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NEWS RELEASE

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Community Improvement Plan Program Selects 2017 Funding Recipients Continued Investment in Downtown Revitalization Creating Visible Impact

GRAVENHURST, ON - Yesterday, Town Council approved \$72,000 in Community Improvement Plan (CIP) grants for downtown property improvements. This year the CIP Review Committee received 21 applications for projects that were eligible for grants in excess of \$100,000. The Review Committee recommended funding allocations to seventeen (17) property improvement projects that have an estimated value of over \$292,000.00. The grants range from \$738 to \$11,292. (See attached chart)

“The CIP program has continued to be a wonderful program for the past 5 years! This program not only allows Council to promote a consistent and historical theme across the downtown, but allows building owners to work with us to create a beautiful downtown. Council is proud of the commitment to provide direct financial support our property owners,” said Mayor Paisley Donaldson.

“This year’s funding could be described as high impact, low cost,” explained Jeff Loney, manager of economic development, “We will see a good mix of improved signage, updated facades and landscaping being completed across the downtown.”

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. While building owners are approved for the grant, they do not receive any funding until the project is completed. Successful applicants are provided two building seasons to have the work completed and inspected by the Town. Research has shown that the aesthetics of the downtown influence the shopping habits of prospective customers and visitors.

Now completing its 5th year, the CIP program has been able to facilitate more than \$1.3 million in improvement projects. Eligible projects can include structural improvements, such as fire code upgrades, accessibility improvements to façade and signage projects aimed at improving the physical beauty of the buildings. This year the review committee put an emphasis on creating connections and consistency with the downtown, south end and the Muskoka Wharf.

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.

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Preserving and enhancing quality of life in Gravenhurst through exceptional and responsible municipal service delivery.