



BENEFITS OF A RENEW PROGRAM FOR OWNERS & REALTORS

The Renew Program has been in operation in Ontario since October 2012. It is an amazing Non-Profit Program that assists with finding unique and fabulous businesses to fill empty spaces and sign long-term leases.

The Benefits of using the Renew Program for your empty spaces are:

- ❖ Most spaces are filled within 31 days on average.
- ❖ You are allowed to continue to claim your Tax Credit.
- ❖ Your utilities are paid every month.
- ❖ The Agreement is a 30-day rolling which allows great flexibility with future plans and offers.
- ❖ All Participants are interviewed to ensure they have a solid business plan and unique product or service to provide to the area.
- ❖ Your space will be open more than 48 hours per week which will allow for more opportunities to view the space and garner long-term lease offers.
- ❖ The space will be monitored and used on a regular basis which will decrease risks, such as vandalism, graffiti, damage, etc.
- ❖ Most spaces are long-term leased in 6 months or less.
- ❖ By filling up empty stores quickly it increases revenue and foot traffic for not only the new business being placed but also for the existing businesses in that area.
- ❖ Renew works with both the Owner and/or Realtor to achieve the best outcome for the empty spaces.
- ❖ And Best of All!! - Renew doesn't charge any fees for all of the work they do to find a long-term lease for your space.

Renew New Tecumseth was the pilot Program which has had amazing successes in their area. To follow are some testimonials from Owners and Realtors using their Program as well as News Articles on how this Program has worked well for their towns.

JOIN THE RENEW PROGRAM AND REAP THE BENEFITS!!

South Simcoe Arts Council Pop Up Art Market
Project Coordinator Lisa Morrison
Renew New Tecumseth
LMorrison@focusdc.on.ca

Robin Jones and Kit Chilton
5 Victoria St. East
Baroque Pearl Lingerie
Alliston Ontario

January 31 2013

Dear Lisa

Our property had been listed for 2 years prior to the Renew program request to use it as a Pop Up Art Gallery for the Christmas period of late November 2012 to early January 2013.

We had the property listed for two years prior to this and during that time we had 5 inquiries. During the 6 weeks with the Pop Up Art Gallery we had 6-8 inquiries.

The Arts council paid our utilities of \$680.00 during that period and took care of the property and ensured that no damage occurred. They were careful no vandalization happened and left the premises in very good condition.

We now have a party that is interested in leasing in March.

The staff and management of the Arts Council were very pleasant to work with and were delighted with the outcome of their sales.

I would recommend that other building owners take part in this programme to enhance the chances of more prospects for their properties and to enhance the arts and business in this area.

Regards
Robin Jones and Kit Chilton

Addendum – This was our 1st Owner in Alliston, Ontario. A lease was signed and a wonderful new business moved into this space as of April 2013.

From: Rory McGlade
Sent: Monday, December 30, 2013 10:07 AM
To: Lisa Morrison
Subject: RE: [Renew] Long Term Lease signed

Hi Lisa

Just thought I would let you know the space is leased to the Tottenham Chamber of Commerce. The changes that your Participant did to the space assisted the Chamber with deciding to use this space.

I am very pleased to have a good solid steady tenant and that it continues as offices. It was great working with you and your Renew Program.

I hope you are well and had a nice break

Keep up the good work and stay in touch

Cheers

Rory

Addendum – This was our 4th Owner whose space is located in Tottenham, Ontario. It had been empty for 8 months. Renew was in the space with an entrepreneur within 15 days and was there for only 3 months when a lease was signed by an outside organization and moved into this space as of January 2014.

> From: Pat Kennedy
> To: info@renewnewtecumseth.ca
> Subject: FW: Renew New Tecumseth - Referral letter
> Date: Fri, 24 Oct 2014 09:32:08 -0400

Hi Lisa,

Certainly, New Tecumseth Realty is more than willing to give you a letter of support for your exciting challenge of matching entrepreneurs with available spaces in our town.

This promotion of landlords and their buildings benefits us all by bringing more folk into our town to access commodities and services and by encouraging a fledgling business get established and thrive. It's a grand idea and long overdue for our area that has so very much to offer.

