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## NEWS RELEASE

May 18, 2016

### Town of Gravenhurst Funds Downtown Property Improvements Continued Investment in Downtown Revitalization Making Visible Impact

**GRAVENHURST, ON** - Yesterday, Gravenhurst Council approved \$62,000 in Community Improvement Plan (CIP) grants for downtown property improvements.

This year the CIP Review Committee received 18 applications for projects that were eligible for grants in excess of \$121,000. The Review Committee recommended funding allocations to twelve (12) property improvement projects that have an estimated value of almost \$296,000. The grants range from \$1,410 to \$10,875. (see Chart attached)

“This program is a great example of what a committed Council and a group of passionate business owners can achieve when they work together. This funding is a rare opportunity for the municipality to be able to provide direct financial support to its business owners,” said Mayor Paisley Donaldson.

For 2016 Town Council approved an increased amount of funds by \$5,000 to \$55,000 allocated to the CIP program. In addition to the approved \$55,000, there was \$7,000 available through the CIP reserve fund, for a total of \$62,000 available to eligible projects. The reserve was established for funds that go unspent in previous years. The program which has been in place since 2013 has allowed local property and business owners to apply for financial assistance to improve the physical appearance and the overall vitality of their buildings.

Research undertaken during the recently concluded Downtown Revitalization project identified that improvements to the visual appeal of the Downtown is an important factor in the future success of the area. Furthermore the research recognizes that the aesthetics of the Downtown influences the shopping habits of prospective customers.

“The very successful CIP program compliments many outcomes from the recently concluded Downtown Revitalization project, such as the rebranding of Historic Downtown (BIA designated area) within the larger Downtown Gravenhurst area,” explained Renato Romanin, director of economic development and communications.

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Since its inception in 2013 the CIP program funding has been able to facilitate more than \$1.1 million in improvement projects. Eligible projects can include structural improvements such as fire code upgrades and accessibility improvements to façade and signage projects aimed at improving the physical beauty of the buildings. This year the Review Committee elected to put an emphasis on visible exterior building improvements.

Copies of the Community Improvement Plan, the Façade and Streetscape guidelines, a map of the CIP area and CIP grant applications are available at the Town of Gravenhurst offices and at [www.gravenhurst.ca/cip](http://www.gravenhurst.ca/cip)

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**Summary of Recommended Funding - 2016 Community Improvement Plan**

App No.	Address (Reference)	Planning and Design	Planning App & Building Permit	Façade (Main/Front)	Façade (Rear or Side)	Residential Conversion/ Rehabilitation	Structural Improvement	Landscaping/Property Improvement	Signage Improvement	Total Application
01	141 Hotchkiss St				\$7,500.00					\$7,500.00
02	830 Muskoka Rd S		\$800.00	\$3,983.00	\$1,800.00					\$6,583.00
03	265 Muskoka Rd S			\$3,131.00	\$1,502.00					\$4,633.00
04	1040 Muskoka Rd S			\$3,287.00	\$2,543.00					\$5,830.00
06	240 Muskoka Rd S			\$1,770.00						\$1,770.00
07	144 Muskoka Rd S			\$6,475.00						\$6,475.00
10	300 Muskoka Rd			\$4,882.00						\$4,882.00
11	435 Muskoka Rd North			\$7,500.00	\$3,375.00					\$10,875.00
14	150 Hotchkiss St							\$410.00	\$1,000.00	\$1,410.00
15	685 Muskoka Rd N			\$2,000.00						\$2,000.00
16	255 First St S					\$2,545.00				\$2,545.00
18	210 Brock St			\$7,500.00						\$7,500.00
<b>Totals:</b>		<b>\$0.00</b>	<b>\$800.00</b>	<b>\$40,528.00</b>	<b>\$16,720.00</b>	<b>\$2,545.00</b>	<b>\$0.00</b>	<b>\$410.00</b>	<b>\$1,000.00</b>	<b>\$62,003.00</b>