

COUNCIL POLICY C-08-19

STOREFRONT ENHANCEMENT POLICY

Purpose

This incentive is to encourage local business to enhance their storefront by modernizing and improving appearance. Primary objectives are:

- I. To make available grant funding to local business owners thus reducing the financial burden of improvements;
- II. To incent business owners to enhance their storefronts;
- III. To continue beautification activities prescribed under the Tourism Corridor Bylaw;
- IV. To add value to our community by making improvements and fostering community pride.

1. Application Process

The Economic Development Advisory Committee (EDAC) will review all funding requests and grant a final decision on each application. Applicants who do not meet the criteria may be considered on a special application basis to be evaluated by EDAC.

2. Eligibility Criteria

Business owners may receive funding under the Storefront Enhancement Grant, providing that the following eligibility guidelines are met:

- 2.1 The business owner must fill out an application form available at the Town Office or online;
- 2.2 The business owner must submit with their application a set of plans or sketches which define the construction, alterations or remodeling being proposed and a development permit and/or building permit as required;
- 2.3 Business must NOT be in tax arrears;
- 2.4 All costs must have been incurred within the timelines set forth in this Grant.

3. Eligible Costs

- 3.1 Construction & Labour costs associated with items 3.2, 3.3, 3.4 and 3.5;
- 3.2 New Canopies or Lighting;
- 3.3 Paint or other exterior surfacing excluding tin;
- 3.4 Permanent Exterior Signage;
- 3.5 Replacement of windows and doors may be eligible if the replacement is an enhancement over the existing.

4. Ineligibility

- 4.1 Failure to provide all necessary information as requested in the application form;
- 4.2 Previous recipient of the Grant.

5. Ineligible Costs

- 5.1 Rooftop improvements (shingles, tin, air conditioner, soffits, etc.);
- 5.2 Consultations or conceptual drawings;
- 5.3 Costs associated with general or routine maintenance;
- 5.4 Costs associated with demolitions;
- 5.5 Costs associated with improvements other than to the storefront.

6. Level of Assistance

The Town of Drumheller will allocate grant money under this policy on an annual basis. In no case will the Town:

- 6.1 Fund more than 50% of the renovation costs;
- 6.2 Fund more than \$5,000 of the costs associated with the renovations to any one business;

7. Funding Disbursement

The total amount of funds allocated will be at the discretion of Council.

The Town of Drumheller will issue payment once proof of the enhancements have been provided (i.e. original invoices for completed work along with proof of payment).

8. Timeline

The Grant is effective for one (1) year from the date of application approval.

2020 STOREFRONT ENHANCEMENT GRANT APPLICATION

General:

Date of Application: _____

Name of Applicant: _____

Name of Business: _____

Mailing Address: _____

Email Address: _____ Ph #: _____

Business Location:

Street Address of Building: _____

Legal Description of Property: Lot _____ Block _____ Plan: _____

Are you the Owner of the Building or Tenant of the Building: _____

Note: If you are a tenant you must provide written documentation from the owner stating they approve of the proposed improvements.

Design Proposal:

Attachments:

- a) A description of the proposed storefront development;
- b) Plan or detailed sketches of the proposed storefront development;
- c) Projected timeframe for completion of project.

Finances:

1. Amount of funding requested: _____

2. Anticipated total project cost: _____

Other:

Do you wish to provide any other information, which may assist us in processing your application (Applicants may attach additional information if more space is required)?

CERTIFICATION:

I certify that, to the best of my knowledge, the information provided in this application is accurate and complete:

Applicant's Signature

Applicant Name (please print)

Please email completed application form to economicdevelopment@drumheller.ca or hand deliver or mail to Town Hall, 224 Centre Street, Drumheller, AB T0J 0Y4.

Checklist for Payment

- Original** Copies of Invoices
- Photo of Completed Work
- Proof of Payment (Cancelled Cheques, original receipts, Etc.)