



CITY OF YELLOWKNIFE

## GOVERNANCE AND PRIORITIES COMMITTEE AGENDA

Monday, November 18, 2024 at 12:05 p.m.

Chair: Mayor R. Alty,  
Councillor S. Arden-Smith,  
Councillor G. Cochrane,  
Councillor R. Fequet,  
Councillor B. Hendriksen,  
Councillor C. McGurk,  
Councillor T. McLennan,  
Councillor S. Payne, and  
Councillor R. Warburton.

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<b><u>Item</u></b>	<b><u>Description</u></b>
1.	Opening Statement: The City of Yellowknife acknowledges that we are located in Chief Drygeese territory. From time immemorial, it has been the traditional land of the Yellowknives Dene First Nation. We respect the histories, languages, and cultures of all other Indigenous Peoples including the North Slave Métis, and all First Nations, Métis, and Inuit whose presence continues to enrich our vibrant community.
2.	Approval of the agenda.
3.	Disclosure of conflict of interest and the general nature thereof.
4.	A presentation regarding the 2024 Work Plan Update.
ANNEX A	
5.	A memorandum regarding whether to repeal and replace Development Incentive Program By-law No. 4534, as amended, and whether to amend Financial Administration By-law No. 4206.
ANNEX B	
6.	A memorandum regarding whether to adopt a Sponsorship and Naming Rights Policy.
7.	A discussion regarding a leave policy.



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**Item No.**      **Description**

**IN CAMERA**

- 8.            A land matter.
  
- 9.            Business arising from In Camera Session.



CITY OF YELLOWKNIFE

**MEMORANDUM TO COMMITTEE**

**COMMITTEE:** Governance and Priorities

**DATE:** November 18, 2024

**DEPARTMENT:** Planning and Development

**ISSUE:** Whether to repeal and replace Development Incentive Program By-law No. 4534, as amended, and whether to amend Financial Administration By-law No. 4206, as amended.

**RECOMMENDATION:**

1. That By-law No. XXXX, a by-law to repeal and replace Development Incentive Program By-law No. 4534, as amended, be presented for adoption;
2. That By-law No. YYYY, a by-law to amend Financial Administration By-law No. 4206, as amended, be presented for adoption; and
3. That Council direct Administration to utilize the Revitalization Initiative Reserve toward Development Incentives and the development of City owned lands by contributing to the Land Fund to facilitate:
  - a. selling Lot 34, Block 30, Plan 2564 (50/50 Lot), pursuant to the Terms of Reference/Request for Proposal;
  - b. retain the remaining \$1,591,000 dollars in the Revitalization Initiative Reserve to:
    - i. support the sale of Lot 34, Block 30, Plan 2564; and
    - ii. fund and support Development Incentives;
  - c. the Revitalization Initiative Reserve is to remain open.

**BACKGROUND:**

On October 15, 2024 Administration provided a draft Development Incentives By-law and draft amendment to the Financial Administration By-law No. 4206, as amended, to Governance and Priorities Committee (GPC). All documents have been reviewed and updated, where appropriate, to incorporate recommendations and considerations provided at the meeting.

Attached to this memorandum are the updated draft Development Incentives By-law and a chart outlining considerations, recommended changes and explanations.

Administration was requested to reconsider the financing of Development Incentives outside of the Downtown “DT” Zone. The Downtown Development Reserve was created to support development within the downtown, and is funded through 25% parking meter revenue.

It was recommended that a new fund be created for Development Incentives in other areas of the city and utilize the remaining \$141,000 (estimated) in the Revitalization Initiative Reserve.

An alternative solution is proposed. It is recommended that the Revitalization Initiative Reserve not be closed, and that it be added to the Financial Administration By-law to fund Development Incentives and specific land sales.

<b>COUNCIL STRATEGIC DIRECTION/RESOLUTION/POLICY:</b>
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**Strategic Direction #1: People First**

Focus Area 1.2

Housing for All

Doing our part to create the context for diverse housing and accommodation options.

Key Initiative 1.2.1

Setting the context and foundation for a fulsome continuum of housing options, from social to market to workforce accommodation.

Focus Area 1.3

Liveable Community

Supporting all residents to participate in the social fabric and physical space of our community.

Key Initiative 1.3.1

Providing affordable and diverse recreation and arts opportunities for residents.

Key Initiative 1.3.3

Supporting design standards that are multi-modal including recognizing Yellowknife’s advantages as a winter city.

**Strategic Direction #3: Sustainable Future**

Focus Area 3.1

Resilient Future

Enhancing Yellowknife as a great place to live, visit, work and play now and into the future.

Focus Area 3.2

Growth Readiness

Ensuring land development supports economic readiness and community priorities.

Key Initiative 3.2.2

Completing land development tools and strategies that support growth readiness.

Key Initiative 3.2.3

Modernizing development incentive options.

Focus Area 3.3

Robust Economy

Doing our part to stimulate and amplify economic development opportunities.

Motion #0129-22

That Council direct Administration to:

- (i) Review all current development and business incentive programs offered by the City of Yellowknife, including the Development Incentive Program By-law No. 4534; and
- (ii) Bring forward recommendations for a comprehensive incentive program, funded from the Downtown Improvement Reserve, that facilitates development in the downtown.

Motion #0141-22

That Council direct Administration to:

- (i) utilize the Revitalization Initiative Fund toward the development of City owned lands within the Downtown by contributing to the Land Fund to facilitate:
  - a. selling Lots 8, 9, and 10, Block 31, Plan 65 (5016, 5018 and 5022 50th Street) for less than appraised value, pursuant to a Request for Proposal process; and
  - b. selling Lot 34, Block 30 (50/50 Lot) for less than appraised values, pursuant to the Terms of Reference/Request for Proposal attached to and forming part of the memorandum to committee dated September 12, 2022.
- (ii) transfer \$2.275 million dollars from the Revitalization Initiative Fund to the Land Administration Fund to cover the land value of the properties listed above;
- (iii) transfer \$141,000 dollars from the Revitalization Initiative Fund to the Downtown Improvement Reserve to support Development Incentives; and
- (iv) to close the Revitalization Initiative Fund.

Motion #0109-24

That Council direct Administration to bring forward a draft Development Incentive By-law to reflect the incentives in Table A.

<b>APPLICABLE LEGISLATION, BY-LAWS, STUDIES, PLANS:</b>
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1. *Cities, Towns and Villages Act S.N.W.T. 2003;*
2. *Community Plan By-law No. 5007;*
3. *Zoning By-law No. 5045, as amended;*
4. *Land Administration By-law No. 5078;*
5. *Development Incentive Program By-law No. 4534, as amended;*
6. *City of Yellowknife Vision for Downtown Revitalization;*
7. *Retail Revitalization Strategy;*
8. *City of Yellowknife Economic Development Strategy (2020-2024);*
9. *2010 Smart Growth Development Plan;*
10. *City of Yellowknife Visitor Services Strategy;*
11. *YKDFN/City Joint Economic Development Strategy;*
12. *Accessibility Audit Report & Implementation Strategy (2018);*

13. Trail Enhancement and Connectivity Strategy Report (2018);
14. 10 Year Plan to End Homelessness (2017);
15. Development & Design Standards (ongoing);
16. Corporate and Community Energy Action Plan (2015-2025); and
17. Yellowknife Downtown Façade Improvement Guidelines (2017).

## CONSIDERATIONS:

### Legislation

The *Cities, Towns and Villages Act, S.N.W.T., 2003, c.22, sections 70 and 72*, provides municipalities with the authority to adopt a Development Incentive By-law. The by-law provides procedures, terms, and conditions to incent development, redevelopment, relocation and housing initiatives.

Section 101(3)(d) of the *Cities, Towns and Villages Act, S.N.W.T., 2003, c.22* requires that, in respect of each fund established, Council shall by by-law, create and describe the specific purposes of any reserves that will be created under the fund.

### Financial Considerations

It is not recommended that an additional reserve be created to fund Development Incentives in areas outside the Downtown “DT” Zone. Currently, Administration has four funds/reserves to support different aspects of the Development Incentives By-law. The creation of a fifth reserve adds financial and administrative burden to the process.

Abatements are funded through the *General Fund*, this amount is reviewed and adjusted each year based on the applications received.

In April 2024, the Government of Canada announced the City of Yellowknife’s successful application to the *Housing Accelerator Fund*. Specific funding is dedicated to Development Incentives directly resulting in the construction of new dwellings. HAF specifically allocates funds for affordable and missing middle dwelling options through an incentives program. This equals approximately \$200,000 per year, for four years. Additional HAF programs and allocations may be available as the City develops and implements the required initiatives.

There is currently \$747,000 (est. December 2024) in the *Downtown Development Reserve*, of which some of the funding may be used for Development Incentives within the Downtown “DT” Zone. 25% of parking fees are allocated to fund these; and Council passed a resolution in August 2022 for a one-time addition of funding when the Revitalization Fund (\$2,416,000) is closed (see Revitalization Initiatives Reserve below).

All directions from the 2022 *Revitalization Initiatives Reserve* motion #0141-22, have not been completed and therefore the reserve remains active. The motions directed that once two properties were sold, money was to be transferred to the Land Development Fund, the remaining money was to be transferred to the Downtown Development Reserve and the Revitalization Initiatives Reserve was to be closed. A purchase agreement has been entered into for the lots 8, 9, and 10, Block 31, Plan 65 (5016, 5018 and 5022 50th Street) and once the transaction is complete, \$825,000 will be transferred from this reserve. The sale of Lot 34, Block 30 (50/50 Lot) has not been successful to date. It is

recommended that the approximately \$141,000 not tied to the sale of a city owned lot be used in the mean time for Development Incentives in areas outside of the Downtown.

Administration has included in the draft by-law clear language that incentive options (not funded by HAF) in future years will be available based on funding. Funding will be a consideration for Council during future budget deliberations. At this time, there is enough money between the four existing funds to support the Development Incentives program in 2025.

**ALTERNATIVES TO RECOMMENDATION:**

1. That Council not repeal and replace the Development Incentive Program By-law No. 4534, as amended; and
2. That Council not amend Financial Administration By-law No. 4206, as amended.

**RATIONALE:**

The options recommended incorporate priorities identified through Council’s Strategic Directions, which support the Downtown, Accessibility, Climate Change, Housing, Commercial, Industrial, and Redevelopment. Administration supports and recommends all the options presented in By-law No. XXXX. The recommended incentives; funded through the General Fund, Housing Accelerator Fund, Downtown Development Reserve and the Revitalization Initiatives Reserve; have adequate funding for 2025. Additional funding will be considered for 2026 and beyond.

**ATTACHMENTS:**

1. Development, Incentives By-law No. XXXX (DM#778835.v6);
2. Appendix A to Development Incentives By-law No. XXXX (DM#779292);
3. Summary of Updates Reflected in the Draft Development Incentives By-law (DM#782020.v2)
4. By-law No. YYYY to amend Financial Administration By-law No. 4206, as amended (DM#779421.v2); and
5. Development Incentive Program FAQ (DM#777771.v4).

