



## REGION OF QUEENS MUNICIPALITY 2023-2024 BUSINESS FAÇADE PROGRAM GUIDELINES

### Revitalizing Our Commercial Properties

The Business Façade Program was initiated in 2018, in an attempt to help our business community with the costs of maintaining and improving the customer-facing aspect of their commercial properties. Region of Queens Municipality (RQM) recognises that to attract customers to Queens businesses we need attractive, welcoming places to transact, with clear signage, and accessible entrances. Improving the 'curb appeal' of our businesses demonstrates confidence and pride of place which contributes to the positive revitalization of business areas throughout the Region and brings forth greater customer attraction and retention.

The Business Façade Program has allocated \$25,000 in funding for the 2023-2024 fiscal year, thanks to the support of Council.

### Business Façade Program Funding

Since 2018, RQM has invested \$108,197.79 in thirty (30) separate improvement projects throughout Queens. When matched or exceeded, by the applicant businesses, this represents a total value of investments in our commercial sector of \$267,914.29 – changing the face of businesses throughout Queens County.



The Municipality will fund **up to 50%** of approved eligible costs, net of HST, to a **maximum of \$5,000** per project, subject to the satisfactory completion of the approved work, and timely submission of final project documentation.

## Eligibility

Any current commercial operation within the Region of Queens is eligible for funding, subject to meeting the application criteria, and availability of funds. Projects can only take place on the exterior of the building and must be visible to the public. Home-based businesses are not eligible. Not-for-profit organizations are not eligible but recommended to consider applying to the RQM Community Investment Fund (CIF) instead. Applicants must be in good standing with any property taxes and fees owing to the Municipality.

Applicants must be able to demonstrate ownership of the property for which they are applying. Businesses that are sold to another Owner, or Applicants that change, after receiving funding approval, can apply to the Municipality to have any approved funding transferred to a new Owner or Applicant. This transfer is not guaranteed but is subject to municipal review to ensure the new Owner or Applicant continues to meet the program funding criteria.

## Eligible Projects

A sampling of improvement projects that would be eligible for support are listed below. Any project improving the visible façade of your business will be considered on its merits. Decisions on interpretation of eligibility are the responsibility of the RQM Economic Development Team, and those decisions are final and binding. Construction materials, colours, and features should, ideally, align with the architectural style of the area when and where possible, and advice should be sought by the Applicant for compliance with all planning, building code, and land-use regulations, as necessary.

- siding and trim replacement or repair, including painting or staining
- windows and doors
- awnings
- signage
- roofing
- lighting
- architectural features and repairs
- trees, shrubs, and planters
- labour by a contractor deemed capable of carrying out the work

## Ineligible Projects

The following project elements are ineligible costs when calculating the amount of support you would receive:

- fees, e.g. legal, survey, design, administration, marketing, accounting, etc.
- interior finishing
- land purchase

- purchase or rental of equipment for project construction
- in-kind work, e.g. your own time
- cost overruns

## Accessibility

When considering and planning façade improvements, it is an opportune time to make choices that will enhance the accessibility of your business for all customers. If you are planning a patio or changing an entryway, will it be accessible to those with impaired mobility? Is your signage visible, through its size, shape, colours, and contrasts, to customers with impaired vision? Often these choices cost no more to produce but make your business more inclusive and welcoming to a broader customer demographic. Our Accessibility Coordinator, Elise Johnston, can offer advice at the planning stage of your project, which may even be eligible for additional provincial funding. She also helps review submitted applications and welcomes the opportunity to guide you through the process of securing funding for accessibility. Feel free to contact Elise by email at [ejohnston@regionofqueens.com](mailto:ejohnston@regionofqueens.com), or by phone at 902-354-3455 at any time.

## Approval Process

The initial application deadline was in May, 2023, and eligible applications have been approved and funded. There are still funds available and we have opened the program up for new applications, accepted on a first-come, first-served basis, as remaining funds allow. Typically, applicants can expect a response within thirty (30) days after the initial deadline and within fourteen (14) days of receipt for all other applications. To encourage late submissions, this timeline has been collapsed, and, provided applications are completed correctly and all required information is provided, the turnaround time for approval will be expedited.

Once an offer of funding is approved by the Municipality, a letter of offer will be made to the Applicant who will then have fourteen (14) days to accept or decline.

Funding under this program will only be provided for approved projects, and for expenditures incurred subsequent to project approval from the Region of Queens Municipality.

## Required Funding Documentation

All approved applications seeking reimbursement for funding must submit, before the deadline date of **February 28, 2024**:

- copies of paid invoices, showing an itemized list of materials along with a corresponding reconciliation with the requisite matching part of the approved application,
- proof of electronic payment or endorsed cancelled cheques matching the paid invoices,
- good quality photographs of the completed work.

