



# DOWNTOWN REVITALIZATION INCENTIVES PROGRAM

## COUNCIL POLICY

FIN-320

Effective Date:  
March 24, 2026

## POLICY STATEMENT

The Downtown Revitalization Incentives Program Policy (the “Policy”):

- a. sets out the process for administering the Downtown Revitalization Incentives Program (the “Program”);
- b. outlines the value of the Grants; and
- c. determines eligibility for Grants under the Policy.

The Program leverages public funding to enhance the aesthetic qualities of buildings and properties, encourage the reuse of Vacant buildings, increase the safety and security of private buildings and Commercial Storefronts, and improve the accessibility of private buildings and Commercial Storefronts.

By providing a financial incentive to eligible Property and business owners within Downtown, the Program supports the transformation of Downtown into a safe and welcoming place where people want to spend time.

## DEFINITIONS

“Agreement” means the agreement between the Recipient and the Municipality that sets out the terms and conditions for participating in the Program.

“Apartment Building” means development comprised of three or more dwelling units contained within a building having shared entrance facilities, in which the dwellings are arranged in any horizontal or vertical configuration, and which does not conform to the definition of any other Residential use.

“Applicant” means a Property owner or a tenant (with the Property owner’s permission) who submits an application.

“Commercial” means a building intended to accommodate the buying or selling of goods and services.

“Comprehensive Façade Improvement” means a Façade Improvement Grant project that demonstrates a high visual impact and a minimum number of design improvements, as outlined in the Program Guidelines.

“Decision-Maker” means the Director, of Planning and Development Services or Manager of Development Planning, Planning and Development Services.

“Downtown” means the area identified in Schedule “A.”

“Downtown Revitalization Incentives Program” means a short-term Grant program for Property owners and businesses in Downtown.

“Façade” means the exterior face or side of a building.

“Grant” means a transfer of monies from the Municipality to a Recipient for a project or purpose according to the requirements outlined in the Downtown Revitalization Incentives Program Administrative Procedure FIN-320-P01.

“Institutional Building” means a building developed to serve a community’s social, educational, health, cultural, faith, and recreational needs.

“Locally Involved Artist” means an artist residing in the Municipality or an artist from outside the Municipality who provides mentorship, skill-building, and capacity-building opportunities to local residents in the field of discipline for which they have been hired.

“Mixed-use Building” means a building with Commercial uses at-grade and Residential uses above.

“Municipality” means the Regional Municipality of Wood Buffalo.

“Mural” means any painting, mosaic, or graphic art which is applied professionally to all or a portion of an exterior wall of a building for the purposes of decoration or artistic expression, and which depicts a scene or event of natural, social, cultural, or historic significance.

“Phase 1” means the initial pilot project of the Program commencing June 29, 2020, with an end date of December 31, 2020.

“Phase 2” means the updated and extended Program commencing on April 1, 2021, with an end date of March 31, 2022, and further extended from May 16, 2022, to April 30, 2023.

“Phase 3” means the updated Program commencing on May 21, 2024, lasting until funds are fully committed.

“Premises” means the site area (excluding building footprint(s)) associated with a Property.

“Program Guidelines” means a document or documents that provides an overview of the Program and Grants, and sets out eligibility, application and assessment processes, and design standards, where applicable, to guide Applicants through the application process.

“Property” means a single titled lot or multiple adjoining titled lots owned by the same individual or entity.

“Public Road” means the right-of-way for a primary highway, secondary highway, street, or lane that is registered at Land Titles and is used or intended to be used to accommodate vehicle traffic.

“Recipient” means an Applicant that is approved by the Municipality to receive a Grant.

“Residential” means a building that is regularly used by its occupants as a permanent place of abode, which is made one’s home as opposed to one’s place of business, and which has housekeeping and cooking facilities for its occupants only.

“Simple Façade Improvement” means a Façade Improvement Grant project that demonstrates a fewer number of improvements or makes a less significant improvement to the Façade, as outlined in the Program Guidelines.

“Storefront” means a Façade to a business with a street-level entrance, potentially with large windows for displaying goods and services available inside.

“Storefront Improvement” means a Façade Improvement Grant project that creates attractive and inviting Storefronts.

“Vacant” means unoccupied for a minimum of six (6) months.

## GUIDING PRINCIPLES

### PROGRAM AREA

1. The Program applies to eligible Applicants, certain Premises, and building types in Downtown, as outlined in Schedule “A.”

