

**Gritty to Pretty Beautification Grant Program
Application Form 2016**

In 2015, Downtown Halifax Business Commission (DHBC) introduced a new program, **Gritty to Pretty**, to award a limited number of grants for beautification projects located in Downtown Halifax. These projects contributed to DHBC’s strategic beautification goals. DHBC’s Beautification Action Team, comprised of DHBC members, evaluated all capital project opportunities against specific criteria as outlined in the sections within the application form.

The **Downtown Halifax district** is defined as: the geographic area between the waterside of Brunswick Street to the Halifax Waterfront and from the Cogswell Interchange to the south end of Barrington Street.

To be considered for DHBC funding it is mandatory to submit a completed Gritty to Pretty Beautification Grant application form. You may optionally provide additional documentation with your submission that describes and supports your project and funding request.

IMPORTANT DATES AND DEADLINES:

- June 9, 2016 Information & Brainstorming Session—DHBC office, 1546 Barrington Street, Suite 104, June 9, at 5:00pm

- K Completed application proposal and supporting materials submission to DHBC by email: dhbc@downtownhalifax.ca or by mail: 1546 Barrington Street, Suite 104 Halifax, Nova Scotia B3J 3X7

- Week of July 8, 2016 DHBC notification to applicant of acceptance or decline

- August 15, 2016 Mid-project status report to DHBC

- December 16, 2016 Completion of beautification project – including design, permissions, and implementation/installation, and notification to DHBC. Completion can happen before this date.

- January 16, 2017 Submission of final report and receipts to DHBC. If your project was completed before December 16, 2016, 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):

Project organizer main contact name:

Contact phone number:

Contact email address:

SECTION 2 – PROJECT OVERVIEW

Description of project, including relevant history:

Project location/venue(s):

SECTION 3 – GRANT REQUEST DETAILS

Total dollar amount requested (including HST breakdown):

Project budget, including confirmed funding/partners:

SECTION 4 –BEAUTIFICATION GRANT CRITERIA

Project Effectiveness:

- a. Describe the conditions of the site and why it requires beautification.

- b. Describe 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 the neighbouring businesses are anticipated to participate in the project.

Project Feasibility:

Discuss the feasibility of the project as propose, including any ongoing maintenance and how it will be handled and who will be responsible for maintaining the quality of the project.(Please refer to Frequently Asked Questions #5 and #11 regarding permissions and ongoing maintenance).

Investment Effectiveness:

- a. Describe the extent to which Downtown Halifax and/or its businesses will benefit from the proposed project.

- b. Describe the extent to which the project will have short or long-term benefits. 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:

- Completed application form
- Written support from neighbouring properties
- Written permission from developer / property owner
- Design plan
- Budget
- Timeline
- Photo of proposed project site
- Proposed project location is within DHBC district

1. Who is on the grant selection committee?

The grant selection committee is comprised of DHBC staff, members of DHBC Beautification Action Team, and DHBC members with businesses located in Downtown Halifax. All Beautification Action Team members are also DHBC members.

2. Do I need to attend the Information & Brainstorming session?

No, but it is highly recommended. This session will give you an opportunity to ask questions to DHBC staff and members of the selection committee. DHBC staff and selection committee will be able to give suggestions and provide contacts that would be needed to make your project feasible. It will also give you chance to brainstorm with other potential applicants to share ideas and information. You also see examples of completed projects from Gritty to Pretty 2015.

3. 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.

4. 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 Halifax 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 lighting projects, please refer to the Façade Lighting Grant application form that can be requested through DHBC.*

5. 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 Halifax Regional Municipality 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 DHBC's responsibility to acquire or coordinate permissions.

6. 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 DHBC.

7. Do I need insurance for my proposed project?

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

8. How much can I receive in grant money?

Successful applications can receive up to 100 per cent of the grant request. The exact amount depends on the project and is at the sole discretion of the selection committee. General grants awarded are usually between a few hundred dollars up to \$10,000. Funding for larger grants may be considered.

9. How will the grant funding be issued?

DHBC will issue grant money by cheque in installments. Vendor/supplier invoices will be required before grant cheques are issued. Receipts and an expense report with HST breakdown will be required within 30 days of completion of the project.

10. 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 DHBC through the Gritty to Pretty grant within the 2016-2017 fiscal year. Expenses above and beyond the amount awarded by DHBC are the sole responsibility of the applicant or other partners, if applicable.

11. Who owns the project once it is complete?

DHBC 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, HRM (if on public land), or other funders. Ongoing maintenance or repairs for all aspects of the installation will be the responsibility of the applicant.

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

"Downtown Halifax Business Commission" 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.

13. Can I see examples of past projects?

Yes. Visit www.downtownhalifax.ca to see examples from 2015.