Prepared: Sept 24, 2024; cw

Updated: Nov 07, 2024; CW

# THE CITY OF YELLOWKNIFE

**NORTHWEST TERRITORIES**



**DEVELOPMENT INCENTIVES**

**BY-LAW NO. XXXX**

**Adopted Month, XX, 2024**



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**By-law No. XXXX**

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CITY OF YELLOWKNIFE

**BY-LAW NO. XXXX**

**BG XX**

A BY-LAW of the Council of the Municipal Corporation of the City of Yellowknife in the Northwest Territories, authorizing the Municipal Corporation of the City of Yellowknife to provide for the provision of development, redevelopment, relocation and housing incentives, and grants.

PURSUANT TO:

- a. Sections 70 and 72 of the *Cities, Towns and Villages Act, S.N.W.T. 2003. C.22*, as amended;
- b. Sections 1-15 and 76-83 of the *Property Assessment and Taxation Act, R.S.N.W.T. 1988, c.P-10*;
- c. City of Yellowknife Tax Administration By-law No. 4207, as amended; and
- d. Due notice to the public, provision for inspection of the by-law and due opportunity for objections thereto to be heard, considered and determined;

WHEREAS the Municipal Corporation of the City of Yellowknife Community Plan contains policy provisions related to development, redevelopment, relocation and housing incentives;

WHEREAS the Municipal Corporation of the City of Yellowknife deems it desirable to adopt a Development Incentives By-law;

WHEREAS the Municipal Corporation of the City of Yellowknife seeks to encourage development and revitalization of residential, commercial and industrial properties for the general benefit of the City;

WHEREAS the Council of the Municipal Corporation of the City of Yellowknife deems it appropriate that the whole of the City of Yellowknife be included in the area of land subject to this by-law;

WHEREAS the Council of the Municipal Corporation of the City of Yellowknife wishes to repeal and replace Development Incentive Program By-law No. 4534, as amended;

NOW, THEREFORE, THE COUNCIL OF THE MUNICIPAL CORPORATION OF THE CITY OF YELLOWKNIFE, in regular sessions duly assembled, enacts as follows:

## 1. GENERAL

### 1.1. Short Title

This by-law may be cited as the **“The Development Incentives By-law”**.

### 1.2. Availability

All abatements and grants are subject to available funding. Submitting an application does not guarantee funding, even if all eligibility criteria are met, as funding is limited. Applications are processed on a first come first served basis subject to funding.

### 1.3. Definitions

In this By-law:

“Abatement”

means a grant providing relief for the increase in tax assessment related only to the increased assessed value of a property as a result of property improvements based on the certified property assessment.

“Adjacent Property”

means the property, land, or lot adjoining the property in question along a lot line or separated only by an alley, easement, roadway or highway;

“Affordable Rental Housing”

means housing where the total monthly shelter cost (gross monthly rent, inclusive of utilities for heat, hydro, hot water and water) is at or below the lesser of one times the average City of Yellowknife rent, by dwelling unit type, as reported annually by the Canada Mortgage and Housing Corporation (CMHC), or 30% of the before-tax monthly income of renter households in the City of Yellowknife, as follows:

1. studio units: households at or below the 50<sup>th</sup> percentile income;
2. one-bedroom units: households at or below the 60<sup>th</sup> percentile income;
3. two-bedroom units: households at or below the 60<sup>th</sup> percentile income;

4. three-bedroom units: households at or below the 60<sup>th</sup> percentile income.

“Affordable Home Ownership”

Housing where the purchase price (which for new units is inclusive of Government Sales Tax (GST) payable by the purchaser) is at or below an amount where the total monthly shelter cost (mortgage principal and interest – based on a 25-year amortization, 10 per cent down payment and the mortgage rate for a conventional 5-year mortgage as reported by the Bank of Canada in January of the applicable year, and a mortgage insurance premium – plus property taxes calculated on a monthly basis based on the purchase price, and standard condominium fees, if applicable) is affordable, based on paying no more than 30% of before-tax monthly income, to all households in the City of Yellowknife as follows:

1. studio units: households at or below the 30<sup>th</sup> percentile income;
2. one-bedroom units: households at or below the 40<sup>th</sup> percentile income;
3. two-bedroom units: households at or below the 50<sup>th</sup> percentile income;
4. three-bedroom units: households at or below the 60<sup>th</sup> percentile income.

“Appraised Value”

means the most probable price, determined by a professional real estate appraiser, which a property should bring in a competitive and open market as of a specified date under all conditions requisite to a fair disposal, the buyer and seller each acting prudently and knowledgeably, and assuming the price is not affected by undue stimuli.

“Applicant”

means a person that owns land in the City of Yellowknife, which includes a person that has entered into a fully executed and in full force and effect real estate purchase contract in respect of real property and that has applied for an abatement or grant under this by-law related to that property.

“Average Rent (CMHC Statistic)”	This represents rent levels in both new and existing structures. This is a weighted average of all units combined, whether vacant or occupied.
“Assessed Value”	Any reference in this by-law has the same meaning as identified in the <i>Property Assessment and Taxation Act, RSNWT 1988, c.P-10</i> .
“City”	means the Municipal Corporation of the City of Yellowknife.
“City Manager”	means the Senior Administrative Officer of the City of Yellowknife or their designate appointed pursuant to the <i>Cities, Towns and Villages Act, S.N.W.T. 2003, c22</i> as amended from time to time.
“Community Plan”	The City of Yellowknife Community Plan By-law No. 5007 or any other successor by-law.
“Council”	means the Council of the City of Yellowknife;
“Disposal or Dispose”	means the sale or lease of land.
“Fee Simple”	means freehold ownership of real property.
“Improvement”	has the meaning as set out in the <i>Property Assessment and Taxation Act, RSNWT 1988, c.P-10</i> .
“Industrial Relocation”	means relocation of “industrial” uses in targeted redevelopment areas to Engle Business District.
“Industrial Use”	means a land use which is permitted within the Engle Business District’s “IG” – Industrial General zone pursuant to Zoning By-law No. 5045, as amended.
“Land”	means real property or an interest therein, other than an easement or restrictive covenant.
"Lot"	means an area of land, the boundaries of which are filed on a plan registered at the Land Titles Office.

“Mid-size Car”	means a vehicle with interior volumes less than 3.4 cubic metres and a maximum length of 5 metres.
“Missing Middle Housing”	means housing that fits the gap between low-rise, single detached dwellings and mid-rise apartment buildings. It provides a variety of housing options that add housing stock and meet the growing demand for walkability. May also be used in reference to the lack of available and affordable housing for middle-income households to rent or own.
“Parcel”	means unsurveyed land with specific boundaries and corners, which can be leased;
“Person”	includes any individual, corporation, firm, body corporate, partnership, limited partnership, or other entity capable of entering into a legally binding contract. A person shall not include a government.
“Planning Administrator”	means the City employee holding the Director of Planning & Development position, or their designate, for the City of Yellowknife, as amended from time to time.
“Planning and Development”	means the City of Yellowknife Planning and Development Department.
“Pre-development Activity”	Includes site inspection, design, site plans, geotechnical investigation and other approved processes to bring a complete application for development forward.
“Property”	Means a lot or multiple lots which are contiguous and under the same ownership.
“Residential Intensification”	Means residential development within targeted (identified) areas of the City which are deemed to be for future infill, medium to high intensity development.
“Universal Design”	Any reference to universal design in this by-law has the meaning as identified in the National Building Code 2020.

“Vehicle Share”	Means the contractual action to share a vehicle between residents and/or employees of a property within identified zones. The vehicle to be shared may be a car (compact or midsize), an e-bike or a bicycle.
“Zone”	Any reference to a zone in this by-law has the meaning of the zone names and regulations as identified in Zoning By-law No. 5045, as amended.

## 2. ABATEMENTS

Tax abatements provide financial incentives to support key planning and development objectives on lands across the city. The incentives are made available to encourage development and redevelopment initiatives

### 2.1. Abatement Calculation

2.1.1. Abatements only apply to the increase in improvement value and not land value. Abatements provide the applicant the equivalent value of the tax that would be payable for the increase in the assessed value of the Improvements in accordance with two formulas:

- a. **The Five Year Declining Abatement** provides 100% abatement in the first year following completion of the development and reducing in equal increments of 20% over the following four years (100%-80%-60%-40%-20%); and
- b. **The Full Five Year Abatement** provides 100% abatement over the five years following completion of the development.

2.1.2. All Abatements are calculated using finalized assessment values. For each year the abatement applies the most recent finalized assessment value is used. Abatement amounts shall be approved by the Director of Corporate Services and the Planning Administrator.

2.1.3. Abatement amounts once calculated and approved are applied as a tax credit on the Property’s tax account.

### 2.2. Development of Vacant Property Abatement

2.2.1. The Development of Vacant Property Abatement component of the Program is targeted toward new residential, commercial or mixed-use construction within the Downtown Zone. The property must meet the following minimum requirements to be eligible for consideration for the Development of Vacant Property Abatement:

- a. The property is located within the prescribed zone Downtown (“DT”) as indicated in the Zoning By-law; and
- b. The property is vacant of structures and has been for more than five years.

2.2.2. The improvement value shall be included for the tax abatement calculation. There is no reimbursement on any portion of the assessed land value.

2.2.3. Upon a successful application the Development of Vacant Property Abatement shall receive the Five Year Declining Abatement.

### **2.3. Downtown Mixed-Use Development Abatement**

2.3.1. The Downtown Mixed-Use Development Abatement is targeted toward new residential and commercial development; or adaptive re-use of existing buildings, within the Downtown Zone to incent mixed-use residential and commercial development.

2.3.2. The development must meet the following minimum requirements to be eligible for consideration for the Downtown Mixed-Use Development Abatement:

- a. The property is located within the prescribed zone Downtown (“DT”) as indicated in the Zoning By-law;
- b. The building must be a minimum of 12 metres high;
- c. The building must have commercial uses at the street level; and
- d. The building must have a minimum of four (4) or more dwellings.

2.3.3. Where an application for the Mixed Use Development Abatement includes ten (10) or more units, a minimum 10% of units shall be affordable housing in order to qualify. The calculation of the required number of units shall be rounded up to the next whole number.

2.3.4. The required affordable housing units shall be made available for purchase by Housing NWT for dedicated rental units or by a non-profit organization approved by the City to sell the units as non-market housing. This requirement may be waived subject to the owner/developer providing a letter from Housing NWT and/or applicable non-profit organizations indicating there is no interest in purchasing or assigning the residential units.

2.3.5. The Downtown Mixed-Use Development Abatement is a Full Five-Year Abatement of 100% of the increase in the assessed value of the Improvements over five years.



