

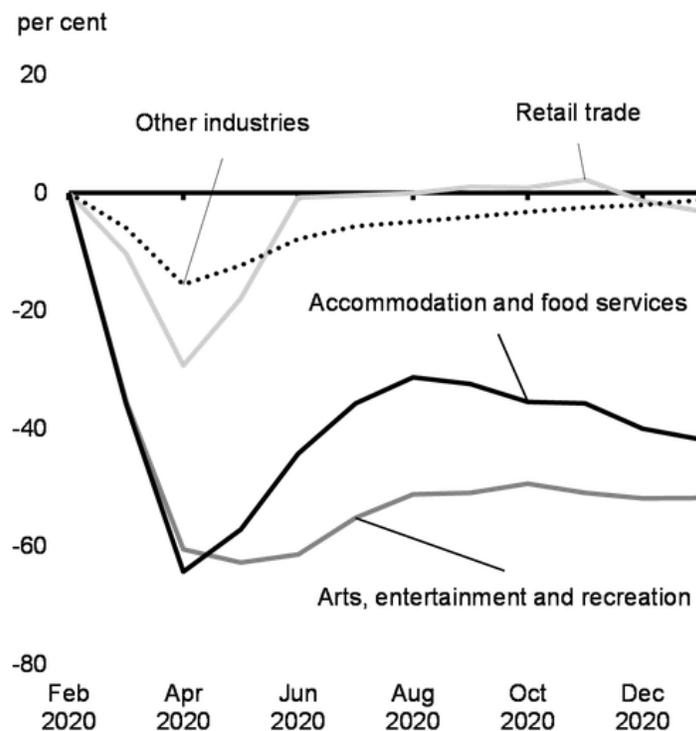


## Jan's Jump-Start for Jobs — Restaurants and Live Music

### Jan Damery's made-in-Calgary plan to ensure our food and music businesses recover rapidly

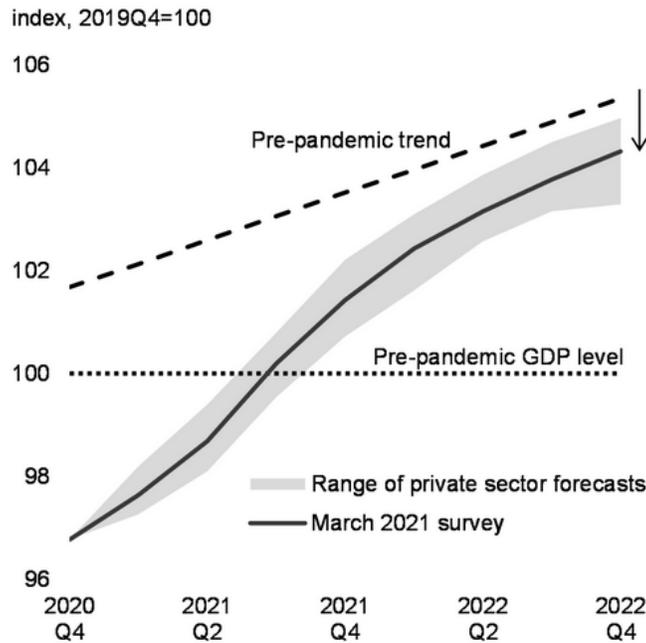
It comes as no surprise to hear that restaurants and music venues in our city are suffering, with significant decreases in revenue and a loss of staff. In fact 52,000 restaurant employees in Alberta are without work. Restaurants anchor our main streets and neighbourhood shopping centres. Live music venues are destinations which drive vitality in our city, draw tourists, and keep convention goers in town for an extra night.

**Real GDP Change in Key Sectors since February 2020**



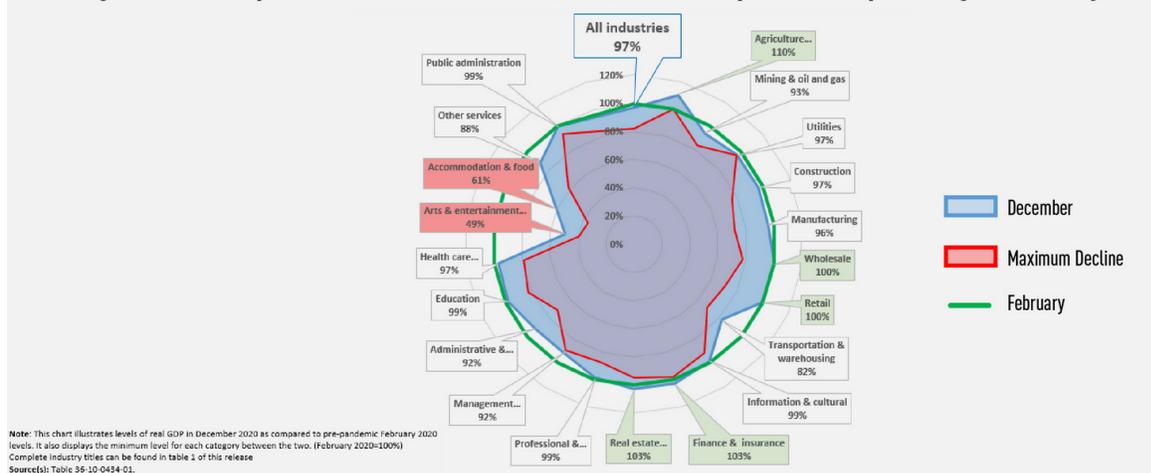
Not only have restaurants and performance suffered greatly, but they have also missed out on potential growth since the beginning of the pandemic, leaving them further behind from where they otherwise would have been. Live music venues, the artists who perform in them, and the technicians who support them have been hit even worse.

