M'AKOLA DEVELOPMENT SERVICES

How to Ready Your Organization for the Trudeau Infrastructure Investment

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Presentation Objectives

Readiness

Capacity

Transformation

THE Project

Value Proposition

Promotion

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Organizational Readiness

Good standing

- **Municipality/Province/Ministry**
- **Registrar**
- **CRA**
- **Funders**
- **Regulators**

Team

- **Board of Directors**
- **Staff**
- **SME's - Consultants**
- **Capacity**
- **Depth/Drive/Desire**

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Organizational Capacity

Governance
Partnerships/MOU's/Protocols
First Nations
EOA profile and magnitude
FCI/BCA's – Condition assessment
Equity
- **leveraging opportunities**
- **CA$H**
- **land**
- **redevelopment/densification**

Operating model

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Transformation in the Sector

Social vs Affordable Housing

RGI vs LEM

Mixed use

Grants vs Operating Subsidy

Social Enterprise vs Charity/NFP

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Development Opportunities

Partnerships

- **Traditional**
- **Non-traditional**

Densification/Regeneration

Commercial partners

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THE Project

PRE-DEVELOPMENT

- **Verify “Need & Demand”**
- **Explore land options**
- **Develop high level design**
- **Develop Capital/Operating budgets**
- **Build out Business Plan**
- **Prepare Feasibility Analysis**
- **Formulate the ASK!**

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Pre-Development Funding
Where is the Money?

Organization Funds

Real-Estate Foundations

CMHC Grants and loans

- **Forgivable and non-forgivable**
- **Interest bearing and interest free**

Seed Funding - Program Overview - SEED

PDF Funding - Program Overview - PDF

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Value Proposition – Pick Me, Pick ME!

How to make your project "stick out"

High equity, low ask

Other support

Strategic partnerships

TIMING – "shovel ready"

Social enterprise

Pre-work completed

- **Need and demand**
- **Business plan**
- **Business feasibility**
- **Procurement options**

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Value Proposition – Pick Me, Pick ME!

Non-traditional business strategies
- **Mixed-use**
- **Mixed income**

Call vs Direct Submission

Municipal support
- **Advocacy**
- **Property tax**
- **DCC's, CAC's, Fees**
- **Land**
- **Grants – housing trust?**
- **Accelerated processes**
  - **Rezone, DP/BP**

Political support

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Project Promotion

Elevator Pitch – you've got 30 seconds – GO!

It's a Story about PEOPLE!

High level #'s,

- **Capital/Operating budget**
- **Average rents**
- **Units – total *families* housed**
- **Jobs created**

Leveraging ratios

Social enterprise/LEM units

Contribution impacts (reduces rent by)

Organizational impact (sustainability)

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Your 3 Step Plan to Success

1. **Get your entire organization READY**
   - **Board**
   - **Staff**
   - **Systems**
2. **Get your project READY**
3. **Develop Value Proposition – Promote**

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QUESTIONS

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