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## 1. PURPOSE AND CONTEXT

- 1.1. The purpose of this policy is to provide guidance for the implementation of a 2-year pilot grant called the **Community Resilience Fund (CRF)** for small sized businesses (less than 100 employees) and Non-Profit Companies in Saint John, facing direct impacts related to crime, including property damage, security needs, and increased safety concerns.
- 1.2. The program seeks to encourage crime prevention and education initiatives that strengthen community resilience, while ensuring funds are used responsibly and equitably.

## 2. POLICY STATEMENT

2.1. The CRF Policy objectives are to:

- 2.1.1 Support small sized businesses and Non-Profit Companies, with costs related to property damage and security.
- 2.1.2 Promote preventive measures and education on crime prevention, de-escalation, and community support.
- 2.1.3 Encourage partnerships between businesses, social agencies, and the municipality to foster safer and more inclusive public spaces.
- 2.1.4 Provide clear, fair and accountable guidelines for the distribution of grant funding.

## 3. ELIGIBILITY

3.1 Eligible applications include:

- 3.1.1 Registered small sized businesses operating within the Saint John geographical boundary that have less than 100 employees in total and with priority being given to areas experiencing the largest negative impacts supported by data.
- 3.1.2 Non-Profit Companies with operating offices in Saint John, that have been affected by crime in their areas.
- 3.1.3 Owners of commercial properties leased to small sized businesses or Non-Profit Companies, impacted by criminal activity.

- 3.1.4 Uptown Saint John (Business Improvement Association) applying on behalf of member businesses for collective prevention/education initiatives.
- 3.1.5 Mixed Use multi-unit developments under construction.
- 3.2 Not Eligible:
  - 3.2.1 Residential Property Owners and businesses in a principal residence.
  - 3.2.2 Businesses in arrears on municipal taxes or user fees.
  - 3.2.3 Government or quasi-government organizations.
  - 3.2.4 Costs that have been recovered by insurance (deductible is eligible).
  - 3.2.5 Any costs incurred prior to following proper process such as the issuance of building or heritage permits.

#### **4. ELIGIBLE EXPENSES**

- 3.1 Security and Prevention Costs
  - 3.1.1 Security cameras (CCTV, doorbell cameras, monitoring systems) on condition to provide access to footage to Police for open investigations.
  - 3.1.2 Alarm systems, security mirrors, new locks (re-keying locks), motion detectors and security audits.
  - 3.1.3 Lighting improvements to deter loitering or unsafe activity.
  - 3.1.4 Security staff training in de-escalation and safe engagement.
  - 3.1.5 Education workshops for business owners and staff on crime prevention, mental health first aid, or trauma informed approaches.
  - 3.1.6 Bollards, fencing, or planters that deter crime without reducing accessibility.
- 3.2 Damage Response

- 3.2.1 Repairs for broken windows, damaged doors, and storefront damage caused by criminal -related incidents.
- 3.2.2 Graffiti removal.
- 3.2.3 Anti-graffiti initiatives, shatterproof glass or security film for windows.
- 3.2.4 Cleanup costs for biohazards (needles, waste) or vandalism linked to street activity.
- 3.3 Business Resilience
  - 3.3.1 Community awareness campaigns led by business groups in coordination with service providers.
  - 3.3.2 Support to neighborhood watch type programs.
  - 3.3.3 Shared waste/needle disposal units maintained by organization or private contractors.
  - 3.3.4 Joint business-BIA investments in street lighting or alleyway upgrades.
  - 3.3.5 Crime Prevention Through Environmental Design (CPTED) studies led by the BIA.

## 5. FUNDING STRUCTURE

- 5.1 **Maximum Program Budget:** \$250,000 annually.
- 5.2 **Program Length:** 2 Year Pilot Program.
- 5.3 **Maximum Grant per Business/ Non-Profit Company:** Up to \$7,500 annually. There can be more than one grant per year however the total payable to the business will not exceed \$7,500 annually.
- 5.4 **Grant Payment:** Applications must be processed, approved and paid out in the year awarded.
- 5.5 **Cost Sharing:** Grants may cover up to 50% of eligible expenses. Applicants must provide the remaining 50%.

5.5.1 For Non-Profit Companies grants may cover up to 75% of eligible expenses. Applicants must provide the remaining 25%.

5.6 **Collective Projects:** Up to \$25,000 for the Business Improvement Association or groups of 4 or more businesses in the same area (with separate individual street access entrances) applying jointly for a collective project.

