

Synopsis

Gritty to Pretty Beautification Program

An application for funding was submitted to the Department of Municipal Affairs to establish a program in Amherst that would offer grants for commercial property beautification and streetscaping projects, up to 50% of eligible expenses, to a maximum of \$5,000 per property. The Town of Amherst has been approved for \$25,000 grant. The DMA requires grant funding to be distributed through a partner organization and the Amherst & Area Chamber of Commerce is willing to administer the grant application, approval, and disbursement process.

Several commercial properties in Amherst could benefit from improvements to facades, signage, and exterior lighting. These improvements would enhance Amherst's tourism development.

There are no financial implications for the Town of Amherst, as the funding will be received by the Town and then disbursed to the partner organization.

MOTION:

That Council approve the Gritty to Pretty Beautification Program, and authorize entering into the attached MOU with the Amherst & Area Chamber of Commerce.