### PROGRAM DURATION

2. The Municipality will continue to accept completed applications until funds are fully committed.
3. Funding is provided to successful Applicants on a first-come, first-serve basis until the budget for the Program has been exhausted.

### MUNICIPAL CONTROL

4. The Municipality may close the Program to new applications at any time without notice.
5. The Municipality may terminate the Program at any time without notice.
6. The Municipality reserves the right to determine Applicant participation in the Program on a case-by-case basis.
7. The Municipality may require Applicants to participate in meetings and meet additional requirements not set out in this Policy, the Downtown Revitalization Incentives Program Administrative Procedure (the “Procedure”), or any other documents associated with the Program.
8. Recipients are bound by the terms and conditions of any Agreements.

9. Despite any indications to the contrary, at no point in the application process does the Municipality accept any obligation to execute an Agreement.

## GRANTS AND THEIR ALLOCATIONS

10. The Program provides the following Grants:
  - a. Façade Improvement Grant (for Comprehensive Façade Improvements, Simple Façade Improvements, and Storefront Improvements);
  - b. Interior Improvements Grant;
  - c. Murals Grant; and
  - d. Premises Improvement Grant.
11. Funding will be provided in the form of a 50% matching reimbursement for eligible costs incurred in the completion of the project associated with the Grant, or as stated otherwise in this Policy and subject to the terms of the Agreement, whereby funds are paid to Recipients upon the successful completion of their project and confirmation by the Municipality.
  - a. The Municipality may reduce eligible costs for a project, and thus the total value of the Grant, where project costs are covered by insurance proceeds, provincial disaster recovery assistance, or similar recovery funding in accordance with the Agreement.
12. Each eligible building may make improvements under all Grant types, to the limits set out in this Policy.
13. Each Grant type requires a separate application.
14. The funding amounts described in this Policy apply to the entire building, including buildings with multiple units or civic addresses, unless stated otherwise in this Policy.
15. In the case of attached buildings, or where the margins of a building are not self-evident, the Municipality reserves the right to determine what constitutes a 'building' or a Premises for the purpose of Program eligibility.
16. Where an Applicant believes that a structure constitutes more than one building, the Applicant may submit a request for consideration in writing. The request shall provide rationale and supporting evidence for considering the structure as multiple buildings and shall delineate the proposed margins of each building. The Decision-Maker shall render a decision on all requests. Where approved, the Applicant shall submit separate applications for each building.
17. The Municipality will not accept multiple applications for work to the same unit or space for the same Grant type.

## PARTICIPATION OF PRIOR RECIPIENTS AND THEIR BUILDING

18. Work and expenses subject to an executed Agreement are ineligible for further reimbursement, unless otherwise stated in this Policy.
  - a. Notwithstanding section 18, where an executed Agreement has been withdrawn by the Recipient or terminated by the Municipality, new applications by the same Applicant may be considered at the discretion of the Municipality.
19. Buildings and properties that have already received a specific Grant in Phase 1 or Phase 2 will be ineligible to receive the same Grant in Phase 3, with the following exceptions:
  - a. Buildings that have received funding for a Simple Façade Improvement are eligible to upgrade to a Comprehensive Façade Improvement if they meet the requirements set out in this Policy. Combined funding for all previous Simple Façade Improvements and the requested Comprehensive Façade Improvements shall not exceed \$75,000 per building.
  - b. Storefront units in Buildings that have received a Façade Improvement Grant (Simple Façade Improvement or Comprehensive Façade Improvement) are eligible to receive a Storefront Improvement Grant.
  - c. Buildings that have received an Interior Improvements Grant are eligible to apply for different Commercial units that have not previously received funding.
  - d. The Municipality reserves the right to decline applications for similar improvements previously funded by the Program.

## GENERAL ELIGIBILITY CRITERIA

20. The Recipient must be the Property owner(s) or tenants(s).
21. Eligible and ineligible building and Property types are described under the individual Grants outlined in this Policy.
22. Projects must meet the intent of the Program Guidelines.
23. The following are ineligible under the Program:
  - a. costs associated with work already started before there is an executed Agreement, unless stated otherwise in this Policy or the Procedure;
  - b. all Residential buildings and their Premises, unless stated otherwise in this Policy;
  - c. home occupations and home businesses;

