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Collector: Web Link 1 (Web Link)
Started: Tuesday, August 18, 2020 7:12:48 PM
Last Modified: Tuesday, August 18, 2020 8:09:54 PM
Time Spent: 00:57:06
IP Address: 70.71.230.226

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Q1

BIA Name:

Downtown New West BIA

Q2

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Q4

Project Title:

Beautification Grant Program - pivot

Q5**Other**

Category:

Q6**Project Description:**

Every year for the past 5 years, the Downtown New West BIA has offered members a matching grant for beautification projects. The goal was to encourage improvements made to storefronts including updated signage, power washing, painting, lighting, etc. We would split the cost with a business or property owner up to a maximum of \$1000.

However, when we started to learn more about COVID19, and what businesses would need to do to operate safely, we decided to make big changes to this program.

We quickly rewrote the scope and criteria to support members in making improvements to their businesses in order to ensure physical distancing and to abide by provincial health orders.

Q7**Audience:**

BIA members

Q8**Implementation:**

The revamped program was launched in May and retroactively covered installations from mid March onwards.

We took away the matching requirement, and instead simply granted funds up to \$750 per business. A member could email us receipts for items that fit the criteria, and we would get funding to them within one week. No application to fill out, no questions to answer.

Eligible improvements/enhancements could include but would not be limited to:

Signage: floor decals, window signage, instructional signage

Barriers to protect staff & customers: plexiglass or other appropriate barriers to ensure physical distancing

Graffiti removal (graffiti became a problem when many businesses closed temporarily)

See more details on the program here:

<https://downtownnewwest.ca/Beautification-Program>

Q9**Results:**

In addition to having to temporarily close or severely modify their operations, and with revenue so decreased, the additional cost of having to implement safety measures was more than many businesses could incur. Our members were incredibly grateful to have support with these additional costs. They were thrilled with the simple process and speedy turnaround time.

This has been the most popular member program we have ever produced, to date we have granted more than \$23,000 to 45 businesses.

Q10

Cost:

Total cost so far has been a little more than \$23,000. Our original budget was \$10,000 however our Board of Directors voted to use reserves to support as many businesses as possible.
