



**Gritty to Pretty Beautification Program  
Open Grant Application Form 2017**

In 2015, Downtown Halifax Business Commission (DHBC) introduced a new beautification program, **Gritty to Pretty**. Gritty to Pretty consists of two grants, which includes the **Open Grant**, to award a limited number of grants for beautification projects located in Downtown Halifax. These projects contribute to DHBC’s strategic beautification goals. DHBC’s Beautification Action Team, comprised of DHBC members, evaluate all capital project opportunities against specific criteria as outlined in the sections within this 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, a completed Open Grant application form must be submitted to DHBC. Detailed information and additional documentation with your submission that describes and supports your project and funding request is encouraged. Key points to demonstrate are:

- Comprehensive descriptions, details and logistics of the proposed project.
- Demonstrate quality and detail in design plans, sketches/renderings.

**IMPORTANT 2017 DATES AND DEADLINES:**

May 13	Completed application proposal and supporting materials submission to DHBC by email: <a href="mailto:dhbc@downtownhalifax.ca">dhbc@downtownhalifax.ca</a> or by mail: Downtown Halifax Business Commission, 1546 Barrington Street, Suite 104, Halifax, Nova Scotia B3J 3X7.
May 31	DHBC notification to applicant of acceptance or decline
July 14	Mid-project status report to DHBC
August 15	Completion of beautification project – including design, permissions, and implementation/installation, and notification to DHBC. Completion can happen before this date.
September 29	Submission of final report and receipts to DHBC. If your project was completed before August 1, 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):

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. (Please include a photo of the site.)
  
  
  
  
  
  
  
  
  
  
- b. Describe how the project will beautify the proposed site. (If possible, please include a sketch or rendering of the proposed project.)

**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.



**Gritty to Pretty Beautification Program  
Open Grant Frequently Asked Questions 2017**

**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. 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. Prior to submitting application, please begin permission process from developer/property owner/ Halifax Regional Municipality/Provincial government.

**3. 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 Open 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 #12. For façade lighting projects, please refer to the Façade Lighting Grant application form that can be requested through DHBC or at [www.downtownhalifax.ca/grittytopretty](http://www.downtownhalifax.ca/grittytopretty).*

**4. 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.

**5. Can I add other funding partners?**

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

**6. 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.

**7. 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.

**8. 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.

**9. 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 Open Grant within the 2017-2018 fiscal year. Expenses above and beyond the amount awarded by DHBC are the sole responsibility of the applicant or other partners, if applicable.

**10. Who owns the project once it is complete?**

DHBC does not own any project or project assets made possible through the Open 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.

**11. 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.

**12. Can I see examples of past projects?**

Yes. Visit [www.downtownhalifax.ca/grittytopretty](http://www.downtownhalifax.ca/grittytopretty) to see examples.