## 6. APPLICATION PROCESS

6.1 Applications accepted twice per year (April and September), and not to exceed the annual maximum program budget.

6.1.1 There will be two application periods:

- Round 1: September 1 – March 31 (of the following year). Grants awarded in April.
- Round 2: April 1 – August 31. Grants awarded in September.

6.2 Applicants must provide:

6.2.1 Description of issues(s) faced and evidence of impact.

6.2.2 Reimbursement based on detailed receipts for expenses incurred.

6.2.3 Confirmation that applicant is not delinquent in property tax or utility bill payments.

## 7. EVALUATION

### 7.1 EVALUATION CRITERIA

7.1.1 Application must demonstrate need and impact on the business.

7.1.2 Application must align with program objectives (prevention, response, community safety).

7.1.3 Costs must be reasonable.

7.1.4 Preference given for applications that provide opportunities for collaboration and provides a broader community benefit.

### 7.2 EVALUATION COMMITTEE

- 7.2.1 The Commissioner of Growth and Community Services or their designate will appoint an independent evaluation committee composed of up to five (5) City staff to screen, review and evaluate all applications and make recommendations on grant awards to Common Council.

## **8. REPORTING AND ACCOUNTABILITY**

- 8.1 Grant recipients must submit receipts and a brief report on outcomes within 90 days of project completion/ funds being released.
- 8.2 Noncompliance may result in ineligibility for future funding.
- 8.3 The City will produce an annual summary of the grants awarded and outcomes achieved in the annual report.

## **9. PRIORITIZATION MATRIX**

- 9.1 Where demand exceeds available funding, priority will be given to:
  - 9.1.1 **Small and Independent Businesses** – locally owned businesses with limited financial capacity to absorb costs.
  - 9.1.2 **Local Non-Profit Companies** with facilities in areas with higher criminal activity.
  - 9.1.3 **High impact incidents** – applicants that can demonstrate repeated or severe impacts related to crime (multiple property damages, safety incidents).
  - 9.1.4 **Aesthetic Security** - security measures that blend seamlessly with or enhance the visual appearance of a space or building, such as warm lighting, decorative screening or fencing, discreet cameras, etc.
  - 9.1.5 **Community Benefit** – projects that benefit multiple businesses, improve shared spaces or enhance overall public safety.
  - 9.1.6 **Prevention Oriented Proposals** – initiatives that reduce the likelihood of future damage or incidents, rather than only responding to past harm.
  - 9.1.7 **Geographic Equity** – ensuring grants are distributed across different neighborhoods and business districts rather than one concentrated area with a focus on areas with elevated criminal activity.

9.1.8 **Partnership Projects** – applications that involve collaboration with BIA’s, non-profits, or service providers.

**Note:** These criteria are not ranked and are normally weighed equally. In some cases, the committee may give more weight to certain factors based on the needs of the area or the impacts described in the application.

## 10. KEY PERFORMANCE INDICATORS

10.1 The success of the program will be tracked and reported annually using the following indicators:

10.1.1 Program Uptake:

- Number of grant applications received.
- Percentage of businesses supported.

10.1.2 Financial Accountability

- Average grant amount awarded.
- Percentage of funding allocated versus budgeted.
- Ratio of prevention versus response funding.

10.1.3 Impact on Businesses

- Review of Outcome reports to track impacts on businesses.
- Review of Outcome reports to track recipients reporting improved safety/security.

10.1.4 Community and Prevention Outcomes

- Number of businesses/staff trained in prevention and de-escalation.
- Number of collaborative/partnership projects funded.

10.1.5 Equity and Distribution

- Geographic distribution of grants across neighborhoods.

## 11. ADMINISTRATION

11.1 This policy will be reviewed in two years or as needed to assess uptake, effectiveness, and alignment with evolving community needs.

11.2 The City may end the program at any time.

## **12. ROLES AND RESPONSIBILITIES**

- 12.1 The Commissioner of Growth and Community Services or their designate is responsible for the overall administration of the program. They will appoint the evaluation committee and a lead staff member to facilitate the administration of the program.
- 12.2 The Evaluation Committee will be responsible for evaluating all grant requests and impartially making a joint recommendation on a grant award to Common Council based on this policy.
- 12.3 Common Council will award grants on the recommendation of the Evaluation Committee but will not be involved in evaluating specific grant requests.
- 12.4 The Chief Financial Officer or their designate will issue grants to applications through resolution of Common Council.