



## REGION OF QUEENS MUNICIPALITY 2024-2025 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 2024-2025 fiscal year, thanks to the support of Council.

### Business Façade Program Funding

Since 2018\*, RQM has invested \$120,225 in thirty-six (36) 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 \$273,200 – changing the face of businesses throughout Queens County. \*As of end of 2023-24 fiscal year.



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 commercial business operating 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. Applicants must have an up-to-date business registration with Nova Scotia's [Registry of Joint Stock Companies](#). Not-for-profit organizations are not eligible to receive Business Façade Program funding, and are recommended to consider applying to the Region's [Community Investment Fund \(CIF\)](#).

Depending on the nature of operations, some registered home-based businesses are eligible to receive funding support under the program, to assist with exterior projects related to a dedicated, accessible customer entrance, parking, or business signage. Eligibility requires the business owner to be in full compliance with residential zoning regulations for their Level of business operations and the business is customer-facing in the home. It is recommended that home-based/mobile business owners send an inquiry [email](#) to determine business and project eligibility prior to submitting an application.

All program applicants must be in good standing with any property taxes and fees owing to the Municipality and must 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.

- accessible entrances and walkways
- 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

Applications will be accepted up to an initial deadline of Friday, June 14, 2024, and will be reviewed on a first-come, first-served basis until all funds are allocated. Applicants should expect a response within thirty (30) days after the initial deadline and within fourteen (14) days of receipt for all other applications. If an application is incomplete, this will delay any potential approval timeline until all required information is provided.

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.

Applicants will receive written confirmation of the pre-determined eligible expenditures for the proposed project and the total amount of approved funding, in the approval letter. Please note that this program only funds projects which have not begun. Any expenses

incurred prior to project approval, are ineligible. Should a project start while waiting for approval, the application will be ineligible for funding.

## Required Funding Documentation

All approved applications seeking reimbursement for funding must submit, before the deadline date of **February 28, 2025**:

- 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 invited to submit enquiries regarding eligibility, completed applications, and claim documentation when your project is complete, by mail, in-person, or by email, as follows:

### **Stephanie Sereda, Community Development Coordinator**

Region of Queens Municipality

P.O. Box 1264

249 White Point Road

Liverpool, NS B0T 1K0

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

P: 902-354-5741 ext. 2241

M: 905-754-5176

BUSINESS FAÇADE PROGRAM

# HELPING QUEENS BUSINESSES SHINE BRIGHT



## 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: \_\_\_\_\_

Description of exterior work to be completed:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will this improvement benefit your business?  
\_\_\_\_\_  
\_\_\_\_\_

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

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

**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 operate their business within the Region of Queens and 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: \_\_\_\_\_

Submit completed application with all supporting documentation by mail, in-person, or by email, as follows:

**Stephanie Sereda, Community Development Coordinator**

Region of Queens Municipality

P.O. Box 1264

249 White Point Road

Liverpool, NS B0T 1K0

E: [ssereda@regoinofqueens.com](mailto:ssereda@regoinofqueens.com)

P: 902-354-5741 ext. 2241

M: 905-754-5176

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