The Municipality will consider partial payments for aspects of the project that are fully completed, provided final documentation is received prior to the deadline date.

Once the required documentation is submitted, the Municipality will endeavour to provide reimbursement to the applicant within twenty-one (21) days.

## Contact

Businesses are to submit enquiries regarding eligibility, completed applications, and also the claim documentation when your project is complete, by mail, in-person, or by email to the Business Façade Program coordinator as follows:

Director of Economic Development  
Region of Queens Municipality  
P.O. Box 1264  
249 White Point Road  
Liverpool  
B0T 1K0

E: [rlane@regionofqueens.com](mailto:rlane@regionofqueens.com)

P: 902-354-3453



## REGION OF QUEENS MUNICIPALITY 2023-2024 BUSINESS FAÇADE PROGRAM APPLICATION

Applicants Name: \_\_\_\_\_ Business Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ Civic Address: \_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_  
Cell: \_\_\_\_\_  
E-mail address: \_\_\_\_\_

Property Owner's Name (if different from Applicant): \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ Business Name: \_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_  
Cell: \_\_\_\_\_  
E-mail address: \_\_\_\_\_

If the Applicant is not the Property Owner, a signed letter or email directly from the Property Owner expressing authorization for the designated improvements noted in this application must be included.

Civic Address and Community of Building to be Enhanced: \_\_\_\_\_

Date Work to Begin: \_\_\_\_\_ Date of Work Completion: \_\_\_\_\_

Building Information: Age: \_\_\_\_\_ Is this a Heritage Property: \_\_\_\_\_

Number of Storeys: \_\_\_\_\_ Building Construction: \_\_\_\_\_

Current Use at Basement Level: \_\_\_\_\_ Street Level: \_\_\_\_\_

Current Use at Second Floor: \_\_\_\_\_ Above Second Floor: \_\_\_\_\_

**APPLICATIONS REQUIRE THE FOLLOWING SUPPORTING INFORMATION:**

1. Description of the project, including materials, colours, and any additional features.
2. At least two quotes from individuals or companies capable of carrying out the work.
3. Current pictures of the building from several angles to show the full area to be improved.
4. Letter of authorization from Building Owner if not the Applicant.

This application is not a building permit or development permit. The Applicant acknowledges that these approvals must also be sought prior to carrying out the required work, where applicable.

Acknowledged: YES ☐ NO ☐

Approved applications must complete their upgrades and submit their final claims for payment prior to the aforementioned deadline date. Claims submitted after this date will not be accepted, nor will be eligible for funding in future years.

Acknowledged: YES ☐ NO ☐

Any project work completed prior to application approval is not eligible.

Acknowledged: YES ☐ NO ☐

Applicants must be in good standing with regards to any taxes and fees payable to the Region of Queens Municipality.

Acknowledged: YES ☐ NO ☐

I confirm that the information provided in this application is true to the best of my knowledge and is being submitted in accordance with the application criteria, and no information that may lead to my application being deemed ineligible has been withheld. If approved, I agree to complete the project as proposed and to provide recognition of the Municipality's financial contribution during the construction phase, if requested. I agree the Municipality may provide details of this project publicly, for promotional purposes, without additional payment or separate agreement.

Applicant Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**OFFICE USE ONLY**

Date Application Received: \_\_\_\_\_ Initials: \_\_\_\_\_

Application Components Included:

- Signed Application: \_\_\_\_\_ Initials: \_\_\_\_\_
- Pre-Construction Pictures: \_\_\_\_\_ Initials: \_\_\_\_\_
- Project Description: \_\_\_\_\_ Initials: \_\_\_\_\_
- Description of Materials: \_\_\_\_\_ Initials: \_\_\_\_\_
- Letter of Authorization: \_\_\_\_\_ Initials: \_\_\_\_\_
- Two Quotes : \_\_\_\_\_ Initials: \_\_\_\_\_

Approved: YES ☐ NO ☐

Conditions / Reasons (if any): \_\_\_\_\_

Total Eligible Costs (excluding HST): \_\_\_\_\_ Total Approved: \_\_\_\_\_

Total Project Cost: \_\_\_\_\_ Percentage Funded: \_\_\_\_\_

Claim Components Included:

Itemised receipts matching project costs: \_\_\_\_\_ Initials: \_\_\_\_\_

Proof of payment: \_\_\_\_\_ Initials: \_\_\_\_\_

Completion photos: \_\_\_\_\_ Initials: \_\_\_\_\_

Date submitted to Finance: \_\_\_\_\_

Signature File Closed: \_\_\_\_\_