



TOWN OF BELLE-BAIE POLICY

TITLE :	Development Incentive Policy of the Municipality of Belle-Baie
Policy Number:	P2025-05
AUTHORIZATION :	Administration and Municipal Council
EFFECTIVE DATE :	2025-01-01 / (section 6 effective as of 2023-01-01)
Amended :	N/A
Replaces :	P2023-03 – Development Incentive Policy
APPROVAL :	Municipal Council

1. OBJECTIVE

This policy aims to support businesses and developers in the Municipality of Belle-Baie in carrying out their projects. It seeks to stimulate population growth and expand the tax base—particularly the non-residential tax base of Belle-Baie. The ultimate goal is to position Belle-Baie as a town of choice for entrepreneurs across the province.

2. GENERAL PROVISIONS

- 2.1. Any project requiring an individual incentive exceeding \$75,000 will be reviewed on a case-by-case basis, depending on the terms of this policy and the municipality's budgetary capacity.
- 2.2. Approvals under the program will be granted on a "first come, first served" basis until the allocated budget is exhausted. Projects submitted after the exhaustion of the annual development budget will be reviewed individually.
- 2.3. All amounts mentioned in this policy are stated before HST.

3. EXCLUSIONS

- 3.1. This policy does not apply to projects developed on land donated by or still owned by the Municipality. These will be assessed on a case-by-case basis.
- 3.2. Reconstructions following a disaster are not eligible.
- 3.3. Nursing homes are eligible for commercial incentives but not for housing incentives.
- 3.4. Cottages, secondary residences, and any buildings located outside designated town roads are ineligible.
- 3.5. Properties owned by federal or provincial governments are ineligible.

4. GENERAL MEASURES

4.1. Incentive for Renewal of Built Structures in Belle-Baie

Description: Encourages the demolition of outdated structures to allow new development.

Incentive: The Town will cover 50% of actual demolition costs up to \$20,000, with a maximum municipal contribution of \$10,000.

Eligibility: Available for owner-occupied single-family residential projects, rental housing, and commercial and industrial projects. Not eligible for preparation or excavation of vacant lots.

Disbursement: Paid after construction of a new building on the property, upon presentation of the demolition permit and excavation contractor invoices.

5. COMMERCIAL AND INDUSTRIAL

5.1. Business Start-up Incentive

Description: Supports new businesses in Belle-Baie during their first year.

Incentive:

- The Town will pay the business's membership fee to the Chaleur Chamber of Commerce for either their first or second year.
- The Town will provide logistical support for the business's opening event and a \$250 credit to assist with the event.
- A \$250 promotional credit will be offered for advertising in a Francophone media outlet.

- The Town will announce the new business through its communication channels, emphasizing entrepreneurship.

Eligibility: Any new business starting or relocating in Belle-Baie.

Disbursement: Upon submission of receipts for eligible expenses.

5.2. Commercial Signage Incentive

Description: Available to new and existing businesses wanting to francize their main signage (the primary, most visible sign identifying the business at its main location).

Incentive: Reimbursement of up to 50% of signage cost, to a maximum of \$5,000 (Town's maximum contribution is \$2,500).

Eligibility Conditions:

- Must comply with the municipal plan and zoning by-law (check with Planning Service).
- Must display the registered business name, even if in English. If unregistered, the name must be in French.
- All other text on the sign must be in French or, if bilingual, both languages must be of equal size and content.
- French must precede English.
- Replaced signs must not comply with the above criteria. A photo of the current sign is required, and businesses are strongly encouraged to consult the Town before designing a new sign.

Disbursement: Reimbursed upon submission of the manufacturer's receipts and a photo of the installed sign, or in case of replacement, a photo of the old sign.

5.3. New Non-Residential Commercial Property or Non-Residential Portion of a Project or Industrial Project

Description: Encourages creation of new commercial or industrial properties.

Incentive:

- **Part 1:** The Town will reimburse construction permit fees in the year of issuance for projects that begin construction.
- **Part 2:** The Town will pay, the year after construction is completed, an amount equal to 2.5% of the assessed value of the non-residential portion of the property.

Eligibility:

- Eligible: New non-governmental commercial or industrial construction, and the commercial/industrial portion of mixed-use projects.
- Not eligible: Residential projects.

Disbursement:

- **Part 1:** Upon request by the developer.
- **Part 2:** After the Town's building inspectors confirm completion and the property is fully assessed for taxation purposes.

