Town.