



**UPTOWN BUSINESS ASSOCIATION OF NEW WESTMINSTER  
is excited to announce the  
STREET BEAUTIFICATION GRANT  
for storefront businesses to help improve their storefronts and  
enhance the vibrancy of the Uptown area.**

Attractive storefronts help create vibrant retail districts. The Street Beautification Grant is designed to help existing street front businesses in the Uptown area pay for improvements to their storefronts. It provides 50/50 matching funds up to a value of \$5,000 per business.

Examples of improvements eligible for the matching grants include:

- ✓ New signs to replace old signs
- ✓ New awnings
- ✓ Painting of walls and doors
- ✓ Storefront lighting
- ✓ Replacement of storefront windows and doors
- ✓ Adding decorative elements to your storefront

This list is non-exhaustive. Other improvements may be eligible if they meet the purpose of the Street Beautification Grant.

## **ELIGIBILITY**

You must be an Uptown Business Association (UBA) member with a street front business located in the 500 to 700 blocks of Sixth Street, the 500 to 700 blocks of Sixth Avenue, the 600 block of Belmont Street or the 500 block of Seventh Street in New Westminster.

Proposed improvements must have a noticeable positive impact on the appearance of your storefront.

This program intends to encourage improvements and renovations of existing storefronts of existing ground floor businesses. New businesses are not eligible.

## PROJECT CRITERIA

Applications will be assessed on:

- Impact: The level of positive impact on the appearance of the business at the street level.
- Project viability: The applicant has the ability to deliver the project and is ready to begin the project upon funding approval.
- Grant Application: Completeness of the grant application, including details, sketches, designs, photos, and quotes from contractors.
- Marketing and Promotion: The ability of the applicant to promote the project on social media and to engage with the community.
- Compliance with City regulations: Compliance with Building Bylaw and Sign Bylaw.
- Project timing: The project must be carried out within an agreed timeframe.

## MATCHING GRANTING

Grants are funded based on a matching grant basis, up to a maximum amount of \$5,000 per storefront. As such, 50% of the total project cost will be funded, with the remaining 50% to be paid by the applicant business.

- The grant will be 50% of actual cost of the project as substantiated by paid invoices from contractors for the project work.
- Grants will be up to the maximum amount approved in advance, and will not cover cost overruns.
- GST will not be covered (except for those businesses that do not have ITCs for GST)
- Operational overhead costs (such as payroll, insurance) and/or consulting or design fees will not be covered. Permit fees may be included.

## APPLICATION PROCESS

Applications for the Street Beautification Grant will be accepted on a rolling basis until the annual funding allocation is exhausted. The project must be commenced promptly.

Step 1: Submit your application

- Provide sufficient detail with your application including detailed descriptions of the proposed work, complete with photos, images or proofs as may be applicable, as well as costing information including contractor quotes, if applicable.
- We will only accept one application per business.
- Applications will be reviewed on a first-come first-served basis by the UBA's Board of Directors at their monthly meeting. Successful applicants will be informed within 7 days from the monthly board meeting.

#### Step 2: Accept the offer of funding

- Upon review and project approval, a Letter of Agreement detailing the terms, conditions and the amount of funding approval will be issued to the successful applicant.
- In order to accept the offer of funding, the applicant business must sign and return the Letter of Agreement for countersigning within 2 weeks of receipt.
- If the business does not formally accept the funding offer within 14 days of the date the UBA sends the offer, the offer will be rescinded and instead, the funding will be made available to another business on the waitlist.

#### Step 3: Complete the work

- Applicant to undertake the improvements to the storefront and pay its contractors and suppliers.
- Promote the work on your social media channels. UBA will amplify your message.

#### Step 4: Submit all required documents

Required documents include:

- Proof of payment – copies of all receipts and/or invoices for the project
- An invoice to the UBA for the project work, up to the approved funding amount.
- Before and After photos of the storefront.

All documentation must be submitted by the agreed date.

#### Step 5: Receive payment by cheque

UBA will issue payment within 2 weeks of receipt of the complete documentation.

#### Step 6: Provide feedback

We would like to hear from you so we can make improvements to the program. Businesses may provide feedback through answering a survey, and/or providing a debrief of the project.

## **FAQs**

### **Permits and Regulations**

- All improvements must comply with the City of New Westminster's bylaws and regulations. In particular, check whether a building permit is required under the Building Bylaw. Signs must comply with the City's Sign Bylaw, and exterior lighting may be subject to the Light Pollution Bylaw.
- Provide copies of permits (or permit application) with your application.
- If you are a tenant and the approval from the property owner is required, a copy of the approval letter must be provided
- All required permits must be obtained prior to commencing work.

## **Project Cost Reimbursement**

- The maximum amount of each grant is \$5,000 per project.
- Grants are on a matching fund (50/50) basis up to the approved maximum amount of the grant. Thus, if an approved project costs \$7,500, the amount of the grant will be \$3,750.
- If your actual costs are less than budgeted, UBA will reimburse only for 50% of the eligible, final cost.
- If your actual costs are greater than the budget, the UBA will reimburse only to the maximum amount of the grant.

## **Application Terms**

- While we thank all applicants for their interest, the UBA will only contact successful applicants.
- Any information you choose to share with us is confidential and will be used purely for the purpose of assessing your application.
- The Uptown Business Association reserves the right to accept or reject applications in its sole discretion. Submitting an application for a grant does not guarantee approval.
- Applications must meet the objective of the Street Beautification Fund.
- The total number and value of the grants is subject to the total available funding.

Uptown Business Association of New Westminster is committed to supporting the entrepreneurial spirit and innovation of the diverse community of member businesses in our area. We encourage applications from business owners and operators who self-identify as a member of an underrepresented or historically marginalized group of people. These include, but are not limited to, First Nations, Indigenous individuals, persons of colour, LGBTQIA2S+, youth, newcomers, and persons with disabilities.

## **QUESTIONS?**

If you have additional questions about this program, please contact Barbara Fairbrother at [info@myuptown.ca](mailto:info@myuptown.ca), or Donna Bisaro at [donna@upg.ca](mailto:donna@upg.ca)