



GRITTY TO PRETTY GRANT 2017

The Gritty to Pretty program awards a limited number of grants for beautification projects located in the Downtown Charlottetown Business Improvement Area*. These projects will contribute to DCI's strategic beautification goals. This program is designed to encourage community involvement and enhance the downtown.

Eligible Projects will increase aesthetic appeal and make an important contribution to the overall improvement of the BIA. Successful applicants are eligible to receive up to a maximum of \$750, excluding HST. DCI will review applications on a first come first serve bases. Funds will be distributed until the 2017 budget allocation has been depleted, at which point no new applicants will be accepted.

*The Downtown Charlottetown BIA is defined as the geographic area between Prince Street & Pownal Street, from Euston Street to the water.

PROCEDURE

- A Completed application proposal and supporting materials must be submitted to DCI in order to be considered. All applications will be evaluated against specific criteria as outlined in the sections of the application form below. Submissions will be accepted by email: info@downtowncharlottetown.com or in person: Suite 230, National Bank Tower, 134 Kent st.
- Upon review a notice of acceptance or decline will be issued. If accepted, information detailing terms and conditions and amount of funding will be sent.
- Payment of grants will be awarded once application is approved.

IMPORTANT DATES AND DEADLINES:

- **July 14, 2017:** Deadline for Applications.
- **July 26, 2017:** DCI notification to applicant of acceptance or decline
- **August 23, 2017:** Mid-project status report submitted to DCI
- **October 30, 2017:** Completion of beautification project – including design, permissions, and implementation/installation, and notification to DCI. Completion can happen before this date.
- **November 17, 2017:** Submission of final report including 'after' photos and receipts to DCI. If your project was completed before November 17, 2017, the deadline for final report and receipts submission is 30 days from project completion.

SECTION 1 – CONTACT INFORMATION

Submission Date			
Project Name			
Project Organizer (Organization name)			
Contact Name		Phone Number	
Contact Email Address			

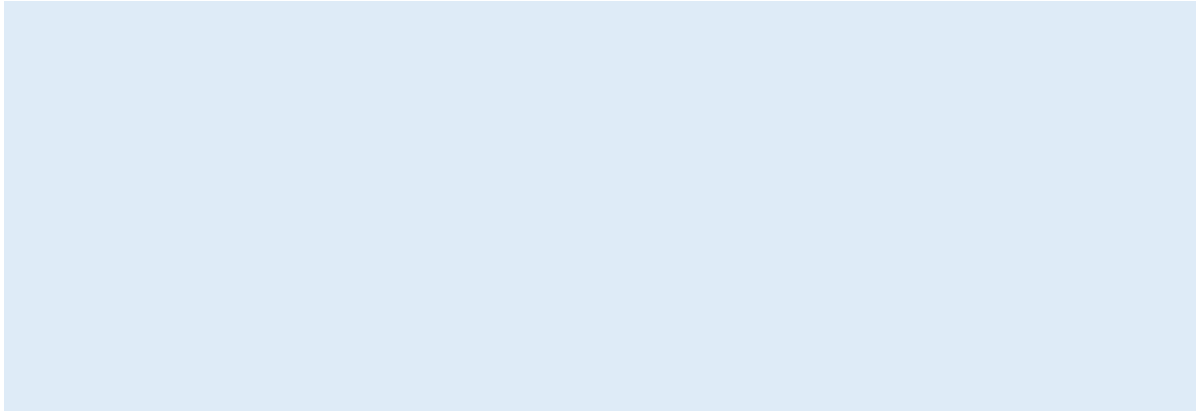
SECTION 2 – PROJECT OVERVIEW

- a. Description of project, including location and relevant history:

SECTION 3 –GRANT REQUEST DETAILS

- a. Total dollar amount requested (including HST breakdown):

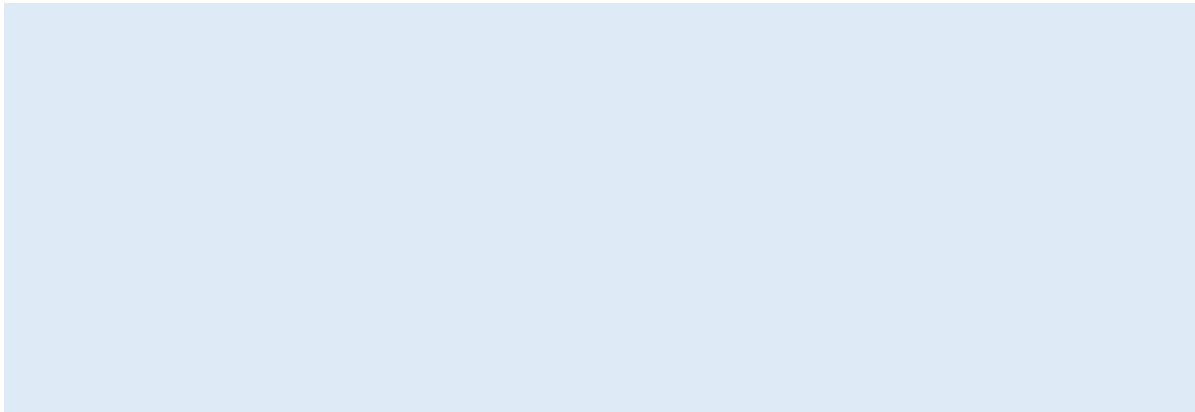
b. Project budget, including confirmed funding/partners:



SECTION 4 –BEAUTIFICATION GRANT CRITERIA

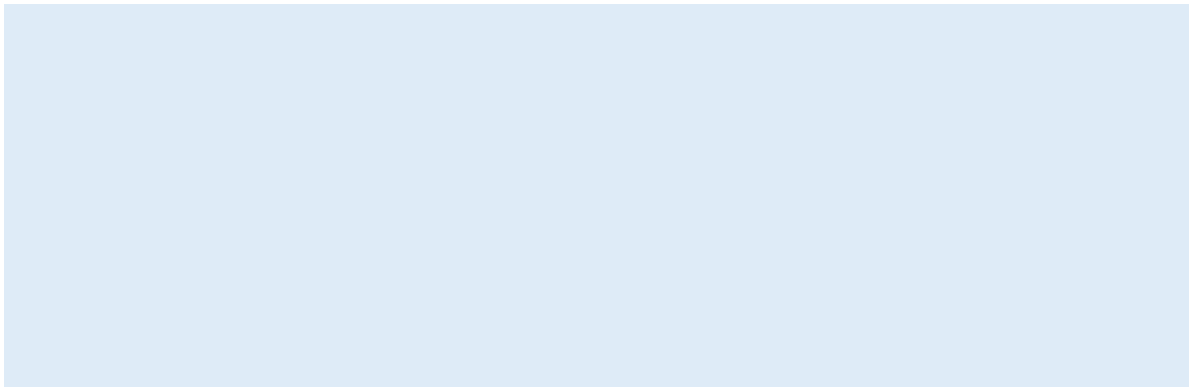
Project Effectiveness:

a. Describe the conditions of the site, why it requires beautification, and how the project will beautify the proposed site:



Project Engagement:

a. Describe how, if at all, the project will be interactive for/used by the public:



b. Describe how, if at all, the neighbouring businesses are anticipated to participate in the project:

Project Feasibility:

a. Discuss the feasibility of the project as proposed, including any ongoing maintenance, how it will be handled, and who will be responsible for maintaining the quality of the project:

Investment Effectiveness:

a. Describe the extent to which the project will have short or long-term benefits for Downtown Charlottetown and/or its businesses. If the proposed project has long-term benefits, discuss any plans to ensure the project's longevity:

Please make sure that your application includes the following required components or it will not be accepted for review:

Completed application form	
Written support from neighbouring properties	
Written permission from developer / property owner	
Design plan	
Budget	
Timeline	
Photo of proposed project site (Before and After)	
Proposed project location is within DCI BIA*	

Conditions:

- Project must be located within the BIA
- The applicant is responsible for obtaining all necessary permits including required building permits, heritage and design approval from the City of Charlottetown.
 - City of Charlottetown Planning Dept. Ph: 902.629.4158 Email:planning@charlottetown.ca

Signature of Applicant

Date

DCI Office Use Only

Date Received:

Date Reviewed:

Application Complete: Yes / No (Details)

Approval Letter Sent: Yes/No

Amount Grant Approved: \$ _____

Executive Director Signature: _____

Frequently Asked Questions

1. My project is in the planning stages, how detailed does my application/proposal need to be?

Provide as much detail as possible. The selection committee will need enough information and supporting material to make an informed decision. This may include, but not limited to: design plans, sketches/renderings, photos, examples from other cities, timelines, full budget, detailed descriptions, letters for support, etc.

2. Can I apply to paint or make other improvements to the façade of a building?

No, unless the improvements include creative or artistic elements. The Gritty to Pretty Grant is intended to beautify Downtown Charlottetown and provide aesthetic, artistic, and/or interactive benefits to the area, its visitors, the businesses, and the community.

For examples of the types of projects that would be accepted, please see Question #13. For façade projects, please refer to the Façade Application Grant application form that found at www.downtowncharlottetown.com

3. What kind of permissions would I need – other than from the developer/property owner?

If the project is located on public property, permissions will be required by either the City of Charlottetown and/or the provincial government, or other. Please be aware that this can be a lengthy process. It is suggested that you start the permission process as soon as possible, even before grant acceptance notification. It is not DCI's responsibility to acquire or coordinate permissions.

4. Can I add other funding partners?

Yes, other funding partners are allowed and encouraged to increase the quality level and feasibility level of the project. All other funding partners and contributing dollar amounts should be included in the budget submitted to DCI.

5. Do I need insurance for my proposed project?

It would depend on the project. Insurance is the sole responsibility of the project organizer/owner. DCI is not responsible for acquiring or paying for insurance or being named in the insurance policy.

6. How much can I receive in grant money?

Successful applications can receive a maximum of \$750. The exact amount depends on the project and is at the sole discretion of the selection committee.

7. How will the grant funding be issued?

DCI will issue grant money by cheque. Receipts and an expense report with HST breakdown will be required within 30 days of completion of the project. Final report must include 'After' Photos.

8. What if my project goes over budget?

The grant amount awarded at the time of acceptance is fixed. No additional funds will be granted to the applicant by DCI through the Gritty to Pretty grant within the 2017 fiscal year. Expenses above and

beyond the amount awarded by DCI are the sole responsibility of the applicant or other partners, if applicable.

9. Who owns the project once it is complete?

DCI does not own any project or project assets made possible through the Pretty to Gritty beautification grant program. The applicant will retain ownership, unless arrangements are made with the other partners, i.e. the developer/property owner, City of Charlottetown (if on public land), or other funders. Ongoing maintenance or repairs for all aspects of the installation will be the responsibility of the applicant.

10. Who needs to be recognized once the project is complete?

“Downtown Charlottetown Inc” must be recognized as a “Funding Partner through the Gritty to Pretty beautification grant program” of the project when the project is referred to in print, online, or in the media releases. Other funding partners, if any, will be recognized at the discretion of the project organizer/owner.

11. Can I see examples of projects? Yes. Visit www.downtowncharlottetown.com to see examples.