## **2.4. Residential Central Mixed-Use Development Abatement**

- 2.4.1. The Residential Central Mixed-Use Development Abatement component of the program is targeted toward new residential and commercial construction; or adaptive re-use of existing buildings, within the Residential Central Zone to incent mixed-use residential and commercial development.
- 2.4.2. The Residential Central Mixed-Use Development Abatement is a Declining Five Year Abatement. The Abatement is calculated based on the increase in the assessed value of the Improvements. The declining five-year abatement reduces in equal increments over five-years (100%-80%-60%-40%-20%).
- 2.4.3. Any ground floor commercial improvement combined with development of an eligible residential project shall be included in the tax abatement calculation.
- 2.4.4. The property and building must meet the following minimum requirements to be eligible for consideration for the Residential Central Mixed-Use Development Abatement:
  - a. The property is located within the prescribed zone Residential Central (“RC”) as indicated in the Zoning By-law; and
  - b. The building must have a minimum of four (4) or more dwellings.
- 2.4.5. Where an application for the Mixed Use Development Abatement includes ten (10) or more units, a minimum 10% of units shall be affordable housing in order to qualify. The calculation of the required number of units shall be rounded up to the next whole number.
- 2.4.6. The required affordable housing units shall be made available for purchase by Housing NWT for dedicated rental units or by a non-profit organization approved by the City to sell the units as non-market housing. This requirement may be waived subject to the owner/developer providing a letter from Housing NWT and/or applicable non-profit organizations indicating there is no interest in purchasing or assigning the residential units.

## **2.5. Residential Development Abatement**

- 2.5.1. The Residential Development Abatement aims to provide support for new development, increase the diversity of housing options, and support infill development within municipal piped service areas.
- 2.5.2. The property and building must meet the following minimum requirements to be eligible for consideration for the Residential Development Abatement:

- a. The property is within the prescribed Residential Central Zone (“RC” and “RC-1”) or Residential Intensification Zone (“RI” and “RI-1”) as indicated in the Zoning By-law;
- b. The development is multi-unit, or townhouse;
- c. The building or development does not include a detached dwelling;
- d. The building is a new construction project. New construction includes demolition of existing buildings and redevelopment of a site; and
- e. The buildings or development have a minimum of four (4) or more dwellings.

2.5.3. Property in the Residential Central zone (“RC” and “RC-1”) will receive the Full Five-Year Abatement (100% of the increase in the assessed value of the improvements over five years).

2.5.4. Properties in the Residential Intensification zone will receive Declining Five Year Abatement. The Declining Five Year Abatement reduces in equal increments over five-years (100%-80%-60%-40%-20%).

2.5.5. Council may, at its sole discretion, extend the five-year tax abatement for the Residential Central Zone projects up to an additional five-year period (at full or a declining increment basis) based on the revitalization merits of the project in conformity with the City of Yellowknife Community Plan policies.

2.5.6. Where an application for the Residential Development Abatement includes twenty (20) or more units, a minimum 10% of units shall be affordable housing in order to qualify. The calculation of the required number of units shall be rounded up to the next whole number.

2.5.7. The required affordable housing units shall be made available for purchase by Housing NWT for dedicated rental units or by a non-profit organization approved by the City to sell the units as non-market housing. This requirement may be waived subject to the owner/developer providing a letter from Housing NWT and/or applicable non-profit organizations indicating there is no interest in purchasing or assigning the residential units.

## 2.6. Industrial Relocation Abatement

2.6.1. The Industrial Relocation Abatement encourages the relocation of uses deemed “Industrial” by a Development Officer, based on definitions set out in the Zoning By-law, from land identified throughout the City to the Engle Business District. The defined target areas are divided into two categories, based on property zoning as indicated in the Zoning By-law:

Sender Land – includes Old Airport Road ( “CS” - Commercial Service Zone); Old Town (“OT” - Old Town Mix Zone), and Kam Lake (“KL” - Kam Lake Zone).

Receiver Land – includes the Engle Business District (“IG” – Industrial General Zone).

- 2.6.2. Based on the above categories, abatements may apply to either the Sender Land or the Receiver Land, but not to both.
- 2.6.3. Use of the relocation abatement may be stacked together with other incentives for either the Sender Land or the Receiver Land, but not between both.
- 2.6.4. Industrial Relocation Abatement includes a declining seven year tax abatement in equal increments over seven years (100%-90%-80%-70%-60%-50%-40%). This abatement formula applies to industrial relocation only.
- 2.6.5. Where the Applicant chooses to apply the abatement to the Receiver Lands, the abatement shall include both land and Improvement assessments, and where the Applicant chooses to apply to the Sender Lands, abatement shall apply only to the increase in the assessed value of the improvements and does not transfer to future owners.
- 2.6.6. In addition to the application requirements, applicants shall submit a relocation plan and site plan for the Sender Lands demonstrating the phasing out of the industrial use within the prescribed period. In addressing the discontinuation of industrial related uses, the plan shall indicate removal of existing structures, site restoration, and suitability for redevelopment. Upon removal or discontinuation of the industrial related use, the Applicant shall enter into a contract with the City to prohibit future industrial uses on the land (rezoning, caveat, etc).
- 2.6.7. Assessed improvements must be demolished, or removed from the Sender Lands and transported to the Receiver Lands or outside the city, to be eligible for the abatement. The City may at its own discretion consider relocation of structures to other areas of the city if they are in compliance with Zoning By-law requirements and do not impede redevelopment efforts. The City may consider the allowance of up to 20% of existing structures to remain as long as they can be utilized for non-industrial purposes. Such structures must be deemed to be structurally sound and fit for occupancy, including the provision of heating, lighting, electricity, water, and sewer.
- 2.6.8. All applicants shall acquire a land area within the Receiver Lands which is no less than 75% of the land area size of the Sender Lands.
- 2.6.9. Where, after the removal of structures from the Sender Lands, such Lands are deemed to be environmentally contaminated to an extent which prohibits redevelopment to a permitted use, the Applicant may, through meeting the criteria outlined below, be eligible for only one of the following Environmental Impact Study (EIS) Grants options for the Sender Lands:

- a. Where the applicant applies the Industrial Relocation abatement to the Receiver Lands, the Applicant shall be eligible to make a separate application to receive one grant under the Environmental Impact Study Grant for the Sender Lands; or
- b. Where the applicant applies the Industrial Relocation abatement to the Sender Lands, the Applicant shall be eligible for an additional one year of tax abatement for the Sender Lands.

2.6.10. In addition to the tax abatement described herein, the City may enter into land agreements to exchange ownership of the Applicant's Sender Lands for City owned Receiver Lands, provided the Applicant can provide environmental approvals deeming the Sender Lands remediated to acceptable standards. Such exchanges shall be negotiated on a case by case basis between the City and property owner.

### **3. GRANTS**

#### **3.1. Environmental Impact Study (EIS) Grant**

- 3.1.1. The EIS Grant is to promote the understanding of environmental site assessments specific to the type of contamination and potential remediation costs. The EIS Grant may only be applied to properties within the Downtown Zone (DT).
- 3.1.2. The EIS Grant may provide a single contributing payment of 50% up to \$10,000 for the completion of a Phase II Environmental Site Assessment; and
- 3.1.3. The EIS Grant may also provide a single contributing payment of 50% up to \$10,000 for the completion of a Remedial Work Plan or Risk Assessment following the completion of a Phase II Environmental Site Assessment.
- 3.1.4. Each property may receive a grant under section 3.1.2 and 3.1.3 above, for not more than \$20,000 total.
- 3.1.5. For each property the owner must provide confirmation of total cost and amount of contribution from the owner as part of the application and contract for the grant(s).
- 3.1.6. The applicant shall demonstrate that the degree of site contamination has a significant impact on the costs of redeveloping the site verified by qualified professionals.

- 3.1.7. A Phase II Environmental Site Assessment, Risk Assessment, and Remedial Action Plan shall be completed for the designated property, and all supporting documentation and reports shall be submitted to the City prior to commencement of development on site.
- 3.1.8. Approval from the GNWT Department of Environment and Climate Change certifying the site's remediation to appropriate contamination levels according to Territorial criteria shall be provided prior to commencing development.

### **3.2. Bicycle Racks and Storage Grant**

- 3.2.1. This Grant is available to new, redevelopment and exterior façade development projects in all zones within the City of Yellowknife. The objective is to facilitate developments throughout the community that provide safe storage of bicycles.
- 3.2.2. The use of these racks and storage may be dedicated to residents within a dwelling or, where development is commercial in nature, may be public use.
- 3.2.3. The Bicycle Racks and Storage Grant is a contributing payment to property owners to place bicycle racks or bicycle storage on their property which provides:
  - a. For property redevelopment the grant is up to 50% of the cost to a maximum of \$1,000; or
  - b. For property with new development (open and valid building permit) the grant is up to 100% of the cost to a maximum of \$5,000.

\* Appendix A: Bicycle Racks and Storage minimum standards

### **3.3. Shared Vehicle Grant**

- 3.3.1. The Shared Vehicle Grant for development supports car sharing or bicycle sharing and storing, in place of parking spaces. All shared vehicles must be for use by those who reside in the residences or who work at the business.
- 3.3.2. Qualifying development must be located within the prescribed zones, specifically the Downtown ("DT"), Residential Central ("RC" or "RC-1") or Residential Intensification ("RI" or "RI-1") as indicated in the Zoning By-law. The development must include a minimum of 6 dwelling units where a portion of the development includes residential use.
- 3.3.3. Development which is entirely commercial may qualify for one vehicle.

- 3.3.4. A qualifying car must be mid-size or smaller. If the vehicle has a combustion engine it must include a block heater and all required plug in facility/connection on the development property for the type of vehicle.
- 3.3.5. The Shared Vehicle Grant provides:
- a. \$5,000 per car share, to a max of \$20,000 per development (up to 4 cars).
  - b. \$1,000 per e-bike share to a max of \$5,000 per development (up to 5 e-bikes).
  - c. \$200 per bike share to a max of \$3,000 per development (up to 15 bicycles).

### **3.4. Commercial Development for Universal Design Grant**

- 3.4.1. The Commercial Development for Universal Design Grant is to be combined with facade improvements or as part of a larger enhancement or redevelopment project to existing businesses. It is available to commercial businesses located within the Downtown (DT), Commercial Service (CS) and Old Town Mixed Use (OT) zones.
- 3.4.2. Businesses must be street oriented or designed with an emphasis on the sidewalk or a multi-use path, with direct pedestrian access to the building. The grant will not apply to building access from vehicle parking areas, alley ways or required side yards.
- 3.4.3. The Grant may be utilized for architectural, engineering, design costs, and labour. The Commercial Development for Universal Design Grant may apply to both new and existing buildings.
- 3.4.4. The Commercial Development for Universal Design Grant provides:
- a. 50% of costs to create an universal entrance, to the adopted National Building Code Standards, for the building, up to a maximum of \$15,000; and
  - b. 50% of costs to create a universal street scape (from the sidewalk, including ramps), up to a maximum of \$15,000.

## **4. HOUSING GRANTS**

The City of Yellowknife's vision for housing is to improve access to adequate, suitable and affordable housing. Housing provides a solid foundation on which to secure employment, raise a family and build strong communities. Through the Housing Accelerator Fund, a number of opportunities for incentives and grants are funded until 2027, with possibility of extension based on funding. There will be intakes each year based on a first come first served model, not all applicants will be guaranteed funding. The funding for the following Incentives is limited.

