

BUSINESS INCENTIVE STRATEGY

Payment:

Grants will be provided on a one-time basis upon successful completion and approval of the proposed project, to the satisfaction of the Town.



The Business Incentive Strategy is founded on the principles of the Town of Bracebridge Community Improvement Plan. The Strategy includes a broad spectrum of financial incentive programs that may be implemented in key commercial, industrial, mixed use and tourist areas in the community's urban areas.

For more information about the Business Incentive Strategy contact:

Jill Harris
Economic Development Officer
705-645-6319 ext 3511
jharris@bracebridge.ca

Signage Improvement Grant Program



BRACEBRIDGE
The Heart of Muskoka

www.bracebridge.ca



BRACEBRIDGE
The Heart of Muskoka

BUSINESS INCENTIVE STRATEGY

SIGNAGE IMPROVEMENT GRANT PROGRAM

Purpose:

The Signage Improvement Grant Program offers grants to property owners or tenants for improvements to the signage of existing commercial, institutional, or mixed-use buildings within certain Sub-Areas identified by the Community Improvement Plan.

The purpose of the program is to finance signage improvements that would otherwise be considered cost-prohibitive by a property owner/tenant. The program will also promote improvement of the physical condition and visual aesthetic of private property and buildings.

The Town will benefit from signage improvements to private properties, which will promote a design that is generally consistent with the community image and brand that has been identified as part of Bracebridge's rebranding exercise.

Availability:

The Signage Improvement Grant Program offers grants to property owners/tenants for improvements to the signage of existing commercial or

mixed-use buildings with the following sub areas:

- Central Business District
- District Shopping Area ("the Flats")
- Special Purpose Commercial Area
- Mixed-Use Areas
- Industrial Areas



Details:

The Town provides up to 50% of the cost of signage improvement or replacement in the form of a grant to a maximum municipal contribution of \$2,000.

For buildings with multiple street addresses, storefronts, or rear/side walls that are visible from a public street or public space, or fronts onto a laneway or parking lot, the maximum combined signage improvement or replacement will

be a \$4,000 grant.

The following evaluation criteria to be used to determine if the applicant will receive the grant:

- Adherence to Signage Design Guidelines, 1992 (Central Business District);
- Aesthetic improvement to the building;
- Improvement to the streetscape; and
- Quality of the application.

Eligibility:

Signage improvements to existing commercial, institutional, or mixed-use buildings may be considered eligible for the Signage Improvement Grant Program.