- d. projects where funding for the same scope of work has been received or is being sought through another municipal grant or incentive program, unless expressly approved by the Municipality;
  - e. government buildings (municipal, provincial, or federal), except for ground floor units occupied by Commercial tenants. Applicants who own a building that is located on government-owned land are eligible if they have a valid lease that would enable them to fulfill the conditions of the Agreement;
  - f. projects that include or propose window treatments that obscure street-level windows, doors, or entrances. Window treatments must be in accordance with the Land Use Bylaw. Exceptions may be made for restricted Commercial uses and other uses, at the discretion of the Municipality. Restricted Commercial use means a Commercial use that may involve alcohol, nudity, or gambling. This includes, but is not limited to, adult entertainment facilities, casinos, cannabis retail stores, drinking lounges, and nightclubs;
  - g. projects or work solely intended to restore or remediate losses or damages caused by natural disasters (including the 2020 spring flood), or to return buildings to pre-event conditions; and
  - h. projects that include improvements that, in the opinion of the Municipality, represent routine maintenance.
24. At the time the Applicant requests reimbursement, the Municipality must verify and be satisfied of the following:
- a. Property taxes are current and paid;
  - b. utility bills are current and paid;
  - c. properties do not have an unresolved order to comply with the Land Use Bylaw, Building Code, Fire Code, Community Standards Bylaw, or other regulation;
  - d. the Applicant is not a party to a legal dispute with the Municipality; and
  - e. all necessary municipal permits and permissions have been received for the project and are closed and without deficiencies.
25. Exceptions to section 24 will be at the discretion of the Municipality on a case-by-case basis.
26. Additional Grant-specific eligibility criteria is listed under the individual Grants in their respective sections.

#### APPLICATION REQUIREMENTS

27. The Municipality will encourage Applicants to participate in a pre-application meeting to clarify requirements prior to applying.

28. The Municipality may accept a partial application for the purpose of rendering a conditional approval, as outlined in the Program Guidelines.
29. The Municipality shall not make a final decision until a complete application has been received and reviewed.
30. Applications must include the following:
  - a. completed application form;
  - b. project description;
  - c. photographs of the existing conditions;
  - d. Certificate of Title issued within 45 days of the application submission date;
  - e. Corporate Search for the Property owner (where a Letter of Authorization is also required) and the Applicant;
  - f. Letter of Authorization (for Grants provided "per building");
  - g. Two (2) detailed estimates provided by independent arms-length contractors or suppliers for projects estimated to cost \$10,000 or more, or one (1) detailed estimate by an independent arms-length contractor or supplier for projects under \$10,000. The Municipality reserves the right to request additional estimates; and
  - h. any other information required by the Municipality to evaluate the application.
31. Notwithstanding section 30. (g), the Municipality may accept or require alternative forms of documentation, at its sole discretion.
32. The Program Guidelines and application forms will specify minimum standards for document quality.
33. For the Façade Improvement Grant, the following additional documentation is required:
  - a. Façade elevation drawings for each Façade being improved; and
  - b. site plan where projects include work to the surrounding Property.
34. For the Interior Improvements Grant, building plans or construction drawings for interior renovations will also be required.
35. For the Murals Grant, the following additional documentation is required:
  - a. letter of intent;
  - b. proposed design;
  - c. artist's curriculum vitae or portfolio;
  - d. technical plan; and

- e. project budget.
36. For the Premises Improvement Grant, a site plan showing improvements to the Property is also required.

#### APPLICATION REVIEW AND REVISIONS

37. Planning and Development Services and the Community Partnerships and Initiatives Branch (CPI) shall be authorized to:
- a. impose reasonable deadlines for Applicants to submit documents or provide clarifications;
  - b. reject applications where the Applicant does not provide documentation or clarifications;
  - c. refuse applications that do not meet the objectives, eligibility criteria and intent of the Program; and
  - d. review and make decisions on requests for project amendments.
38. Incomplete Applications
- a. Applicants must provide missing documentation or clarifications in a timely manner.
  - b. Applicants shall have a minimum of two (2) weeks to submit outstanding documentation or provide clarifications.
  - c. Projects may be deemed withdrawn and terminated where no communication is received from the applicant within the specified four (4) calendar week timeframe
39. Conditional Approval
- a. Applicants that have received conditional approval shall provide the following to the Municipality for review within 90 calendar days:
    - i. project pricing;
    - ii. revised plans or drawings, as required; and
    - iii. any other information required by the Municipality to evaluate the application.
40. Notwithstanding section 39, the Municipality shall deem all applications that remain incomplete after 90 calendar days refused.

#### GRANT AGREEMENT AND AMENDMENTS

41. Applicants must sign the Agreement within 30 calendar days and in accordance with the directions provided with the notice of decision.