#### **4.1. Secondary Dwelling Grant**

- 4.1.1. This grant is available to owners of existing single detached dwellings and those constructing new single family dwellings in the City of Yellowknife.
- 4.1.2. A grant up to 50% of building cost to a maximum of \$20,000 is available to develop a secondary dwelling on the property.
- 4.1.3. A secondary dwelling may be located within the primary dwelling or may be located in a secondary structure on the same property.
- 4.1.4. Priority will be given to property serviced by municipal sewer and water systems (piped) and located along existing transit routes.
- 4.1.5. A property on trucked sewer and water services may be considered but is required to demonstrate the site's ability to include new services dedicated to the new dwelling unit, while other conditions may apply.

#### **4.2. Affordable Secondary Dwelling Grant**

- 4.2.1. There is an additional \$10,000 available for owners of a secondary dwelling created with the grant in section 4.1, to establish an affordable secondary dwelling on their property.
- 4.2.2. The rent charged for the secondary dwelling must be equal to or less than the previous years reported affordable rental housing rate, reported by CMHC, for a minimum of 10 years. An agreement with the City is required and is to be registered on title at the N.W.T. Land Titles Office.

#### **4.3. Affordable Non-Profit Grant**

- 4.3.1. The Affordable Non-Profit Grant is available to non-profit organizations developing affordable housing projects within the City of Yellowknife.
- 4.3.2. The development must include new multi-unit dwellings or townhouse development. Designated special care residences may be considered, provided they meet all regulatory requirements of the Government of the Northwest Territories.
- 4.3.3. The Affordable Non-Profit Grant may provide:

- a. up to \$50,000 towards pre-development activities for the affordable housing project; and
- b. a rebate of all Development Permit costs for the same project.

4.3.4. An agreement is required to be entered into between the organization and the City to guarantee the affordability of units as affordable rental housing or affordable home ownership for no less than 20 years.

#### **4.4. Universal Dwelling Grant**

4.4.1. The City remains committed to improving accessibility for people with diverse abilities in key areas of daily living. The Universal Dwelling Grant applies to new dwelling development including secondary dwellings.

4.4.2. The Universal Dwelling Grant is equal to an amount of 50% to a maximum of \$15,000, per dwelling unit, for the development of universal dwellings, meeting National Building Code 2020 standard for anthropometrics, plumbing facilities, signage, entrances and elevators.

4.4.3. Where there are four or more dwellings created within a development a minimum of 2 units must be universal to qualify. Where there are less than four dwellings this grant may be applied for one of the units being developed to a universal standard.

4.4.4. Universal units must include barrier free access to the building and four or more of the following features:

- a. Access to the dwelling with ramps, elevators or lifts;
- b. Automatic or push-button doors at multi-unit dwelling entrances;
- c. Accessible parking dedicated to the units rented or where there are no parking requirements a dedicated drop off location adjacent and functional to the main entrance to the dwelling(s);
- d. Bathrooms with an accessible shower and interior room for people in wheelchairs to turn around;
- e. Counters, cabinets, light switches and other fixtures at an height accessible to wheelchairs;
- f. Kitchen appliance lighting: The exterior and interior of the appliance should have sufficient lighting to enable people to see and safely operate the appliance. The instruction text and controls should contrast in colour to the background area. This may also include stove top only design where the counter height and placement of the stovetop are accessible with open space under the counter for sit cooking;
- g. Smoke and fire alarms with combined audible and visual signals (strobe preferable), which will flash a light and make a loud noise or vibrate in a bedroom;
- h. Appliances with Controls that are easy to operate:



- i. incorporate good colour contrast for instructions and other characters (either dark text on a light-coloured background or light text on a dark-coloured background);
- ii. are located on non-reflective and non-glare surfaces;
- iii. do not require too much strength to operate;
- iv. provide information for people who rely on sight, hearing or touch; and
- v. have tactile features and colour-contrasting markings to clearly indicate the on-off positions, for safety;

- i. Include accessible laundry washing facilities within the accessible unit;
- j. Battery/generator operated evacuation device designed to be used on stairs; or
- k. Specialized equipment to facilitate habitation for a specific individual.

#### **4.5. Missing Middle Price Grant**

- 4.5.1. The Missing Middle Price Grant will reduce the purchase price of City land available for disposal. Where land is brought to market by the City of Yellowknife for residential development this grant will ensure diverse housing options are developed to meet the needs of all residents.
- 4.5.2. The Missing Middle Price Grant applies to the RC and RC-1 zones and the RI and RI-1 zones.
- 4.5.3. Under the Missing Middle Price Grant the land price may be granted (to the land fund) the equivalent to 25% of the purchase price, where the purchaser agrees to develop townhouse units or multi-unit dwellings, where a minimum 5 units are constructed.

#### **4.6. Missing Middle Conversion Grant**

- 4.6.1. The Missing Middle Conversion Grant provides up to 50% of the costs of conversion, including architectural, engineering, design, and labour costs, to a maximum of \$25,000 per dwelling, where an existing single family dwelling is converted into three or more dwelling units.

#### **4.7. Intensification Servicing Grant**

- 4.7.1. Increasing the number of dwellings on a property may at times require upgrading of municipal service connections. The Intensification Servicing Grant may be used to upgrade piped sewer and water services where determined by a qualified engineer to be insufficient to service an additional dwelling unit.

- 4.7.2. The Intensification Servicing Grant is available to existing single detached or duplex dwellings developing a secondary suite whether within the existing dwelling or in a separate structure on the same lot.
- 4.7.3. The Intensification Servicing Grant is up to 50% of the cost to a maximum of \$25,000 for upgrades to lot servicing.
- 4.7.4. The Intensification Servicing Grant may be combined with money available for upgrading through the Service Connection Failure Assistance Fund.

#### **4.8. Ventilation Systems Grants**

- 4.8.1. To be eligible for the Ventilation Systems Grants, the property and building must also be approved for a grant identified in 4.8.2.
- 4.8.2. Any new residential units meeting the requirements under the Secondary Suite Dwelling Grant (section 4.1), Universal Dwelling Units Grant (section 4.4), Affordable Secondary Dwelling Grant (section 4.2), Affordable Non-profit Grant (section 4.3) or the Missing Middle Grants (section 4.7) and approved for the Grant.
- 4.8.3. This Ventilation Systems Grant will provide up to 75% of the cost per approved development for one of the following:
  - a. suitable filtration technology for high-efficiency particle removal which can be integrated into a mechanical ventilation system in residential settings, up to a maximum of \$1,000; or
  - b. an individual filtration and/or cooling system installed independently within the main living area of the dwelling unit, up to a maximum of \$2,000; or
  - c. where the mechanical ventilation system is for multiple dwelling units and includes suitable filtration technology for high-efficiency particle removal, up to a maximum of \$10,000.

#### **4.9. Development Permit and Building Permit Fee Grant**

- 4.9.1. In order to be eligible for Development Permit and Building Permit Fee Grant:
  - a. The property must be approved for at least one other Abatement or Grant outlined in this by-law;
  - b. The development must include residential development;
  - c. The applicant must be the registered property owner or assigned agent; and

d. The development must be new construction resulting in a new dwelling unit(s).

4.9.2. The Development Permit and Building Permit Fee Grant provides:

- a. reimbursement of 100% of the fees related to residential development portion, for a Development Permit Application; and
- b. reimbursements of up to 100% of the fees related to residential development portion, for a Building Permit, to a maximum of \$10,000.

4.9.3. If at any time the applicant is non-complaint with the applicable permits the Planning Administrator may cancel the application/grant for the Development Permit and Building Permit Fee Grant.

4.9.4. All application and permit fees must be paid up front, and will be reimbursed upon the completion of the Development Permit (where applicable), final inspection following occupancy for a Building Permit, and all requirements under the applicable Grant or Abatement program.

4.9.5. The Development Permit and Building Permit Fee Grant does not apply to any performance or maintenance guarantees (i.e. letters of credit or securities) required to be posted by the applicant/property owner. This Grant does not apply to professional services, studies, service connections or to expenses related to appeals or court proceedings.

## 5. TERMS AND CONDITIONS

### 5.1. Commencement

5.1.1. Prior to commencement of a development where an abatement has been applied for, final approval is require by the Planning Administrator and the Director of Corporate Services.

5.1.2. In addition to the requirements outlined in the by-law, all tax abatements shall commence upon construction final completion and notice of tax reassessment.

5.1.3. Abatements shall be provided as a credit to the property tax account following the Notice of Assessment.

5.1.4. No Abatement shall be provided while any matter regarding the property is before the Board of Revision or Assessment Appeal Tribunal as defined in the *Property Assessment and Taxation Act*.

- 5.1.5. In addition to the requirements outlined in the by-law, abatement, grants and permits funded in part or full through this by-law must be for new development or redevelopment. Grants are not to be applied to development commenced prior to the adoption of this by-law.
- 5.1.6. A new application must be submitted under this by-law for consideration and it is not guaranteed that approval will be granted.
- 5.1.7. In addition to requirements in section 3.5, abatements for Industrial Relocation shall not commence until the industrial use(s) on the Sender Lands have been discontinued, the Applicant has complied with the relocation plan, and construction completion and notice of tax reassessment has been provided on the abatement parcel.
- 5.1.8. Abatements and Grants may be applied for together, and combined to support one development, subject to funding availability and the approval of the Planning Administrator.

## **5.2. Eligibility**

- 5.2.1. All applicants must submit a completed application on the prescribed forms. The application must be made prior to initiating the development or redevelopment project (subject to section 5.1.7).
- 5.2.2. All development and construction must obtain required permits from the City of Yellowknife, the Government of the Northwest Territories and any other regulatory authorities required.
- 5.2.3. Applicants must be registered owners of the properties and such owners shall not be in a position of tax arrears for any property in the city. The provision of incentives may be transferred to a new owner of the property subsequent to the approval of the Planning Administrator.
- 5.2.4. Federal or Territorial owned lands, buildings or projects are ineligible for all programs.
- 5.2.5. All Abatements must be shown to increase the appraised value of the property by at least \$500,000 upon construction completion. The appraisal is to be provided to the City. Upon construction completion the applicant shall notify the Planning Administrator and the City will assess the improvements.

- 5.2.6. All improvements and development shall comply with all City of Yellowknife by-laws, as amended, including, but not limited to, Community Plan By-law No. 5007, Zoning By-law No. 5045, Land Administration By-law No. 5078; Building By-law No. 5058 and Water and Sewer Services By-law No. 4663 or their successor by-laws which may be in effect.
- 5.2.7. Any outstanding orders from the City's Fire Division, Lands and Building Services Division, or Planning and Environment Division must be addressed prior to granting approval.
- 5.2.8. Any incentive may be revoked or suspended for outstanding orders or requirements which have not been completed in terms of schedule or for non-compliance.

