



## My Downtown Beautification Micro Grant

Studies have shown that beautification alone can increase sales between 15% and 35%. Merchants should think of the sidewalks fronting their shops as extensions of their window displays, or as entry halls to their stores. Beautiful settings attract people. Adding flowers, trees and outdoor furnishings to a shopping district makes it more inviting, and encourages shoppers to stay longer.

### Program Components & Grant Eligibility

Downtown Prince George invites you to apply for the My Downtown Beautification Micro Grant program, your business could be eligible for *up to* \$500 to beautify your premises. Any store front business within the C1 zone that has a valid business license and is a member in good standing is eligible for the Beautification Program.



#### Summer & Winter Botanical

This aspect of the program includes botanical improvements to your place of business. Summer beautification may be in the form of a planter, a hanging basket or a garden area. We ask that you do arrange a selection of plants that can withstand the Prince George weather.

Use your imagination to beautify your business in the winter. Planters and baskets of greens or additional lighting will all qualify for the beautification program. Your winter beautification must be in place for a minimum period of four months. All botanical ideas will be considered for the purpose of this grant program.

#### Additional Lighting

Additional lighting adds to the ambience of your business. From string lights to unconventional forms that would make your storefront stand out!





### Flower Planters

Flower planters may be ordered or bought from the supplier of your choice and can contain any plant selections. We do require planters that can be used in all seasons.



### Street Furniture

Street furniture adds to the ambience of an area and encourages people to stay longer.

Think out of the box, but also think of furniture that will withstand the summer and winter elements. Street Furniture needs to be easy to move, as it must be taken in each night.



### Sandwich Board Signs

A unique designed to draw people into your business.



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## Application Process

Completed applications will be taken on a first come, first served basis. The program is grant based, with each applicant being able to apply for funding for the cost of approved program elements, up to a maximum of \$500.

Project proposal submissions must include a detailed description of your proposed design and be accompanied by photographs or renderings of your individual design elements. Eligible project components include, but are not limited to the above.

Applications must be submitted and approved by the Downtown Prince George staff prior to the onset of the micro grant project in order to be eligible to receive funding.

Permits may be required for planters and/or signage. Any questions regarding permits should be directed to Planning & Development at the City of Prince George 250.562.7611.

Contact Alisha Rubadeau, Coordinator for more information P: (250) 614.1330 E: [alishar@downtownpg.com](mailto:alishar@downtownpg.com)