42. Applicants may request additional time to sign the Agreement. The Municipality must receive requests before the deadline to sign has passed. Requests will be considered on a case-by-case basis.
43. If the Applicant has not signed the Agreement by the deadline, the Agreement shall be deemed revoked.
44. Recipients must notify the Municipality of changes to the project scope or design.
45. The Municipality may consider amendments to Agreements on a case-by-case basis. The Municipality reserves the right to:
  - a. request additional documentation, including contractor estimates, to support a requested project scope amendment;
  - b. reevaluate and reduce the total project cost and eligible Grant value;
  - c. require the Recipient enter into an amended Agreement; and
  - d. establish and set reasonable limits to the number of project scope changes, design changes, or construction deadline extensions.
46. Where a Property is sold, the Applicant must transfer the Agreement to the new Property owner to ensure the terms and conditions of the Agreement are fulfilled. If the Agreement is not transferred, the Applicant remains responsible for fulfilling all terms and conditions.

## CONSTRUCTION AND TIMELINES

47. Construction shall not begin until there is an executed Agreement and municipal permits are obtained, unless stated otherwise in this Policy or the Procedure.
48. Contractors should have a valid municipal business license and carry the required insurance. Applicants are responsible for verifying requirements.
49. Recipients may use the contractor of their choice. However, where contractor estimates are required, the reimbursement will be the lower of the estimates or final invoices.
50. Recipients shall obtain all necessary municipal permits and permissions, including, but not limited to, municipal business licenses, development permits, building permits, occupancy certificates, street occupancy permits, and licenses of occupation.
51. Acceptance of the application by the Municipality does not guarantee that the project will receive municipal approvals at the construction stage.
52. Projects shall be completed in a timely manner. Recipients shall complete construction within 18 months from the date on the executed Agreement.

53. The Municipality may consider extensions to these deadlines if Recipients demonstrate that delays are due to circumstances beyond their control or seasonal construction limitations. Recipients shall submit requests for extensions prior to the deadline.
54. The Municipality will provide reimbursement on completion of the project and the submission and review of final documentation, as outlined in the Program Guidelines.

## COMMUNICATIONS AND RECOGNITION

55. The Municipality may provide Recipients with a commemorative plaque, sign, or other recognition acknowledging support from the Municipality.
56. The Municipality may contact Recipients for participation in promotional activities for the Program.
57. The Municipality may use information submitted in the application, including, but not limited to photographs, drawings, and plans for the purposes of Program promotions, presentations, and similar purposes.

## MONITORING AND REPORTING

58. The Municipality will maintain records to enable timely reporting to Council on the interest in, uptake of, and success of the Program. The Municipality will monitor the:
  - a. number of inquiries about the Program;
  - b. number of applications received, reviewed, approved, completed, and funded;
  - c. total funding provided under the Program and funding for each Grant type;
  - d. Recipient feedback; and
  - e. public perception.
59. The Program will provide a list of approved applications to Council on a semi-annual basis.

## FAÇADE IMPROVEMENT GRANT

### GRANT OBJECTIVES

60. The objectives of the Façade Improvement Grant are to:
  - a. enhance the aesthetic qualities of Downtown buildings;
  - b. create attractive and inviting business Storefronts; and

- c. promote accessibility and safety improvements as part of Façade Improvement projects.

## GRANT VALUE

61. The Municipality will provide a 50% matching reimbursement Grant for Storefront Improvements up to:
  - a. \$5,000 per street-level Storefront unit; and
  - b. a further \$2,500 per unit towards accessibility improvements in accordance with the Program Guidelines; and
  - c. a further \$2,500 per unit towards safety improvements in accordance with the Program Guidelines.
62. The Municipality will provide a 50% matching reimbursement Grants for Simple Façade Improvements up to:
  - a. \$15,000 per building; and
  - b. a further \$5,000 per building towards accessibility improvements in accordance with the Program Guidelines; and
  - c. a further \$5,000 per building towards safety improvements in accordance with the Program Guidelines.
63. The Municipality will provide a 50% matching reimbursement Grants for Comprehensive Façade Improvements up to:
  - a. \$65,000 per building; and
  - b. a further \$5,000 per building towards accessibility improvements in accordance with the Program Guidelines; and
  - c. a further \$5,000 per building towards safety improvements in accordance with the Program Guidelines; and
  - d. an additional bonus of five (5) percent of total project costs, to a maximum of \$3,750 per Recipient, at the discretion of the Municipality, where two (2) or more different Applicants with abutting buildings have demonstrated that they have worked together to submit coordinated projects.
64. Buildings that have received funding for a Simple Façade Improvement are eligible to upgrade to a Comprehensive Façade Improvement if they meet the requirements set out in this Policy.
65. Combined funding for all previous Simple Façade Improvements and the contemplated Comprehensive Façade Improvements shall not exceed \$75,000 per building.