### **5.3. By-law Administration**

- 5.3.1. The forms, procedures and agreements required for the administration of this by-law shall be as determined from time to time by the Planning Administrator.
- 5.3.2. The Planning Administrator may approve standard forms or agreements for any grant or abatement under this By-law and may authorize Administration to make such minor amendments to any such standard form or agreement as may be necessary to adapt the agreement to the requirements of any particular transaction.
- 5.3.3. All applicants must enter into an agreement with the City of Yellowknife prior to obtaining a Development Permit or Building Permit. Specific incentives may be required to be filed as a caveat on title identifying any grant amount, the approved project design and the eligible improvements that the applicant may seek reimbursement for upon successful project completion. Failure to comply with the terms of the agreement will result in forfeit of all incentives and may require repayment to the City of Yellowknife.
- 5.3.4. Abatement related incentives, including payments, will occur upon completion of all of the following: a certified property assessment; Contribution Agreement and authorization by the Planning Administrator and Director of Corporate Services.
- 5.3.5. Payment of the following grants will be made following a successful application and completion of the Contribution Agreement. Payment may be made prior to construction of the project:
- Universal Commercial Development Grant
  - Secondary Dwelling Grant
  - Affordable Secondary Dwelling Grant
  - Affordable Non-profit Grant

- Universal Dwelling Units Grant
- Missing Middle Grant

5.3.6. Payment of the following grants will be made following a determination by the Planning Administrator that the project has been final completed according to the terms and conditions of the Contribution Agreement:

- Environmental Impact Study (EIS) Grant
- Bicycle Racks and Storage Grants
- Vehicle Share Grant
- Intensification Servicing Grant
- Ventilation Systems Grant
- Development Permit and Building Permit Fee Grant

## **6. REPEALS AND EFFECT**

### **6.1. Severability**

Each provision of this by-law is independent of all other provisions. If a Court of competent jurisdiction declares any provision invalid for any reason, all other provisions of this by-law shall remain valid and enforceable, and the by-law shall be interpreted as such.

### **6.2. Repeals**

The Development Incentive Program By-law No. 4534, as amended, is hereby repealed.

### **6.3. Transition**

An exception to section 5.1.6 may be considered for approved applications submitted under Development Incentive Program By-law No. 4534, as amended, where abatement, grants or permits fees have not yet been provided for by the City and final construction completion and notice of tax reassessment have not yet been completed. An applicant cannot have abatements, grants or permit fees funded or supported under the terms of both by-laws and they cannot be stacked between the two by-law parameters. A property owner/applicant may only obtain incentives under one of these by-laws.

### **6.4. Effect**

That this by-law shall come into force and effect upon receiving Third Reading and otherwise meets the requirements of Section 70 and 72, of the *Cities, Towns and Villages Act*.

Read a First time this \_\_\_\_\_ day of \_\_\_\_\_, A.D. 202X.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Manager

Read a Second Time this \_\_\_\_\_ day of \_\_\_\_\_, A.D. 202X.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Manager

The unanimous consent of all members voting in attendance having been obtained

Read a Third Time and Finally Passed this \_\_\_\_\_ day of \_\_\_\_\_, A.D., 202X.

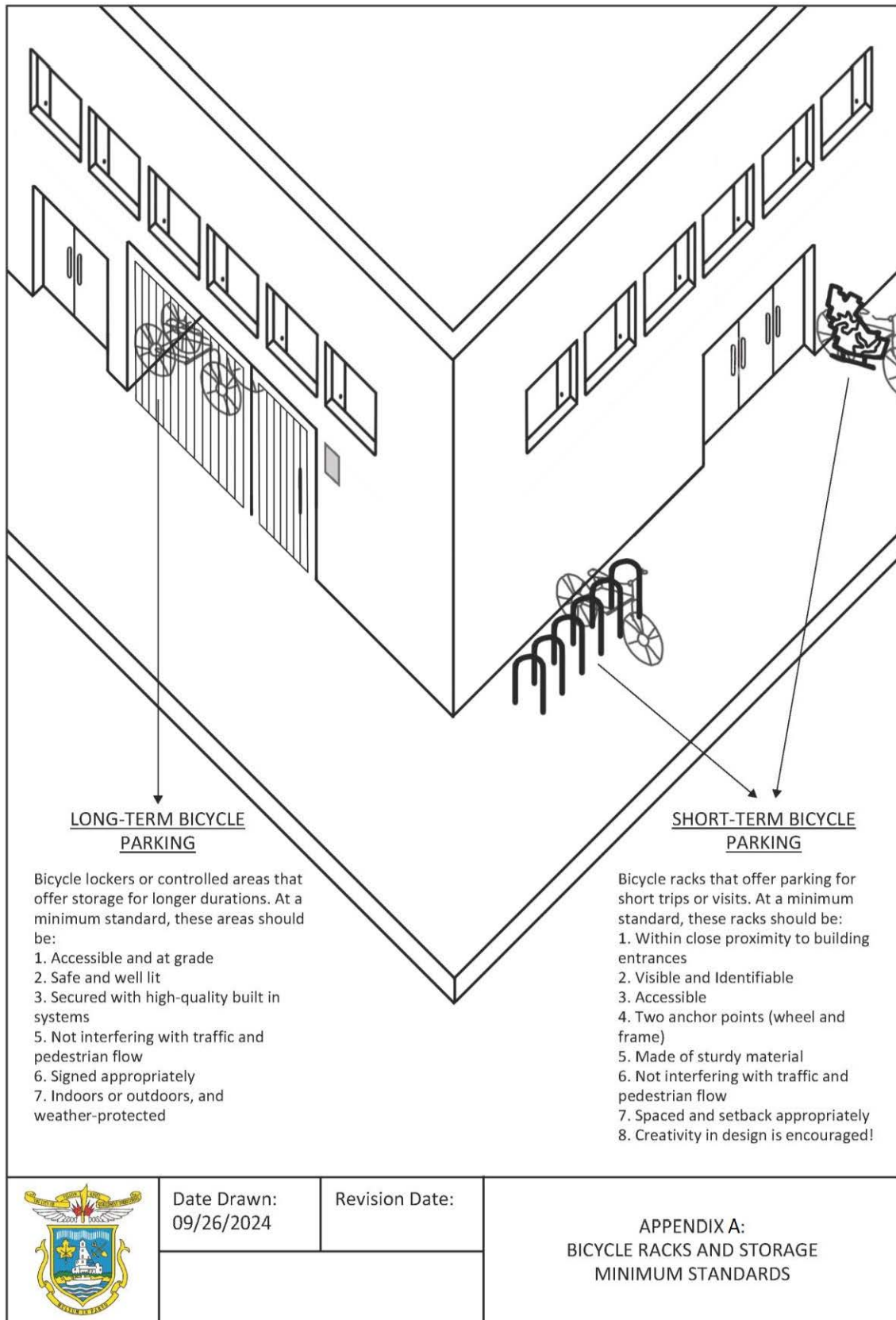
\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Manager

I hereby certify that this by-law has been made in accordance with the requirements of the *Cities, Towns and Villages Act* and the by-laws of the Municipal Corporation of the City of Yellowknife.

\_\_\_\_\_  
City Manager

**CITY OF YELLOWKNIFE  
BY-LAW NO. XXXX  
Schedule A**



**LONG-TERM BICYCLE PARKING**

Bicycle lockers or controlled areas that offer storage for longer durations. At a minimum standard, these areas should be:

1. Accessible and at grade
2. Safe and well lit
3. Secured with high-quality built in systems
5. Not interfering with traffic and pedestrian flow
6. Signed appropriately
7. Indoors or outdoors, and weather-protected

**SHORT-TERM BICYCLE PARKING**

Bicycle racks that offer parking for short trips or visits. At a minimum standard, these racks should be:

1. Within close proximity to building entrances
2. Visible and Identifiable
3. Accessible
4. Two anchor points (wheel and frame)
5. Made of sturdy material
6. Not interfering with traffic and pedestrian flow
7. Spaced and setback appropriately
8. Creativity in design is encouraged!



Date Drawn:  
09/26/2024

Revision Date:

**APPENDIX A:  
BICYCLE RACKS AND STORAGE  
MINIMUM STANDARDS**



**Summary of Updates Reflected in the Draft Development Incentives By-law**

	<b>Section/Page Reference in Draft By-law</b>	<b>Draft Regulation October 15, 2024</b>	<b>Recommended Change</b>	<b>Explanation</b>
1	Industrial Relocation Abatements Section 3.5	Section 3.5 Industrial Relocation Abatement is listed under Section 3 Grants.	Move Industrial Relocation Abatement to Section 2 Abatements, new subsection 2.6 Industrial Relocation Abatement. Renumber subparagraphs and edit page numbers in the Table of Contents	This appropriately categorizes the program, as it is an abatement. The change has no impact on the implementation.
	Definitions	The following are included in definitions: “average City of Yellowknife rent” and “average rent” are both used.	No change recommended.	<p>GPC asked about the impact if the City removed the terms from our proposed definitions. Administration connected with CMHC, specifically related to the use of the following definitions and the applicability to HAF: “affordable rental housing”; “affordable home ownership”; “average rent”; and “missing middle housing”</p> <p>It is confirmed that the draft by-law use/inclusion of the above terms is consistent with the HAF requirements, will ensure our Development Incentives will be ‘stackable’ with current other programs and meet the intent of our agreement with the Federal government.</p> <p>The use of these terms may be frustrating when the formulae or data at the source may be suspect/flawed. Until an accepted alternative is available, it is recommend we make no change to the draft by-law.</p>
	Section 2.2.1	2.2.1 c) The property is vacant of structures and has been for more than five years.	No change recommended.	<p>GPC asked if there needs to be a definition of structure – i.e. what makes the lot vacant.</p> <p>A structure is defined in the Zoning By-law, and has parameters under the National Building Code. It is not recommended to add a definition at this time.</p>

## Summary of Updates Reflected in the Draft Development Incentives By-law

				A lot is vacant when it has no structures on it. A shed less than 107 square feet is not a structure.
	Residential Development Abatement Section 2.5	<p>2.5.1</p> <p>The property and building must meet the following minimum requirements to be eligible for consideration for the Residential Development Abatement:</p> <ol style="list-style-type: none"> <li>a. The property is within the prescribed Residential Central Zone (“RC” and “RC-1”) or Residential Intensification Zone (“RI” and “RI-1”) as indicated in the Zoning By-law;</li> <li>b. The development is multi-unit, or townhouse;</li> <li>c. The building or development does not include a detached dwelling;</li> <li>d. The building is a new construction project. New construction includes demolition of existing buildings and redevelopment of a site; and</li> <li>e. The buildings or development have a minimum of four (4) or more dwellings.</li> </ol>	<p>GPC requested administration review to add the Downtown “DT” zone to this abatement.</p> <p>Upon review, no change is recommended.</p>	<p>The Downtown “DT” zone is included in both the <i>Development of Vacant Property Abatement</i> and the <i>Downtown Mixed-Use Development Abatement</i>.</p> <p>The Vacant Property Abatement includes a 5 year declining abatement.</p> <p>The Downtown Mixed-Use Development includes a 5 year 100% abatement. This encourages commercial on the main floor in the downtown with residential on upper floors. Residential development is supported through the above abatements in the DT zone while also including uses beyond just residential development.</p> <p>Section 2.5 remains recommended specifically for the RC and RI zones. In these zones the form of development will be different, smaller scale and is likely to be residential only.</p>
2	Residential Development Abatement Section 2.5.2	<p>2.5.2</p> <p>The property and building must meet the following minimum requirements to be eligible for consideration for the Residential Development Abatement:</p> <ol style="list-style-type: none"> <li>a. The property is within the prescribed Residential Central Zone (“RC” and “RC-1”) or Residential Intensification Zone (“RI” and “RI-1”) as indicated in the Zoning By-law;</li> <li>b. The development is multi-unit, or townhouse;</li> </ol>	<p>Remove as follows:</p> <p>c. The building or development does not include a detached dwelling <del>or secondary suites</del>;</p>	<p>The change clarifies that the inclusion of a secondary suite, or suites, may be eligible as part of a proposed ‘Residential Development Abatement’.</p>

