

CM-11-21 Appendix B

Service Re-design Changes and Modifications

**Business Licensing and Signs
Building and By-Law Department**

By-law Enforcement Proposed Service Level in a Pandemic

Review of Council Meeting April 20, 2021 and relationship/impact to Business Licensing

Recommended Priority of Enforcement Focus

- COVID (Masks, Physical, ROA)
- Swimming Pool Enclosure
- Property Standards (safety only)
- Vital Services
- Taxi
- Firearms
- Fireworks (sales & storage)
- Fortification

Enforcement of All Other Bylaws

Messaging re: enforcement is on priority by-laws at this time.

For Future Consideration* (budget Impact)

- Licensing
- Signs

* This item to be discussed through CSSRA service re-design in May Committee

Business Licensing

- Licensing team administers new licenses/renewals and the By-law team ensures compliance for licenses/renewals
- Late fees can be added to a license renewal fee if payment is not paid/received on or before the expiry date.
- Business licensing is not an enforcement priority due to the current pandemic. This has impacted our service response to the customer, as well as the overall budget.
- Renewal notices have been sent to all businesses but due to the pandemic the majority of businesses have not responded. Businesses have been struggling due to the pandemic and the Provincial Orders over the last year.

Business Licensing

Financial Implications:

- Below highlights the revenues and their impact on the budget. These figures represent Business License (new applications and renewals) and exclude other related licenses i.e. lottery.

2019 – Q1	2020 – Q1	2021 – Q1
(\$105,102)	(\$94,581)	(\$87,173)
2019 Total Revenues	2020 Total Revenues	2021 Projected Revenues
(\$441,000)	(\$346,000)	(\$350,000)

There are typically 1100 licenses (new applications and renewals) on a yearly basis.

Portable Signs

- We are seeing additional requests to cancel portable sign permits due businesses having to close due to the Provincial lockdown orders.
- To support these requests we have allowed the cancellation of the permits but do not provide a refund, as per the sign by-law.
- As an alternative we allow the client to apply the credit to a later session.
- This is a temporary process put in place at the beginning of COVID.
- Portable Sign revenue:

2019 – Q1	2020 – Q1	2021 – Q1
(\$21,161)	(\$17,600)	(\$13,311)
2019 Total Revenues	2020 Total Revenues	2021 Projected Revenues
(\$77,000)	(\$51,350)	(\$40,000)

There are typically 600 portable signs on a yearly basis

Rates and Fees By-law

The current Rates and Fees By-law 92-2020 under section 7 states:

Section 7:

“The fees and charges imposed by the City, as outlined in Schedule “A” to this by-law may be increased, decreased or waived completely by the Director to whose department the fee or charge relates, subject to any approved corporate policy.”

Therefore the practice of waving late fees and crediting portable sign permits is reasonable as per the Rates and Fees by-law.

Business Licensing & Portable Signs

Recommendations:

Provide the Director of Building and By-Law and/or their designate, the delegated authority to make business decisions, such as deferring renewal licenses. This will assist the business community during the pandemic and post recovery.

Direct the Director of Building and By-Law and/or their designate, to continue to report the financial implications through the Chief Financial Officer as part of the ongoing financial COVID-19 impacts.