## GRANT-SPECIFIC ELIGIBILITY CRITERIA

66. In addition to the General Eligibility Criteria, facade applications must meet the following to be eligible:
- a. Façade improvements must be to an existing Commercial, Institutional, Mixed-use or Apartment Building;
  - b. Notwithstanding section 60, the Storefront Improvement is offered in eligible buildings that contain a street-level business Storefront (e.g., retail stores). In buildings with more than one street-level Storefront unit, each unit is eligible to make a Storefront Improvement;
  - c. Tenants should make applications for Storefront Improvements;
  - d. The Property owner or a tenant with the Property owner's permission should make applications for Simple Façade Improvements or Comprehensive Façade Improvements;
  - e. Façade improvements should focus on the Façade fronting the Public Road or the main entrance. Improvements to the side and rear Façades may also be considered;
  - f. Projects must meet or exceed the minimum number of improvements specified in the Program Guidelines;
  - g. Where the Façade improvement is completed as part of an addition, the Municipality may consider applications on a case-by-case basis if the project includes significant upgrades to existing portions of the building; and
  - h. Façade improvements must meet the intent and spirit of the Program Guidelines.
  - i. Façade designs are subject to final approval by the Municipality.
67. In addition to the General Eligibility Criteria, the following must also be met for Comprehensive Façade Improvements projects to be eligible:
- a. A design professional must prepare Façade elevation drawings; and
  - b. Projects must be comprehensive in nature and achieve a significant impact and aesthetic improvement.

## INTERIOR IMPROVEMENTS GRANT

### GRANT OBJECTIVES

68. The objectives of the Interior Improvements Grant are to:
- a. support the reuse of Vacant units and buildings; and

- b. encourage existing businesses to make general changes to provide a refreshed or more accessible or safe space that can be appreciated by employees and patrons.

## GRANT VALUE

69. The Municipality will provide a 50% matching Grant in Vacant units to a maximum of:
  - a. \$40,000 per Vacant unit with a street-level Storefront entrance or \$20,000 per unit without a street-level Storefront entrance; and
  - b. a further \$5,000 per unit towards accessibility improvements in accordance with the Program Guidelines; and
  - c. a further \$5,000 per unit towards safety improvements in accordance with the Program Guidelines.
70. The Municipality will provide a 50% matching Grant in occupied units or common areas towards general upgrades, as outlined in the Program Guidelines, to a maximum of:
  - a. \$20,000 per unit;
  - b. \$20,000 per building towards common area improvements; and
  - c. a further \$5,000 per unit towards accessibility improvements in accordance with the Program Guidelines; and
  - d. a further \$5,000 per unit towards safety improvements in accordance with the Program Guidelines.

## GRANT-SPECIFIC ELIGIBILITY CRITERIA

71. In addition to the General Eligibility Criteria, Interior projects must meet the following to be eligible:
  - a. Improvements are to the interior of an existing Commercial or Institutional Building or Commercial portion of a Mixed-use Building;
  - b. Renovations must support existing or proposed land uses (businesses or activities) that comply with the intent and policies of the Downtown Area Redevelopment Plan (2023);
  - c. Vacant units must be Vacant for a minimum of six (6) months prior to the date of application. Vacant units that do not meet this requirement may apply under section 69;
  - d. Vacant units must be leased to and occupied by an operational independent business that is arms length from the Property owner. The Municipality will confirm this at time of reimbursement;

- e. In multi-unit buildings, a maximum of three (3) applications for interior-facing units or common space improvements shall be considered. Prior applications approved by the Program shall not be counted towards this total;
- f. Building exteriors must not be in poor or substandard condition, as specified in the Program Guidelines; and
- g. Where the interior improvements are completed as part of an addition, the Municipality may consider applications on a case-by-case basis if the project includes significant upgrades to existing portions of the building.

## MURALS GRANT

### GRANT OBJECTIVE

- 72. The objective of the Murals Grant is to enhance the aesthetic appearance of buildings through the installation of Murals.

### GRANT VALUE

- 73. The Municipality will provide a 75% Grant, to a maximum of \$30,000 per building for Murals completed by a Locally Involved Artist.