## Summary of Updates Reflected in the Draft Development Incentives By-law

		<p>c. The building or development does not include a detached dwelling or secondary suites;</p> <p>d. The building is a new construction project. New construction includes demolition of existing buildings and redevelopment of a site; and</p> <p>e. The buildings or development have a minimum of four (4) or more dwellings.</p>		
4	Missing Middle Price Grant Section 4.5.3	<p>4.5.3</p> <p>Under the Missing Middle Price Grant the land price may be granted (to the land fund) the equivalent to 25% of the purchase price, where the purchaser agrees to develop townhouse units or multi-unit dwellings, where a minimum 5 units are constructed. The design, character, height and scale are to be consistent with existing/established neighbourhood dwellings as determined by the Planning Administrator.</p>	<p>4.5.3</p> <p>Under the Missing Middle Price Grant the land price may be granted (to the land fund) the equivalent to 25% of the purchase price, where the purchaser agrees to develop townhouse units or multi-unit dwellings, where a minimum 5 units are constructed. <del>The design, character, height and scale are to be consistent with existing/established neighbourhood dwellings as determined by the Planning Administrator.</del></p>	<p>This edit removes potential conflict with the Zoning By-law. All zoning regulations are required to be complied with regardless of the wording in this by-law. The edit removes any ambiguity.</p>



CITY OF YELLOWKNIFE

**BY-LAW NO. YYYY**

**BM YYY**

A BY-LAW of the Council of the Municipal Corporation of the City of Yellowknife in the Northwest Territories, to amend Financial Administration By-law No. 4206, as amended;

PURSUANT TO Section 101(4) of the *Cities, Towns and Villages Act, S.N.W.T. 2003, c.22*;

WHEREAS the Council of the Municipal Corporation of the City of Yellowknife wishes to add an additional reserve for the purpose of separating funds to fund Development Incentives;

NOW, THEREFORE, THE COUNCIL OF THE MUNICIPAL CORPORATION OF THE CITY OF YELLOWKNIFE, in regular sessions duly assembled, enacts as follows:

**APPLICATION**

1. That By-law No. 4206, Financial Administration By-law, as amended, is hereby amended by adding a new subsection to Section 13 (I) and including the description as follows:
  - (I) 'Revitalization Initiative Reserve' to fund development incentives and to maintain unallocated and/or unspent funds for use in future years.

**EFFECT**

2. That this by-law shall come into effect upon receiving Third Reading and otherwise meets the requirements of Section 75 of the *Cities, Towns and Villages Act*.

Read a First time this \_\_\_\_\_ day of \_\_\_\_\_, A.D. 2024.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Manager

Read a Second Time this \_\_\_\_\_ day of \_\_\_\_\_, A.D. 2024.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Manager

The unanimous consent of all members voting in attendance having been obtained

Read a Third Time and Finally Passed this \_\_\_\_\_ day of \_\_\_\_\_, A.D., 2024.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Manager

I hereby certify that this by-law has been made in accordance with the requirements of the *Cities, Towns and Villages Act* and the by-laws of the Municipal Corporation of the City of Yellowknife.

\_\_\_\_\_  
City Manager



## CITY OF YELLOWKNIFE

### City of Yellowknife Development Incentives Program

The City of Yellowknife’s Development Incentive Program (YDIP) has been developed to implement Community Plan policies to support compact urban development that will support a variety of mixed uses and higher intensity land uses. YDIP is designed to provide abatements and/or grants to successful applicants to support housing, land and revitalization initiatives.

#### Development and Redevelopment

Tax abatement and grants provide financial incentives to support key planning and development objectives on lands across the city and encourage the following development and redevelopment initiatives:

##### Development of Vacant Property Abatement

The Development of Vacant Property Abatement is targeted towards new residential, commercial or mixed-use development within the **Downtown (DT) Zone** and property vacant of structures for more than five years. The Development of Vacant Property Abatement provides the applicant the equivalent value of the tax on the increase in the assessed value (reduced in equal increments), that would be payable over five years.

Year	Abatement Percentage
1	100%
2	80%
3	60%
4	40%
5	20%

##### Downtown Mixed-Use Development Abatement

The Downtown Mixed-Use Development Abatement is targeted towards new residential and commercial development; or adaptive re-use of existing buildings within the **Downtown (DT) Zone** to incent mixed-use residential and commercial development. This abatement provides the applicant the equivalent value of the tax on the increase in the assessed value over five years.

Year	Abatement Percentage
1	100%
2	100%
3	100%
4	100%
5	100%

### Residential Central Mixed-Use Development Abatement

The Residential Central Mixed-Use Development Abatement is targeted towards new residential and commercial development; or adaptive re-use of existing buildings within the **Residential Central (RC) Zone** to incent mixed-use residential and commercial development. This abatement provides the applicant the equivalent value of the tax on the increase in the assessed value (reduced in equal increments), that would be payable over five years.

Year	Abatement Percentage
1	100%
2	80%
3	60%
4	40%
5	20%

### Residential Development Abatement

The Residential Development Abatement aims to provide support for new development, increase the diversity of housing options, and support infill development in areas that are connected to municipal services. The property must be within **Residential Central (RC and RC-1) or Residential Intensification (RI) Zones**.

This abatement provides the applicant the equivalent value of the tax on the increase in the assessed value over five years for properties within the **Residential Central (RC and RC-1) Zone**.

Year	Abatement Percentage
1	100%
2	100%
3	100%
4	100%
5	100%

The declining five-year abatement reduces in equal increments over five-years and applies to properties within the **Residential Intensification (RI) Zone**.

Year	Abatement Percentage
1	100%
2	80%
3	60%
4	40%
5	20%

Council may at its discretion extend the five-year tax abatement for projects within the **Residential Central (RC and RC-1) Zone** up to an additional five-year period (a total of 10 years) based on the revitalization merits of the project and its conformity with the City of Yellowknife's Community Plan policies (separate application required).

### Industrial Relocation Abatement

The relocation incentive encourages relocation of uses that are deemed "Industrial". The City has defined target areas that are divided into two categories – Sender Land and Receiver Land:

**Sender Land – includes Old Airport Road (CS – Commercial Service Zone); Old Town (OT – Old Town Mix Zone), and Kam Lake (KL – Kam Lake Zone)**

**Receiver Land – Engle Business District (IG – Industrial General Zone).**

Tax abatements may apply to either the Sender Land or the Receiver Land, but not both.

Industrial Relocation Abatement includes a declining seven year tax abatement in equal increments over seven years, where the formula only applies to industrial relocation.

Year	Abatement Percentage
1	100%
2	90%
3	80%
4	70%
5	60%
6	50%
7	40%

### Environmental Impact Study (EIS) Grant

The Environmental Impact Study Grant is intended to promote the undertaking of environmental site assessments specific to the type of contamination and the potential remediation costs and may be only applied to properties within the **Downtown (DT) Zone**. The EIS Grant is a single contributing payment of 50% up to \$10,000 for the completion of a Phase II Environmental Site Assessment; as well as a single contributing payment of 50% up to \$10,000 for the completion of a Remedial Work Plan or Risk Assessment following the completion of a Phase II Environmental Site Assessment. Each property may receive a grant of up to \$20,000.

### Bicycle Racks and Storage Grant

The Bicycle and Storage Grant is available to new, redevelopment and façade/exterior upgrade projects in **all zones within the City of Yellowknife**. The objective is to facilitate developments throughout the community that provide safe storage of bicycles. Bicycle racks and storage may be dedicated to residents within a dwelling development or where development is commercial in nature may be public use. The grant is a contributing payment to property owners to place bicycle racks or bicycle storages on their property. For property redevelopment the grant is up to 50% of the cost to a maximum of \$1000; and for a new development on a property the grant is up to 100% of the cost to a maximum of \$5000.

### Shared Vehicle Grant

The Shared Vehicle Grant for developments support Car sharing or Bicycle sharing and storage, in place of parking spaces. All Shared Vehicles must be for use by those who reside in the residences or who work at the business. To qualify for this grant, development must be located within the **Downtown (DT), Residential Central (RC or RC-1) or Residential Intensification (RI) Zones**. The car must be mid-size or smaller and if it has a combustion engine must include a block heater and plug in facility/connection on the development property. The grant provides:

- \$5,000 per car share (up to 4 cars) to a maximum of \$20,000 per development;



- \$1000 per e-bike share (up to 5 e-bikes) to a maximum of \$5000 per development;
- and \$200 per bike share (up to 15 bicycles) to a maximum of \$3000 per development.

### Commercial Development for Universal Design Grant

The Commercial Development for Universal Design Grant is to be combined with facade improvements and/or redevelopment project to existing businesses. It is available to commercial businesses located within the ***Downtown (DT), Commercial Service (CS) and Old Town Mixed Use (OT) Zones***. Businesses must be street oriented or designed with an emphasis on the sidewalk or multi use path, with pedestrian access to the building. The grant will not apply to building access from parking areas. The grant may apply to both new and existing buildings, with priority given to existing buildings and may reimburse architectural, engineering, design, construction and labour costs. This grant is up to 50% of costs to a maximum of \$15,000 to create a universal entrance to a building; and/or up to 50% of costs to a maximum of \$15,000 to create a universal street scape.

### Housing Grants

The City of Yellowknife's vision for housing is to improve access to adequate, suitable and affordable housing. There will be intakes each year based on a first come first served model, not all applicants will be guaranteed funding. The funding for the following Incentives is limited.

#### Secondary Dwelling Grant

The Secondary Dwelling Grant is available to owners of existing single detached dwellings and those constructing new single family dwellings within the City of Yellowknife. A secondary dwelling may be located within the primary dwelling or may be located in a secondary structure on the same property, under one owner. Priority will be given to properties serviced by piped municipal sewer and water systems; located along existing transit routes and services. A grant up to 50% of the build cost to a maximum of \$20,000 per unit is available to develop a secondary dwelling on property.

#### Affordable Secondary Dwelling Grant

The Affordable Secondary Dwelling Grant is an additional \$10,000 that is available for owners of a secondary dwelling created with the grant to establish an affordable secondary dwelling on their property under the same ownership. Rent charged for the secondary dwelling must be equal to or less than the previous years reported affordable housing rate reported by the Canadian Mortgage and Housing Corporation (CMHC), for a minimum of 10 years. An agreement with the City is required and is to be registered on title.