5.4. Commercial Renovation Program

Description: Supports the renovation and beautification of commercial buildings to enhance attractiveness.

Incentive: A grant equal to 10% of renovation costs, up to a maximum of \$20,000, for projects of \$30,000 or more.

Eligibility:

- Eligible: Renovations of fixed building elements.
- Not eligible: Equipment, furniture, excavation, paving, landscaping, or other non-structural costs.

A property can benefit from this program once every three years.

Disbursement: Upon submission of:

- Contractor invoices
- Before and after photos
- Confirmation of a building permit, if required

6. MULTI-UNIT HOUSING INCENTIVES**6.1. Public Utility Connection Incentive for Multi-Unit Housing, Subdivisions, Integrated Developments, and Comprehensive Projects**

Description: Supports the cost of connecting properties to water and sewer services.

Incentive:

- **Projects with 9 units or fewer:** \$7,500 bonus toward connection costs exceeding \$20,000.
- **Projects with 10 units or more:** \$1,500 per unit, up to 50% of connection cost or \$40,000 (whichever is lower).

Eligibility: Multi-unit housing projects with 2 or more units.

Disbursement: Either as:

- A direct credit to the Town-issued utility connection invoice; or
- A cheque to the developer if alternative payment arrangements are made.

6.2. Multi-Unit Housing Development Incentive

Description: Encourages new housing units to reduce construction costs, expand the tax base, and increase population.

Incentive:

- **New Construction:** \$4,000 per unit for rental projects with at least 2 units (not owner-occupied), not eligible under Policy P2025-02 (Infill Development Promotion Policy).
- **Building Conversions:** \$2,000 per net new unit for projects converting non-residential buildings not eligible under Policy P2025-03 (Cost Structure Reform for Converting Non-Residential Buildings).

Eligibility: Housing projects with at least 2 units, not eligible under Policies P2025-02 or P2025-03.

Disbursement:

- 50% once building inspectors confirm the property is 50% completed
- Remaining 50% issued within a reasonable time after February of the year following full completion

6.3. Subdivision Development

Description: Supports developers creating subdivisions and public roads to foster residential construction, tax base growth, and population increase.

Incentive:

Part 1: Pilot Projects

The Town is open to innovative approaches, including taking responsibility for road construction to help developers access grants typically unavailable to the private sector.

Conditions:

- Net cost to the Town must not exceed the incentives under Part 2.
- Developer must provide sufficient financial guarantees.

Pilot projects will be reviewed case by case; the Town may accept or decline.

Part 2: Financial Incentives

1. **Pre-Construction Costs:** 50% reimbursement of legal and survey fees up to \$20,000 after road is built.
2. **Linear Grants:** Paid based on new road length in 70-foot increments (pro-rated for other lengths):
 - \$10,000 per 70 ft (two services)
 - \$8,000 per 70 ft (one service)
 - \$6,000 per 70 ft (no service)
3. **Engineering Fees:** 100% of engineering supervision costs will be covered by the Town, which will hire the engineering firm.

Eligibility:

- Only public roads developed in accordance with municipal by-laws qualify.
- If the Town borrows funds to finance these incentives, loan interest will be deducted from the bonus, which will only be paid if the Town secures a provincial debenture.
- Bonus paid to the land and road developer (not individual homebuilders unless they are the same entity).
- Starting January 1, 2026, a minimum density target will be set by Council; all new subdivisions must comply.

Disbursement:

- Grants paid once properties are built on the road section.
 - If both sides are built, full grant applies.
 - If only one side, grant is reduced by 50%.
- Grants are paid gradually as construction progresses, within 10 years after the Town takes over the road.

7. SINGLE-FAMILY HOUSING

7.1. Welcome Grant for Owner-Occupied Single-Family Homes

Description: Supports new homeowners with settlement costs.

Incentive: Up to \$2,500 to the owner of a new, owner-occupied primary residence. Must be used for housing-related expenses at Belle-Baie businesses.

Eligibility:

- New primary residences built in Belle-Baie
- Purchases made in Belle-Baie businesses, including:
 - Furniture
 - Hardware
 - Garden centers
 - Excavation
 - Decor
 - Landscaping
 - Pools and spas
 - Other similar items

Disbursement: A cheque issued upon presentation of eligible receipts from Belle-Baie businesses. Receipts must be dated within one year of submission.