Town of SALISBURY	**POLICY**	**Department:** Recreation & Wellness
	STOREFRONT BEAUTIFICATION GRANT PROGRAM	
Effective Date: May 13, 2025		**Last Reviewed Date:** May 7, 2025

1. PURPOSE STATEMENT

The purpose of this Policy is to outline the guidelines and process for the Town's Storefront Beautification Program aimed at supporting local businesses to assist with the costs relating to repairs and improvements to effectively enhance the attractiveness of Salisbury.

2. DEFINITIONS

- **"Chief Administrative Officer"** means the head of the municipal administration. The individual is the only employee who reports directly to Council "CAO";
- **"Clerk/Treasurer"** means the employee appointed to oversee financial and accounting procedures and serve as the municipal Clerk, pursuant to section 74(1) and 76(1) of the Local Governance Act, SNB 2018, c.18.;
- **"Director of Recreation and Wellness"** means the head of the Department of Recreation and Wellness;
- **"Recipient"** means a business or organization who is receiving a grant through the Storefront Beautification program;
- **"Storefront"** means an establishment with the sole purpose being for business endeavors. Not-for-profit organizations also fall under this title;
- **"Enhancements"** means any cosmetic improvements or repairs to the building or the property.

3. ELIGIBILITY

General Requirements:

- The storefront must be a commercial property visible from Main Street, Salisbury, (between Reeder Road and Government Road) or along Fredericton Road within the Residential Neighbourhood Service (RNS) zoning.
- Funding is allocated to businesses or organizations with a storefront. Buildings with residential occupancy do not qualify.

- Enhancements must be made to the outside of the building, visible to the public.
- Where required, all work must have an approved building permit in order to receive funding.
- Recipients shall receive 50% of the cost of approved eligible expenses, up to $3,000
- Recipients shall receive up to a maximum of $3,000 per calendar year.
- Approval and amount(s) of funding is subject to funding availability and is offered on a first-come, first-serve basis. Priority will be given to applicants who have not previously received funding through this program.
- All grants are subject to the approval of the of the Town of Salisbury's Director of Recreation and Wellness or equivalent, pursuant to this Policy.

List of eligible enhancements:

- Exterior painting, including any entranceways, siding, trim, moldings, porches, decks, or other features of the exterior of the main building.
- Siding repair, or the replacement of any siding with new siding material.
- The repointing of existing brick on the exterior of the main building.
- The repair and/or replacement of any architectural elements of the building that are original to the design of the building or are similar to the architectural style of the building.
- The replacement or installing of any exterior windows or doors.
- The replacement, renovation or installation of exterior front steps, handrails, or walkways.
- The installation of any landscaping details including, but not limited to, sod, shrubs, trees, and plant beds.
- The replacement or installing of exterior signage.
- Other improvement(s) at the discretion of the Director of Recreation and Wellness

4. APPLICATION PROCESS

Applications:

- Applications for funding are accepted twice per calendar year
- Applicants are required to apply using an online form providing details related to the business or organization, planned improvements, etc. The Town reserves the right to change the application questions at their discretion.
- A quote or budget must be submitted with the application. The following costs associated with the project will be eligible towards the grant, when/if approved:
    - Official quotes from a contractor service (attach with application if using contractor)
    - Budget for anticipated expenses (if using own source(s), that must be substantiated by receipts if/when project is approved
- Incurring expenses does not guarantee funding. Successful applicants will receive a notification of approval, although funds are not disbursed until proof of payment.

Timelines:

- Applications for the Spring intake are accepted during the month of March.
- Applications for the Fall intake are accepted during the month of September.
- Funding decisions are made within four weeks of the application.

5. EVALUATION PRIORITIZATION MATRIX

The Administration of the Storefront Beautification program is subject to available funds. As such, the Town has an Evaluation Prioritization Matrix that serves as a structured tool designed to guide the assessment process of applications submitted. This matrix ensures a comprehensive and consistent approach to inform funding decisions that align with the program's objectives and priorities.

In the order of priority, funding decisions will be prioritized based on the following factors:

i. **Dilapidated and/or deteriorating elements**
   a) Priority will be given to buildings and/or properties that are in a state of disrepair.

ii. **Impact on beautification and accessibility**
   a) Priority will be given to those whose enhancements directly impact the attractiveness of Salisbury or improve accessibility to residents at the discretion of the Director of Recreation and Wellness.

iii. **Location**
   a) Priority will be given to those in the central region of Salisbury's Main Street, closest to the "downtown core".

6. FUNDING DISPERSMENT

In the event of an approval, the Town shall re-imburse costs upon proof of payment. In exceptional circumstances, at the discretion of the Director of Recreation and Wellness, the funds may be provided upfront.

Proof of payment must include the following, which must correspond to the submission provided at the application stage:

- Official quotes from a contractor service
- Receipts from a licensed business
  - Must include proper description of the item, costs, taxes, location of business, and date

In the event of a declination of funding, the Town shall notify the applicant in writing.

7. SIGNING AUTHORITY

Funds shall be approved by the Director of Recreation and Wellness. All funds shall be dispersed according to the Town's Financial Management and Procurement Policy.

8. GOVERNANCE

The Storefront Beautification Program shall be administered by the Town of Salisbury's Recreation Department, with oversight from the Town's Community Enhancement Committee, who is accountable to Salisbury Town Council.

The Storefront Beautification program shall produce a publicly available annual report, summarizing disbursement summaries.

The following outline the responsibilities of the Storefront Beautification Program:

Municipal Council

- Revise and adopt the Storefront Beautification Program Policy as required;
- Authorize the allocation of municipal resources to administer the program;
- Approve and revise Terms of Reference of the oversight committee, being the Community Enhancement Committee, as may be required.

Department of Recreation and Wellness:

- Prepare an Annual Report of the Storefront Beautification program;
- Review Storefront Beautification applications and allocate funding pursuant to this policy.

Community Enhancement Committee:

- The Committee, in collaboration with the Director of Recreation and Wellness, is responsible for assisting with the Storefront Beautification program promotion.
- The Committee is responsible for recommending proposed changes to the Director to bring forward to Council as may be required.