#### Affordable Non-Profit Grant

The Affordable Non-Profit Grant is available to non-profit organizations developing affordable housing projects within the city of Yellowknife. The development must include multi-unit dwellings or townhouse developments; designated special care residences may be considered, provided they meet the terms and conditions of the Government of the Northwest Territories. The grant is up to \$50,000 as well as a rebate of development permit costs towards pre-development activities for affordable housing. An agreement with the City is required to guarantee the affordability of units for a minimum of 20 years.

### Universal Dwelling Grant

The Universal Dwelling Units Grant applies to new dwelling units including secondary dwellings. This grant supports the construction of universal dwelling units as part of new residential development within the city. Where there are four or more dwellings created within a development a minimum of 20% of all units must be universal to qualify. Where there are less than four dwellings the incentive may be applied for one of the units being developed to a universal standard. The incentive is equal to an amount of 50% to a maximum of \$15,000 per dwelling unit, for the development of universal dwelling units.

### Missing Middle House Grant

Missing Middle Housing is a range of dwelling types that have multiple units while remaining compatible in scale and form with traditional single family dwellings. Conversion of existing single family dwellings into three or fourplex dwellings ensures that development 'fits' with existing streetscape, maintains existing patterns of street front, back yards and urban greenspace. The Missing Middle House Grant is available in two options within the City to support and encourage missing middle development.

#### Missing Middle Price Grant

The Missing Middle Price Grant will reduce the purchase price of city land available for disposal. Where land is brought to market by the City of Yellowknife, land will be discounted equivalent to 25% of the purchase price, where the purchaser agrees to construct a minimum of 5 dwelling units.

#### Missing Middle Conversion Grant

The Missing Middle Conversion Grant provides up to 50% of the costs of conversion to a maximum of \$25,000 per dwelling, where an existing single family dwelling is converted into three or more units.

### Intensification Servicing Grant

The Intensification Servicing Grant provides up to 50% of the cost to a maximum of \$25,000 for upgrades to lot services to facilitate a secondary suite within an existing dwelling or in a separate structure on the same lot. This funding is to be used to upgrade piped sewer and water services where it is determined to be insufficient to service an additional dwelling unit. This grant may be combined with money available for upgrading through the Service Connection Failure Assistance Fund.

### Ventilation Systems Grant

Any new residential units meeting the requirements under the Secondary Suite Dwelling Grant, Universal Dwelling Units Grant, Affordable Secondary Dwelling Grant, Affordable Non-profit Grant or the Missing Middle Grants may also apply for the Ventilation Systems Grant. The Ventilation Systems Grant will provide up to 75% of the cost per development for:

- a suitable filtration in residential settings up to a maximum of \$1000;

- an individual filtration system within a main living area up to a maximum of \$2000;
- and a centralized ventilation system for multiple dwelling units up to a maximum of \$10,000.

### Development Permit and Building Permit Fee Grant

The Development Permit and Building Permit Fee Grant will apply to ***most City Development Permit and Building Permit fees*** related to new dwellings supported through this by-law. The grant will provide up to 100% of the fee for a Development Permit Application and provide a grant up to 100% of the fee for a Building Permit, to a maximum of \$10,000. The Development Permit and Building Permit Fee Grant does not apply to any performance or maintenance guarantees (i.e. letters of credit or securities) required to be posted by the applicant/property owner and does not apply to professional services, studies, and service connections or to expenses related to appeals or court proceedings.

DM #: 777771.v4



CITY OF YELLOWKNIFE

**MEMORANDUM TO COMMITTEE**

**COMMITTEE:** Governance and Priorities

**DATE:** November 18, 2024

**DEPARTMENT:** Community Services

**ISSUE:** Whether to adopt a Sponsorship and Naming Rights Policy.

**RECOMMENDATION:**

That Council adopt the Sponsorship and Naming Rights Policy.

**BACKGROUND:**

The City of Yellowknife has been desirous of exploring innovative ways of generating revenue to offset the costs of operating facilities, programs and events for many years. Commencing in the latter part of the last century the City has been successful in generating revenue through the sales of advertising within facilities. As the number of facilities grew so did the success of the sales of advertising space. In the early stages of the current century with the addition of the Multiplex a community based organization, Facilities For Kids undertook the sales of advertising space on behalf of the City to generate funds to assist in offsetting the capital costs of the facility. This spawned a large interest in other City facilities including broader sponsorship opportunities. As these requests expanded, it became clear that the sophistication of the work and the workload made it impossible to be done off the side of a staff's desk. This resulted in securing a contractor to carryout the work on behalf of the City. This contract was terminated in 2023.

The desire to continue to explore and expand innovative ways of generating revenue for the City was revived with the development of the Aquatic Centre. Utilizing the experience gained through past sponsorship contractors, and with input from other City Departments, including Economic Development and Strategy (EDS) and City Clerk, a Request for Proposals process was launched to continue seeking revenue. To ensure that the draft Sponsorship and Naming Rights Policy reflected current and up-to-date practices within other municipalities, the City Clerk carried out research of similar policies from other municipal jurisdictions. In addition, EDS staff provided input into the development of the contract for the sponsorship contractor, as well as assisting in the review/development of the draft Policy.

Through a competitive process, the City has recently awarded a contract to Arts & Communication Counselors Inc. (A&C) for the purpose of selling sponsorship and naming rights for City facilities, programs and events with a primary focus on the Aquatic Centre. The scope of work includes, among many other items, a review of the draft Sponsorship and Naming Rights Policy. The purpose of the review is to provide comments and recommend changes to the draft to ensure that it is current, meets industry standards among municipalities and reflects a professional approach to securing and retaining sponsors and naming rights for City facilities, programs and events.

A&C have proposed a work plan that includes:

Asset & Policy Review	1 month
Development of Pricing & Benefit Strategy	1.5 months
Prospecting & Packaging	2 weeks
Sales and Negotiations	4 to 6 months

Following the final approval of the Sponsorship and Naming Rights Policy, the remaining key activities listed in the A&C work plan will be undertaken.

**COUNCIL STRATEGIC DIRECTION/RESOLUTION/POLICY:**

**Strategic Direction #1: People First**

Key Initiative 1.3.1 Providing affordable and diverse recreation and arts opportunities for residents.

**Strategic Direction #3: Sustainable Future**

Focus Area 3.1 Resilient Future  
Enhancing Yellowknife as a great place to live, visit, work and play now and into the future.

Focus Area 3.3 Robust Economy  
Doing our part to stimulate and amplify economic development opportunities.

**APPLICABLE LEGISLATION, BY-LAWS, STUDIES, PLANS:**

None.

**CONSIDERATIONS:**

Financial Considerations

Over the past 6 years, the City has generated a net profit of \$435,879 in advertising sales and sponsorship in City facilities including the Ruth Inch Memorial Pool, Community Arena, Multiplex and Fieldhouse.

Corporate Impact

With Council’s approval of the Sponsorship and Naming Rights Policy the City’s reputation will be protected through the Guiding Principles contained in the Policy. There are specific Guiding Principles

contained in the policy to ensure that the City's goals, objectives, values and mandate are upheld to the highest standards.

Departmental Consultation

The City Clerk and the Department of Economic Development and Strategy have been key in the development of the revamped process of securing a contractor to solicit sponsors and those interested in pursuing naming rights for City facilities, programs and events.

**ALTERNATIVES TO RECOMMENDATION:**

That Council provide further direction on the scope of the Sponsorship and Naming Rights Policy.

**RATIONALE:**

The Sponsorship and Naming Rights Policy will allow the City to generate funds by providing opportunities within City of Yellowknife recreation facilities for potential partners to be recognized in exchange for financial considerations. The Policy will ensure that all sponsorship and naming rights arrangements will be carried out in a clear and consistent manner with set guidelines and procedures.

Staff from several City Departments have provided key input into the research and development of the proposed policy. Arts & Communication Counselors Inc. have also reviewed the proposed policy, and both have provided key input to ensure that the Policy reflects the current trend with similar policies in municipal settings and a modern approach to securing sponsors.

With the development of the Aquatic Centre near completion, the City has been approached by members of the business community expressing interest in pursuing sponsorship type opportunities. The Sponsorship and Naming Rights policy will allow for these opportunities to be further explored.

**ATTACHMENTS:**

Sponsorship and Naming Rights Policy (DM #770646).

Prepared: November 1, 2024; GW

Revised:



## CITY OF YELLOWKNIFE

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Policy Title: **SPONSORSHIP AND NAMING RIGHTS POLICY**  
Approved By: **Council Motion #00XX-XX**  
Effective Date: **Month XX, 20XX**

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### 1 INTRODUCTION

The City recognizes Sponsorship opportunities and Naming Rights as a strategic means to offset the costs associated with municipal infrastructure, programs and day-to-day operations. These opportunities provide a sponsor with business and marketing value in exchange for financial consideration. These opportunities also serve as a platform to acknowledge partnerships that contribute to enhancing local services and improving the overall quality of life in the community.

Naming Rights refer to the City granting an organization the exclusive right to name a property or a portion of a property in exchange for financial considerations or other benefits that support city initiatives.

### 2 PURPOSE

The purpose of this Policy is:

- 2.1. To provide clear and consistent guidance regarding Sponsorship and Naming Rights for City Facilities and City programs;
- 2.2. To uphold the City's stewardship role in safeguarding the City's assets, interest, and image;
- 2.3. To encourage investment in City Facilities and programs;
- 2.4. To balance public and private interests by encouraging naming in exchange for financial consideration while acknowledging continued public investment in and ownership of City Facilities; and



2.5. To provide an enabling environment for the City to enter into Sponsorship agreements and Naming Rights Agreements with corporations, groups, or individuals within set guidelines and procedures.

