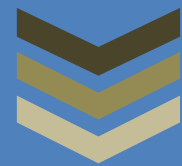




# Cambridge Core Areas Transformation Fund (CATF)



## Program Application: Placemaking & Experiences

City of Cambridge  
Economic Development  
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9/1/2020



## Core Areas Transformation Fund Application

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Vibrant, healthy core areas are a fundamental building block of great cities. When people travel to cities for business or pleasure they will undoubtedly visit the City's downtown. Cities are measured by the health of their downtown and the downtown's health is reflective of the City's health overall.

The Core Areas Transformation Fund (CATF) is a multi-year project that recognizes that vibrant, healthy core areas are a fundamental building block of great cities. The CATF was established in 2019 to promote growth in the cities 3 core areas. The program is based on Three **Investment Pillars** that will act as a guideline to allocating funds from the CATF. The three pillars are **Private Sector Stimulus**, **Strategic Land Acquisition/Disposition** and **Placemaking and Experiences**.

This program application is for pillar three - **Placemaking and Experiences**. This funding pillar will help enhance capital projects or partnerships that encourage experiences and create a unique sense of place. Proposals under this pillar may be initiated by city staff, city council or members of the broader community.

**Please Note:** This application must be sponsored by a member of one of the following organizations:

- City of Cambridge Staff,
- EDAC Committee,
- One of the City of Cambridge BIA's, or
- Member of the City of Cambridge Council.

**For further information about this program, please contact:**

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96 Grand Avenue South  
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## Criteria for Proposals

### Criteria that will evaluate whether a project could qualify for CATF funding include:

- Alignment with the City’s strategic direction
- Project cost (public/private funding?)
- Operating impact (public/private funds, staff resources?)
- Risk (is there a risk to the City?)
- Infrastructure impact (will the project enhance existing infrastructure/developments?)
- Community benefit (does the project contribute to Placemaking/Experience? Is the project transformational?)

Proposals for the following will not be considered:

- a) Streetscaping and infrastructure (such as sewer and water line replacement)
- b) Operating funds for city, non-profit or non-governmental organizations
- c) Special events (as the city currently has such a program)

### Evaluation Process for Proposals:

Economic Development staff, the Economic Development Advisory Committee (EDAC) along with the proponent will act as the initial review body for funding opportunities. Opportunities may be presented by or sponsored by City of Cambridge Staff, EDAC, BIA’s and Council members.

Economic Development staff will review and confirm strategic alignment and further develop the opportunity with input from EDAC and the proponent. A CATF Steering Committee will be the secondary review body for funding applications and then make recommendations to the Corporate Leadership Team and City Council for final approval.

