

COMMON COUNCIL REPORT

M&C No.	2023-
Report Date	October 20, 2024
Meeting Date	October 23, 2024
Service Area	Strategic Services

Mayor Donna Noade Reardon and Common Council

SUBJECT: MOU Uptown Saint John Inc.

AUTHORIZATION

Primary Author	Finance Committee Chair	Chief Administrative Officer
Kevin Fudge	Gary Sullivan	J. Brent McGovern

RECOMMENDATION

Finance Committee recommends Common Council approve and execute the Memorandum of Understanding between the City of Saint John and Uptown Saint John Inc.

EXECUTIVE SUMMARY

The Uptown Saint John Business Improvement Association is a not-for-profit that represents the interests of 500+ businesses located within a designated geographic boundary. Uptown Saint John Inc was established on May 15th, 1992. Uptown Saint John is governed by a volunteer board of directors from the Uptown BIA business community. The City of Saint John and Uptown Saint John are proposing a Memorandum of Understanding that will allow the two entities to partner to leverage funding from other levels of government to improve the uptown area.

PREVIOUS RESOLUTION

REPORT

The Uptown Saint John Business Improvement Association is a not-for-profit that represents the interests of 500+ businesses located within a designated geographic boundary. Uptown Saint John Inc was established on May 15th, 1992. Uptown Saint John is governed by a volunteer board of directors from the Uptown BIA business community.

Uptown Saint John Inc. is eligible to apply for funding through Downtown New Brunswick Inc.'s "Heart of Communities" Investment Initiative. The initiative provides an opportunity for Uptown SJ to apply for, on an annual basis, up to Twenty Thousand Dollars (\$20,000.00) for capital projects and Ten Thousand

Dollars (\$10,000.00) for planning projects. Uptown Saint John is interested in partnering with the City to provide matching funds for projects identified in accordance with the terms and conditions outlined in a Memorandum of Understanding (attached). The Board of Uptown Saint John Inc. has approved this MOU.

The City and Uptown SJ will coordinate efforts to identify joint projects during the City's annual budget process to fund projects in the Business Improvement Area ("BIA") that align with the City's Strategic Plan and Council Priorities. Each Party agrees to cooperate with each other Party and to work together in good faith to identify Approved Projects through the City's annual budgeting process.

Uptown SJ agrees to make any necessary applications through Downtown NB Inc.'s "Heart of Communities" Investment Initiative (the "Funding") for Approved Projects:

- (a) For Capital Projects, the Parties agree that all Approved Projects will be for public spaces and within the boundary of the Business Improvement Area in accordance with the City's *Business Improvement Area By-law*; and
- (b) For Planning Projects, the Parties agree that all Approved Projects must be aligned with each Party's long-term Strategic Plan.

If an Approved Project is selected for Funding, the City and Uptown SJ will each seek approval from their respective Council and Board. If Council approves, the City will contribute an amount equal to the funding awarded for the Approved Project and establish which Party will be responsible for delivering on the Approved Project, and how the funds will be administered.

Both the City and Uptown Saint John Inc. agree to make available the benefits of its experience, knowledge, capabilities and resources (including adequate personnel and the provision of such information as is reasonably necessary) to enable the assessment of the viability of the Project.

Upon completion of any Approved Project, the City and Uptown SJ will jointly complete an outcome report demonstrating the return on investment to be presented to Council for the City. Each Party agrees the Project will be cancelled if actual costs exceed budget unless funding can be secured from other sources.

STRATEGIC ALIGNMENT

The recommendation aligns with Council's priority to Perform.

SERVICE AND FINANCIAL OUTCOMES

The MOU will unlock funding for the City and Uptown Saint John to make investments to improve the uptown BIA area.

INPUT FROM OTHER SERVICE AREAS AND STAKEHOLDERS

Input was received from the Executive Director of Uptown Saint John.

ATTACHMENTS

Appendix A: MOU Between City of Saint John and Uptown Saint John Inc.