



## POLICY

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**POLICY No.** 2024-113

**APPROVAL DATE:** MARCH 18, 2024

**TITLE:** Downtown Façade Improvement Program

**DEPARTMENT:** Council

**REVISION DATE:**

**MAYOR:** \_\_\_\_\_

**CAO:** \_\_\_\_\_

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### **Purpose:**

The purpose of this Policy is to provide financial assistance towards businesses located in the Town of Calmar's downtown, that plan to improve their front facing façade of their business' building. Through this program, The Town of Calmar wishes to encourage and support locally based businesses.

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### **Policy Statement:**

The Town of Calmar values the contributions of the business community in its desire to enhance and improve their store fronts, and therefore commits support funding through this policy. As resources are limited, Council will review the policy and its budget allocation on a yearly basis.

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### **Definitions:**

- **Agreement:** means an agreement signed by the Applicant and the CAO regarding the grant funding and the reporting to Council.
- **Applicant:** means a local business that is located in the Town of Calmar's downtown and is applying for a grant pursuant to this policy.
- **Budget:** means the listing of revenues and expenses projected to be forthcoming.
- **Capital Expenditures:** means an expenditure that has a life span of more than one year, and usually refers to buildings or infrastructure.

- **Council:** means the individuals elected to sit as Town Council under the Election Act and the Municipal Government Act of Alberta.
- **Initiative:** means a upgrade, installation, or creation of a new façade, for which that business is seeking a grant.
- **Grant:** means a financial assistance mechanism through which money and/or direct assistance is provided by the Town to carry out approved initiatives. In this instance, the grant will be awarded to those businesses who are approved on a first come, first served basis.
- **Grant Coordinator:** means the employee appointed by the CAO to receive and process an application, present the Request for Decision (RFD) report to Council, and coordinate for signatures between the Applicant and the CAO should an application be successful.
- **Operating Expenditures:** means an expenditure that supports the ongoing day-to-day operations of the organization and is used up in the normal operating cycle of the organization (e.g. personnel costs, office supplies, utilities, machine costs or rentals).
- **Organization's Budget:** means the budget of the organization applying for the grant.
- **Town:** means the Town of Calmar.
- **Town's Budget:** means the Town's budget approved by Council under the Municipal Government Act.
- **Town Manager:** means the Chief Administrative Officer (CAO) as appointed by Council, or the Chief Administrative Officer's designated individual.

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## Policy:

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### Responsibilities:

- Council will:
  - Approve by resolution this policy and future amendments as Council sees fit.
  - Consider the allocation of resources for successful implementation of this policy in the annual budget process.
  - Approve the annual distribution of Downtown Façade Improvement Program funding.
- CAO will:
  - Appoint the Economic Development Officer as the Grant Coordinator.
  - Ensure that the policy is implemented and brought to Council for review as required.
- Grant Coordinator will:
  - Act as a liaison with the Applicants and a supporting resource as needed for the application process.
  - Receive the applications and prepare RFD's for Council's consideration.
  - Inform the Applicants of Council's decision regarding their application, and if successful, coordinate the signing of the Agreement.

**Criteria:**

- The Downtown Façade Improvement Grant Program funding is available to licensed local businesses located along 50 Avenue ( Highway 39) in the Town of Calmar's downtown.
  
- The façade improvements must be within one or more of the following areas:
  - Restoration of exterior finishes and repainting of the building façade;
  - Repair or replacement of windows, doors and doorways;
  - Repair or replacement of business signage
  - Installation or replacement of exterior building lighting;
  - Installation or replacement of awnings and canopies;
  - New architectural details such as entranceways, base trim, cornices and corner accents;
  - Installation of accessibility structures, such as ramps and entrance features.
  
- In order for an application to be considered, the following criteria must be met:
  - The business must be located in Calmar's 50 Avenue (Highway 39), Downtown.
  - Only 1 application can be made per year per business.
  - The application form (Schedule A) must be properly completed, signed, and submitted within the prescribed timeline.
  - The business must demonstrate the following:
    - Current year, Town of Calmar, business license,
    - Proof of ownership of the building that the work is being done to,
    - Joint application from Leasor and building owner,
    - Current quotes for all of the work to be done,
    - Time frame that the work is expected to be completed, and
    - All required permits are applied for and approved.
  - Joint projects of two or more businesses will be considered eligible by Council on a case-by-case basis. Both businesses must demonstrate the following:
    - Current year, Town of Calmar, business license,
    - One joint location of the work to be done,
    - Proof of ownership of the building that the work is being done to,
    - Percentage of contribution of all businesses involved,
    - Current quotes for all of the work to be done,
    - Time frame that the work is expected to be completed and
    - All required permits are applied for and approved.
  - Applications will only be accepted from March 31<sup>st</sup> to May 15<sup>th</sup> of each calendar year with work expected to start after June 1<sup>st</sup> of that same year. Work is to be concluded by the end of the same calendar year.
  - Ineligible applications will be denied for the following reasons:
    - Work done or materials obtained before the grant is approved,
    - Initiative that other bodies or levels of government have a clear, legislated responsibility for (i.e. health, education, road access to Hwy 39).
    - Location of the business does not fall within the designated area.
  - Applicants may apply for
    - Up to 50% of the total cost, and
    - Up to a maximum of \$5,000.00.

- The façade improvements must be started and completed in the calendar year of the grant.
- At its sole discretion, Council can waive and/or amend the criteria due to special circumstances.

**Grant recipient duties:**

- Grant recipients must:
  - Enter into an Agreement following the confirmation of their successful application.
  - Agree that any project cost shortfalls or resulting ongoing funding requirements will be their responsibility.
  - Agree to recognize the Town of Calmar's contribution to the project in all related public information, printed material, and media coverage.
  - Agree to provide Council with a follow-up report on the initiative supported by the grant. This report is to be received no later than 60 days following completion of the initiative.
  - Allow the Town to utilize pictures of the final products for promotional and / or marketing purposes.

**Downtown Façade Improvement District:**



**DOWNTOWN FACADE IMPROVEMENT  
PROGRAM DISTRICT**



**Review and/or amendment:**

- This policy shall be reviewed annually in conjunction with the Town's budget process.