

SYNOPSIS

Gritty to Pretty 2.0

The Department of Municipal Affairs' Beautification and Streetscaping Program is designed to support the development of attractive and inviting areas where visitors are enticed to spend money in a municipality. Key investments can rejuvenate areas, foster local pride, encourage economic development and enhance the character of municipalities.

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

In 2018, the Town of Amherst partnered with the Amherst & Area Chamber of Commerce to deliver a Gritty to Pretty program with \$25,000 in funding from the Department of Municipal Affairs. All of the program funding was disbursed toward beautification improvements of commercial properties.

MOTION:

That Council approve the Gritty to Pretty Program 2.0.