## Real GDP Growth Forecast



Typically during recessions Canada's conventional tools target the stimulation of business investment by changing interest rates, alongside government investment in the form of government spending, tax cuts, or cash transfers. However, with much of the economy rapidly recovering, supports that are adequate to return most industries back to their productive capacity will fall far short for restaurants and live music venues.

## Real gross domestic product in billions of chained (2012) dollars – expressed as a percentage of February 2020



The provincial and federal government have provided support to attempt to return businesses and organizations to their pre-pandemic state of operations. Our objective is not to replicate the provincial and federal efforts, including recently announced provincial Stabilize Live Music Grant — one time grants to artists and music venues. Rather, our objective is to provide direct support in select sectors that accelerates the economic activity and vibrancy of Calgary's communities

and main streets. Our plan ensures that the sector has a solid foundation to thrive for the next decade.

**Jan's Jump-Start for Jobs** Plan is an ambitious \$52.7 million plan that will be funded from the funds remaining from the \$219M surplus accumulated during 2020, existing funds set aside for economic recovery activities but not yet allocated, and reserves such as the Budget Savings Account. Jan's Jump-Start for Jobs Plan will build on the City's waiving of 2021 Business Improvement Area fees (\$4.2 million) and 2020-2022 Business License and other charges (\$27 million).

**Jump-Start for Jobs — Restaurants and Live Music** is two parts of the Jump-Start for Jobs package. **Jump-Start for Jobs — Restaurants and Live Music** involves incentives for private investment, and incentives to grow Calgary's live music scene, to help venues, chefs, performers and organizations get back to their pre-pandemic activity level faster.

Jan's Jump-Start for Jobs Plan includes:

Program	One-Time Cost
Jump-Start Restaurants	\$10,000,000
Jump-Start Live Music (and Performance)	\$5,000,000
Other Jump-Start Initiatives	\$36,500,000
Administration	\$1,200,000

### **Jump-Start Restaurants**

We cannot undo the losses Calgary's restaurant scene has experienced over the past year, but we can reduce the barriers to new restaurants starting up in this challenging climate. We will do this by lowering the barrier to entry for trialing new restaurant concepts, and incentivizing the start-up of restaurants in under-used spaces. This will attract private investors who wish to partner with ambitious chefs to serve pent up demand after more than a year of eating at home.

The Jump-Start Restaurants Pop-Up Fund will support spaces that offer leases to restaurant start-ups on a weekly basis that require no or little physical modification. This will reactivate empty restaurant spaces across Calgary and energize a new generation of entrepreneurs and chefs, sparking reinvestment in Calgary's restaurant sector. The City of Calgary will in turn work to expedite permits and encourage AHS and the AGLC to do the same. The Fund will provide up to \$5,000 to landlords to incentivize participating in the program (repayable upfront contribution of \$2/square foot forgiven if space hosts at least 3 temporary tenants, or landlord signs a temporary tenant as a permanent tenant), and up to \$2,500 per week to restaurateurs (up to a maximum of \$10,000, based on \$0.50/square foot per week).

The Jump-Start Restaurants Launch Fund will provide up to an additional \$20,000 (maximum of 3 months of the median rent over the last 5 years as disclosed by the landlord) to be split equally between landlords and restaurateurs to incentivize new permanent tenants who license and open a restaurant. The Jump-Start Restaurants Launch Fund will be administered as a repayable contribution which is forgiven 1 month after the opening of the restaurant. Landlords

will be restricted to one payment from the Jump-Start Restaurants Launch Fund per space, while the same space may be eligible for support to two restaurateurs. Controls will be put in place to avoid abuse by restaurateurs, landlords, and investor groups.

The provision of these funds, alongside the work of investors, landlords, and restaurateurs will fill Calgary's empty restaurant spaces, which anchor so many of Calgary's communities, mainstreets and neighbourhood malls and inject vibrancy back into our city.

### **Jump-Start Live Music (and Performance)**

Calgarians get to decide what kind of city we will be after the pandemic. Live music can be an exciting part of our revival. For too long live music has been treated as an afterthought instead of our city's heartbeat. To support the reinvigoration and growth of Calgary's Live Music Scene, we will help cover the cost of hiring talent. Jump-Start Live Music will match funds that venues pay to artists, up to \$500 per act, and \$750 per day per venue. Funds will also match fees paid to comedians and other performers (adult entertainment excepted). This will not only attract Calgarians and visitors to Calgary's bars, restaurants, and other music venues, but it will support the many local performers who have been without a live audience for over a year. Jump-Start Live Music (and performance) is planned as a one time initiative which will operate until allocated funds of \$5 million are depleted. An interim report will be due after 9 months, so that Council may examine the results and consider possible additional funding allocations.