### GRANT-SPECIFIC ELIGIBILITY CRITERIA

- 74. In addition to the General Eligibility Criteria, Mural Projects must meet the following to be eligible:
  - a. Projects must be on a Commercial, Institutional, Mixed-use or Apartment Building;
  - b. Projects must be visible from a Public Road;
  - c. Artwork and Murals should appeal to a wide, culturally diverse audience and be suitable for all ages;
  - d. A graffiti-resistant coating may be required to prolong Mural lifespan and reduce maintenance costs; and
  - e. Advertising or logos must be compliant with the Land Use Bylaw regulations for signs (Murals).
- 75. Murals that contain offensive content are ineligible.

## PREMISES IMPROVEMENT GRANT

### GRANT OBJECTIVES

76. The objectives of the Premises Improvement Grant are to:
- a. enhance the aesthetic quality of properties through improved landscaping and placemaking initiatives; and
  - b. make properties more accessible, safe, and pedestrian friendly.

### GRANT VALUE

77. The Municipality will provide a 50% matching Grant, to a maximum of:
- a. \$10,000 for Premises with an area of 500 square metres or less;
  - b. \$15,000 for Premises with an area between 501 and 1,000 square metres;
  - c. \$20,000 for Premises with an area between 1,001 and 2,000 square metres;
  - d. \$25,000 for Premises with an area between 2,001 and 3,000 square metres;
  - e. \$30,000 for Premises with an area between 3,001 and 4,000 square metres;
  - f. \$35,000 for Premises with an area between 4,001 and 5,000 square metres; and
  - g. \$40,000 for Premises with an area greater than 5,001 square metres.

### GRANT-SPECIFIC ELIGIBILITY CRITERIA

78. In addition to the General Eligibility Criteria, Premises Improvement Projects must meet the following to be eligible:
- a. Improvements must be to the Premises of an existing Commercial, Institutional, Mixed-use, or Apartment Building;
  - b. Preference will be given to improvements that focus on areas fronting Public Roads or adjacent to building entrances. However, improvements to the side and rear areas may be considered for the Grant;
  - c. Applicants must select at least one improvement and achieve a significant impact to the Premises, in accordance with the Program Guidelines;
  - d. Improvements should achieve an increase in the functionality or aesthetics of the Property for users on a meaningful level or improve existing deficiencies;
  - e. Improvements shall be in accordance with applicable Engineering Servicing Standards, Land Use Bylaw, Alberta Building Code or other safety codes, and approved construction specifications; and

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- f. Recipients must keep improvements in good repair for a minimum of five (5) years from the date of construction completion.

79. Projects that include the following improvements are ineligible:


- a. Improvements required as a condition of a development permit issued on or after January 1, 2016;
- b. Improvements associated with a landscaping security or other security that is being held by the Municipality;
- c. Improvements that make a development non-compliant with respect to parking, landscaping, or another requirement of an approved development permit;
- d. Improvements that do not comply with the Engineering Servicing Standards, Land Use Bylaw, Alberta Building Code or other safety codes, and other municipal standards; and
- e. Improvements considered as routine Property maintenance work.

## RESCIND AND REPLACE

This Council Policy rescinds and replaces Downtown Revitalization Incentives Program Council Policy, dated May 14, 2024.

## APPROVAL

This Council Policy is approved by:

  
Sandy Bowman, Mayor

  
Jade Brown, Chief Legislative Officer

March 24, 2026  
Date

## ATTACHMENTS

- Schedule "A": Downtown Map

## RELATED DOCUMENTS

- Downtown Revitalization Incentives Program Administrative Procedure FIN 320-P01

## SUPPORTING REFERENCES

Legal References: Safety Codes Act, RSA 2000, c S-1

Cross References: Community Investment Program Policy FIN-220

## DETAILS AND REVISION HISTORY

Date	Action	Description
June 2020	Introduction	Council reading and establishment of the Program.
April 2021	Revisions - Substantive	Changes and updates to eligibility and Grants.
April 2022	Revisions - Minor	Minor changes to provide a continuation of the existing Program. Policy name was changed to remove "Phase 2", definitions were revised, and information was rearranged to improve flow and enhance clarity.
April 2024	Revisions - Substantive	Consolidation of similar or related grants. New Grant categories created. Updates to eligibility. Clarification of eligibility with regards to past participation. Updated requirements for documentation related to projects. Updated review and approval process for grants. Amendments were made based on feedback obtained from an evaluation of the Program, including public consultation process.

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Date	Action	Description
March 2026	Revisions - Substantive	Changed end date of the program, updated timeline for abandoned applications, updated eligibility requirements, new formatting