### 3 DEFINITIONS

In this Policy:

<b>“City”</b>	means the Municipal Corporation of the City of Yellowknife in the Northwest Territories established pursuant to the <i>Cities, Towns and Villages Act</i> , its departments and staff;
<b>“City Council”</b>	means the municipal council of the City of Yellowknife;
<b>“City Facilities”</b>	means any property, facility, structure, building, or portion thereof, owned or controlled (through a lease or occupation agreement) by the City. This includes but is not limited to arenas, pools, bridges, trails, parks, playgrounds, sports fields, athletic parks and ball diamonds;
<b>“City Manager”</b>	means the Senior Administrative Officer of the City of Yellowknife appointed under subsection 41(1) of the <i>Cities, Towns and Villages Act</i> ;
<b>“Commemorative Naming”</b>	means the naming of a Civic Facility or parts thereof, in honour of individual(s) or organization(s) for outstanding achievement, distinctive service, and/or significant community contribution. Commemorative naming can also be made in honour of historic sites, significant events, or geographic features. Commemorative naming is not normally made in exchange for financial consideration;
<b>“Core Facilities”</b>	means Yellowknife City Hall, Fire Hall, Water Treatment Plant; Lift Stations; Pump Houses and Solid Waste Facility; City Garage and Shop;
<b>“Corporate Assets”</b>	means all City owned, leased or tenured infrastructure, mobile equipment, events and programs;





<b>“Donation”</b>	means a gift or contribution of cash, goods or services given voluntarily toward an event, project, program or corporate asset as a philanthropic act, for which a Charitable Tax Credit can be issued. Contribution of skills or time through volunteer services do not qualify as donations as they cannot be deemed property as per the Canadian <i>Income Tax Act</i> ;
<b>“Naming Entity”</b>	means the entity (e.g. corporation, community organization, or individual) to whom Naming Rights are granted pursuant to a Naming Rights Agreement;
<b>“Naming Rights”</b>	means the right to name a City Facility, or parts of a City Facility, granted in exchange for financial consideration, and where a Naming Entity provides goods, services or financial support to the City in return for the Naming Entity’s access to the commercial and/or marketing potential associated with the public display of the organization’s name on a City Facility for a specified period of time;
<b>“Naming Rights Agreement”</b>	means a contractual agreement for the exchange of Naming Rights between the City and the Naming Entity for a specific period of time;
<b>“Occupation Agreement”</b>	means the lease, sublease, license, sublicense, management or operating agreement which grants a Tenant the right to use and occupy a City Facility or a portion thereof;
<b>“Sponsor”</b>	means a corporation or organization that enters into a sponsorship agreement and pays cash or value in kind in return for access to exploitable commercial potential and marketing value associated with the asset;
<b>“Sponsorship”</b>	means a mutually beneficial business arrangement or partnership between the City of Yellowknife and an external party (individual, company, organization or enterprise) wherein the external party contributes funds, goods or services to city-owned parks, open spaces, trails, facilities, streets, events, programs and other municipal buildings and properties;



<b>“Tenant”</b>	means a person, corporation, organization or other entity occupying a City Facility through an Occupation Agreement;
<b>“Value Assessment”</b>	means a determination of the value that a sponsor will receive as a purchaser or specific naming rights and may include tangible and intangible benefits.

#### **4 POLICY**

It is the policy of the City of Yellowknife to establish the manner in which Corporate Assets may be sponsored through the sale of naming rights by way of corporate sponsorship.

#### **5 GUIDING PRINCIPLES**

- 5.1. The City supports revenue generation from Sponsorship and Naming Rights Agreements when these agreements directly benefit the community of Yellowknife and the City. These agreements must result in a net financial benefit to the City.
- 5.2. A specific type of sponsorship arrangement called Naming Rights may occur when an external party may become the namesake of a future or existing Corporate Asset in recognition for its financial support where such support is mutually beneficial to the City, the external party and the community. If the name is intended for an existing facility name, the City should take into consideration the history and legacy of the current facility name.
- 5.3. City Facilities that are available for Naming Rights will not normally be considered for Commemorative Naming. However, City Facilities that are already commemoratively named may also be considered for Naming Rights without requiring the removal of the existing Commemorative Name.
- 5.4. Naming Rights Agreements must not compromise the City’s or a Tenant’s ability to carry out its functions fully and impartially.
- 5.5. Signage and acknowledgement associated with Naming Rights must comply with all applicable laws and City by-laws, and must be approved in advance by the City. While the physical display of the Naming Right shall be negotiated or decided upon as part of the Naming Rights Agreement, such recognition must not unduly detract from the character, integrity, aesthetic quality, or safety of the property, or unreasonably interfere with its enjoyment or use.



- 5.6. During the consideration of Naming Rights, the City will endeavour, to the extent reasonably practicable and in accordance with this Policy, to balance confidentiality of the Naming Entity with the City's responsibility to maintain transparent processes and provide information to the public.
- 5.7. Proceeds from the Naming Entity for Naming Rights of a City Facility will be received by the City and used by the City for any lawful purpose.
- 5.8. All Naming Rights Agreements will be for a fixed term.
- 5.9. Neither the City nor its Tenant(s) may relinquish any aspect of its right to manage and operate a City Facility through a Naming Rights Agreement.
- 5.10. A Naming Rights Agreement must not conflict with the terms and conditions of any existing Occupation Agreement between the City and a Tenant.
- 5.11. The granting of Naming Rights will not entitle a Naming Entity to preferential treatment by the City outside of the Naming Rights Agreement.
- 5.12. There shall be no actual or implied obligation for the City to purchase products or services from the Sponsor or Naming Entity over and above what is contained within the sponsorship agreement.
- 5.13. An independent market valuation will normally inform a Naming Rights Agreement to ensure a fair, transparent and consistent practice.
- 5.14. The City reserves the right to decline any Sponsorship arrangement.
- 5.15. An external party may contribute, in whole or in part, funds, goods or services to an approved Corporate Asset where such sponsorship is mutually beneficial to both parties and in a manner consistent with existing guidelines and policies set by the City.
- 5.16. The Sponsor arrangement must support the goals, objectives, policies and by-laws of the City of Yellowknife and be compatible with and complementary to the City's values and mandate.
- 5.17. The City of Yellowknife will select the most appropriate sponsors using the following criteria:
  - 5.17.1. Quality and timeliness of product and services delivery;



- 5.17.2. Value of product, service, cash provided to the City;
  - 5.17.3. Cost to the City to service the agreement;
  - 5.17.4. Compatibility of products and services with the City's policies and standards;
  - 5.17.5. Marketplace reputation of the sponsors; and
  - 5.17.6. Record of Sponsor's involvement in community projects and events.
- 5.18. Recognition provided to sponsors is subject to negotiation (i.e. advertising, signage, product sampling, brand name) and must meet the following criteria:
- 5.18.1. Be of an acceptable standard and in good taste;
  - 5.18.2. Not present demeaning or derogatory portrayals of individuals or groups;
  - 5.18.3. Must not contain anything which in light of generally prevailing community standards is likely to cause deep or widespread offence.
- 5.19. Naming Rights Agreements will normally not be considered if they:
- 5.19.1. Imply the City's endorsement of a partisan political or ideological position or imply that their products, services, or ideas are sanctioned or endorsed by the City;
  - 5.19.2. Convey a message that might be deemed prejudicial to race, religion, gender or sexual orientation;
  - 5.19.3. Present demeaning or derogatory portrayals of communities or groups, or in light of generally prevailing community standards, could reasonably be expected to cause offence to a community or group;
  - 5.19.4. Promote alcohol or other addictive substances at venues geared primarily to children; or  
Involve an individual, business or organization whose products or services are known to include the sale or promotion of pornography or sexually explicit materials or illegal products or substances.
  - 5.19.5. The sponsorship arrangement must be limited in scope and application to the City or project under consideration, and shall not involve any form of a risk-sharing venture.
  - 5.19.6. The role of the City as owner and operator of its assets shall be ensured throughout the sponsorship arrangement.
  - 5.19.7. Have an organization whose core business involves the production, promotion, or sale of tobacco, cannabis or alcohol products.

## 6 APPLICATION

- 6.1. This policy applies to all City of Yellowknife corporate assets.
- 6.2. This policy does not apply to:



- 6.2.1. The naming of neighbourhoods, subdivisions, streets and roadways;
- 6.2.2. Core Facilities as defined in Section 3;
- 6.2.3. The naming of litter containers, park benches, picnic tables and trees;
- 6.2.4. City Facilities where the City has an existing Occupation Agreement with a Tenant that includes Naming Rights;
- 6.2.5. Advertising within City Facilities ;
- 6.2.6. Sale of advertising or signage space on City-owned facilities and printed material, which involves only the straight purchase of advertising space sold at marketplace rates and does not imply any reciprocal partnership arrangement;
- 6.2.7. Unsolicited donations, philanthropic donations or gifts which are eligible for an income tax receipt;
- 6.2.8. Third parties who lease City property or hold permits with the City of Yellowknife for activities or events.

## **7 NAMING RIGHTS AGREEMENTS**

- 7.1. Naming Rights Agreements will be in the form of a legally binding contract between the City and Naming Entity and should include or address the following matters:
  - 7.1.1. A description of the naming arrangement;
  - 7.1.2. The term of agreement;
  - 7.1.3. Renewal options, if any;
  - 7.1.4. Value Assessment, including cash and / or in-kind goods and services (and method of evaluating the value of in-kind contribution);
  - 7.1.5. The responsibilities for the cost of the development and installation of a logo, signage and any other promotional benefit which should be carried whenever possible by the Naming Entity;
  - 7.1.6. Naming and signage rights and any additional promotional benefits;
  - 7.1.7. Fees and costs, accompanied by a payment schedule;
  - 7.1.8. Installation and maintenance of signage;
  - 7.1.9. The ability for the City to remove or cover signage for limited periods such as during an event where the City has a legal obligation to ensure sites are free of competing corporate signage (e.g. a named sporting event);
  - 7.1.10. Release, indemnification and early termination clauses in favour of the City;
  - 7.1.11. The right for the City to terminate a Naming Rights Agreement if the Naming Entity fails to fulfill its obligations in regards to the payment schedule, uses the City's name outside the parameters of the Naming Rights Agreement without prior consent, or if the Naming Entity develops a public image that is unacceptable to City Council;
  - 7.1.12. Reference to procedures and costs to be incurred once a Naming Rights Agreement has expired or terminated; and



7.1.13. Insurance clauses in favour of the City.

## **8 SPONSORSHIP ARRANGEMENTS**

- 8.1. Requests for Sponsorship arrangements and any subsequent arrangements shall be made in writing detailing the rights and benefits offered and at a minimum shall include the following:
  - 8.1.1. The value of all funds, goods, services to be provided and the recognition to be provided in return by the City;
  - 8.1.2. A fixed term to be negotiated with prospective sponsors which is based on the Corporate Assets of the City;
  - 8.1.3. The disposition and ownership of any assets resulting from the sponsorship agreement;
  - 8.1.4. Maintenance of assets, ongoing capital;
  - 8.1.5. The responsibility for insurance, license/permits, safety, security and public health.
- 8.2. Potential Sponsors shall bear all costs associated with the preparation and submission of any Sponsorship or Naming Rights proposal, and the City shall, in no case, be responsible or liable for those costs.
- 8.3. Revisions to the sponsorship arrangements are subject to the same approval as the original sponsorship arrangement.
- 8.4. Naming Rights may only be transferred or assigned by a Naming Entity with the consent of the City. Where a company changes its name, the naming rights may, with the consent of the City and at the expense of the Naming Entity, be modified to reflect the new name.
- 8.5. Arrangements that mediate this policy may continue upon the review and approval of the appropriate Director.

## **9 EVALUATION**

- 9.1. Sponsorship and advertising opportunities will be evaluated on an asset by asset basis to determine fit and alignment, and to assess that all provision in the policy are satisfied.
- 9.2. General ethical scans will be conducted on all companies and organizations, with in-depth scans conducted for sponsorship agreements of \$10,000 or more in value; if



the scan returns an unsatisfactory result, the sponsorship opportunity will not be pursued.

## **10 REVIEW**

10.1. This policy will be reviewed every three (3) years.

DRAFT