We opened our company in Alliston in the late '80's and have watched the town develop and grow over the past 25 years. While it is exciting to see the expansion east and west, we do need to retain a strong and vibrant downtown where folk can safely walk and explore many different shops and services.

As Realtors, it is easy to promote our area as safe and accessible for families and older folk alike. We often talk to clients about the rewards of their young people being able to walk safely to the library, or the Rotary pool, for instance but we need to keep a healthy, busy core to ensure these opportunities for the future.

So, Bravo to you and we look forward to working with you in the future.

Regards,
Patrick J. Kennedy, Broker of Record
Paula Walker, Broker
New Tecumseth Realty Ltd

Addendum – This was our 5th Owner whose who has provided 3 spaces in 2013 and 2014. One was empty for 1 year, the others for 8 months and 1 month. Renew was in the space with an entrepreneur within 10 days, 28 days, and 46 days, respectively. An outside business leased a space within 3 months, a Renew Participant signed a long-term lease in 6 months, and the most current space was filled by Renew in only 30 days.

"The benefits of being a part of Renew for 6 months provided me with more exposure for my business, increased network connections and resources, and I was also able to test being in a storefront without a long term commitment or financial burden.

I didn't continue with Renew because my family and home responsibilities were urgent to deal with while still also working full time."

Nov 16, 2013 **Mark Evers**

Mark Evers of Mark Evers Photography was our 2nd Participant in the Program who saw the benefits of the Program but couldn't make it work with his personal life.

"I would use this program for any empty space I have come available."

Dec 5, 2013 **Andy Hadjicostis**

Owner of 96 Victoria Street- Unit #4, that was empty for 2 ½ years, has hosted 4 Renew businesses and signed a long term lease with 1 of them after only 4 months in our Program."

"I am very interested in what you are doing and would love to know more."

Oct 18, 2013 **Diane McGee**

CEO of Wings & Heroes and after hearing about Renew has encouraged the town of Angus to purchase our Program templates.

"I could not afford this opportunity without Renew and I have had some great coaching from Lisa Morrison."

Jun 28, 2013 **Carolyn Watt**

Owner of Poepes & Tails who is our 5th Participant and just signed a long term lease with the owner after only 4 months with our Program.

"I wanted to thank you for all that you have done for me in giving me this fantastic opportunity to start my own business. I would not be here without you and the Renew Program. It is a dream come true! You have my sincere thanks and appreciation."

Nov 25, 2013 **Michelle Joyce**

Owner of Divinity Studios that does Therapeutic Yoga and has signed a long term contract with the owner after only 6 months in the Renew Program.

"It's a complicated project that should have amazing results thanks for doing such a great job."

Jun 23, 2013 **Mayor Mike MacEachern**

Mayor of New Tecumseth commenting on the work required to get the program off the ground working within the legislation of Ontario and Canada.

"I am very pleased I had the opportunity to work in Alliston. I gained new insights on my own businesses and that makes for a positive impact for me. Many thanks for everything."

Nov 8, 2013 Patricia Easton

Owner of Jordash Inc that sells unique and limited edition Canadian indoor and outdoor sculptures as well as one of a kind art. The owner of the space had an existing tenant expand which ended our contract. Patricia has created a gallery in her home and is maintaining her business there.

"That's awesome that the program has made its way to Tottenham now! Closer to home. 😊"

Jul 8, 2013 Lisa Piellusch

Photographer and member of the South Simcoe Arts Council

"I explained the program to the owners and I believe it could really help them out."

Nov 8, 2013 Ed Crawford

Real Estate Agent in Alliston, who has listed a space for his owners and believes our Program will fill their space after being empty for 2 years.

"The listing on 5 Victoria St E has been on the market for sale about 2 years. During this time period the SSAC Pop Up Art Gallery was in place from Dec through the first week of January. We had a lot of showings during this time period. The property was leased 2 weeks later. In fact, the Agent who brought us the Lease offer first saw the building during the Gallery's occupation. I believe that the presence of Renew and the Pop Up Gallery was a strong motivating factor in the decision to Lease the building and I would recommend Renew to any Agent with a vacant commercial space for lease."

Feb 11, 2013 Tim O'Hara

Realtor that listed the Baroque Pearl unsuccessfully until Renew put their Pop Up Art Market in the space for only 6 weeks and then got a long term lease.