

Title: Economic Development Grant for Beautification

Policy No: 7500

Effective Date: July 11, 2023

Motion Number: 23.07.374

Supersedes Policy No: None

Department: Economic Development

Review Date: (3 Years from date approved)



Legal References:

Income Tax Act (Canada), R.S.C 1985, c.1 (5th Supp.).

Cross References:

Bylaw 18-800 "Land Use Bylaw"
Bylaw 799 "Land Use Bylaw" – Grande Cache

Purpose: Greenview is committed to supporting small businesses and entrepreneurs in our communities. Greenview aims to advance our local economic goals by encouraging pride in the success and potential of our local businesses by implementing a Beautification Grant.

1. DEFINITIONS

- 1.1. **Beautification** means enhancing the visual appeal and appearance of a building's exterior or frontage through various improvements.
- 1.2. **Greenview** means the Municipal District of Greenview No. 16.
- 1.3. **Non-profit Organization (NPO)** means an organization that provides products or services to improve or benefit a community. Any money made by a Non-Profit Organization is not for the personal gain of its directors, members, or officers but goes back into the organization to further its aims and projects. For the purposes of this policy, a charity registered with the Canada Revenue Agency is considered an NPO.
- 1.4. **Small Business** means a business whose annual active income is at most \$500,000, is not part of a franchise and is based within Greenview but does not include the Town of Fox Creek, Town of Valleyview, or Sturgeon Lake Cree Nation. For the purpose of this policy, Small Business includes home-based businesses as recognized under the *Land Use Bylaw*.
- 1.5. **Store Front** means a Small Business operating on a parcel of land zoned for commercial purposes as per Greenview's *Land Use Bylaw*.

2. POLICY STATEMENT

- 2.1. Greenview believes in supporting local businesses and entrepreneurs within its communities.
- 2.2. Based on the approved annual budget, the Beautification Grant is available first-come-first-served.
- 2.3. The Beautification Grant may not be stacked with any other Greenview grant.

2.4. Beautification Grant funds may only be used for capital purposes relating to the exterior or signage of the building. Improvement must be consistent with any permitting or architectural guidelines imposed through bylaw or policy by Greenview, should any be applicable to the property. Requests for operating assistance are not eligible.

2.5. The Beautification Grant will begin accepting applications on the first Monday of March each year. Applications not served due to a lack of funding must reapply the following year.

2.6. The following items will generally be considered qualifying for the Beautification Grant:

- A) restoration of exterior finishes and repainting, including murals;
- B) planter, hanging baskets, and garden areas, especially in downtown hamlet setting;
- C) repair or replacement of storefront windows, patios, and doors;
- D) exterior lighting of the building and signage;
- E) signage on the front of the business location;
- F) replacement of awnings and signs;
- G) new architectural details such as entryways features and cornices;
- H) addition of patio areas and permanent landscaping elements; and
- I) removal of barriers to access for people with disabilities and mobility challenges.

Note: the above list is not exhaustive, and other improvements may be considered eligible if they align with the program's objectives and comply with the applicable development regulations.

2.7. The following items will not be approved for the Beautification Grant:

- A) improvements to residential infrastructure; and
- B) improvements to large-scale businesses.

3. STOREFRONT STREAM

3.1. Any Small Business may apply for the Beautification Grant, so long as the Small Business:

- A) meets the definition of Small Business;
- B) meets the definition of Store Front;
- C) includes a financial report with their application; and
- D) holds a valid business license.

3.2. The following criteria make an organization ineligible to apply for the Storefront stream of the Beautification Grant:

- A) A Non-profit Organization or a registered charity; and
- B) Located outside of Greenview, including the Town of Fox Creek, Town of Valleyview, or Sturgeon Lake Cree Nation.

3.3. A qualifying Small businesses may receive a grant up to 70% of the total Storefront beautification project to a maximum of \$5,000.00. All amounts require receipts, and only materials and professionally contracted services or trades related to the qualifying improvement will be reimbursed.

3.4. Applicants may re-apply during the program's operating year; however, new applicants will be given priority.

4. SMALL BUSINESS STREAM

4.1. Any Small Business may apply for the Beautification Grant, so long as the applicant:

- A) meets the definition of Small Business;
- B) includes a financial report with their application; and

C) holds a valid business license.

4.2. The following criteria make an organization ineligible to apply for the General Stream of the Beautification Grant program:

- A) a Non-profit Organization or a registered charity; and
- B) Located outside of Greenvew, including the Town of Fox Creek, Town of Valleyview, or Sturgeon Lake Cree Nation;
- C) a Multi-level Marketing Business.

4.3. An Approved Small Business within General Stream may receive a grant of up to 50% of the total beautification upgrades to a maximum of \$5,000.00.

4.4. Applicants may re-apply during the program’s operating year; however, new applicants will be given priority.

5. APPLICANT RESPONSIBILITIES

5.1. Applicants must annually submit their application following the first Monday of March when applications open. Applications from the previous year will not be kept. All work must be completed in the year of application.

- A) For the first year of this program, 2023, applications will be open in June.

5.2. The applicant must identify whether they are applying for the Store Front Stream or General Stream. Dependent on the stream, the applicant must demonstrate that they:

- A) meet the definition of Small Business;
- B) have included a financial report as per section 5.3.;
- C) have included a plan of improvements, listing what improvements will be made, the scope of improvements and estimate cost;
- D) hold a valid Business License; and
- E) meet the definition of Storefront (Storefront applications only); and
- F) a letter of permission from the property owner, if applicable.

5.3. The applicant must provide a financial report within six (6) months of the application which details:

- A) receipts or invoices associated with the beautification upgrades;
- B) a description of what improvements were made to the Small Business; and
- C) proof that the upgrades have been completed.

6. COUNCIL RESPONSIBILITIES

6.1. Council shall annually set a budget for the Beautification Grant program to ensure the program continues.

7. ADMINISTRATION RESPONSIBILITIES

7.1. Administration shall annually prepare the receipt of Beautification Grant applications following the first Monday of March.

7.2. Administration shall review, approve and arrange appropriate payment with the applications in accordance with this policy.

7.3. Administration shall report all grants awarded under this policy to Council.