



Beautification and Placemaking Program

2024 Guidelines



Project: Makeover Downtown Sydney Grant Program 2024

Eligibility, Criteria, and Guidelines

BACKGROUND AND PURPOSE

As we all remember, 2020 was the year that the pandemic sent shockwaves across the globe. Just like everyone else, we found ourselves adapting to the onslaught of new restrictions. These restrictions prevented us from hosting events or festivals due to social distancing requirements. This shift allowed us to reallocate funds in new and creative ways that still supported our downtown business community - which is how Project: Makeover Downtown Sydney came to be. After seeing the impact of the completed projects, we have made efforts to allocate funds every year in support of this beautification and placemaking program. Eligible activities under the program have been carefully compiled using best practice research, professional insights, and are in accordance with the felt needs of the business community.

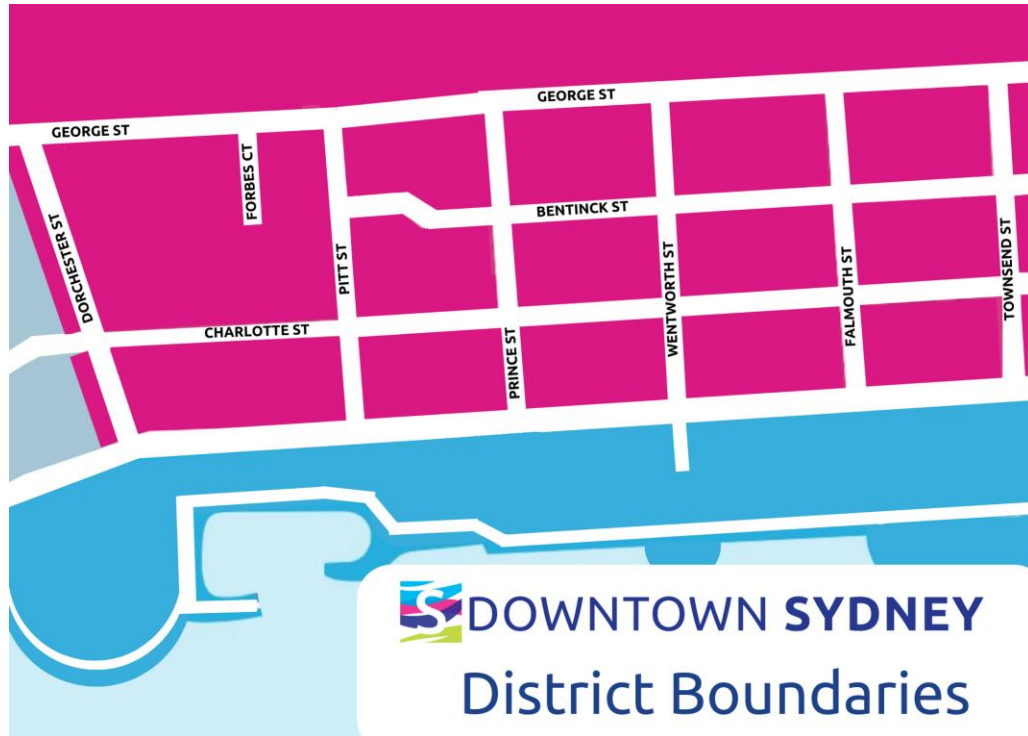
We are excited to launch the fifth year of Project: Makeover Downtown Sydney, a placemaking and beautification program delivered and funded by the Sydney Downtown Development Association (SDDA). The program includes three tiers of grants, which are available on pages 8. The purpose of this program is to provide financial support to downtown business and property owners who would like to invest in projects that create aesthetic, artistic, safety, and/or interactive benefits which enhance the pedestrian experience for downtown visitors, businesses, and the community.

Projects completed through Project: Makeover Downtown Sydney contribute to SDDA's goals to enhance placemaking and beautification, and to increase the value to the membership. Last year we added public safety and graffiti removal as eligible projects in response to the needs of the community. The goal of Project: Makeover Downtown Sydney is to create quality places that people want to live, work, play, and learn in.

The past four years of this grant program have resulted in projects that not only positively affect the business/applicant themselves, but the overall Downtown Sydney experience for the community and visitors alike. We look forward to seeing the further impact that this year's projects will have!

GEOGRAPHIC BOUNDARY

The Downtown Sydney district is defined as: the geographic area between the Waterfront and George St; and Dorchester St. to Townsend St (including both sides of the streets). If you are unsure if you are a member, we encourage you to contact our office. A member is defined as someone who owns a commercially assessed property within the boundaries, or any commercial tenant within that building.



TO BE CONSIDERED FOR SDDA FUNDING, THE FOLLOWING INFORMATION MUST BE SUBMITTED:

1. **Application Form** – A **fully** complete and signed application form, accompanied by all required documentation must be submitted. If the application is incomplete, the applicant will be notified, but must provide appropriate information by deadline to be considered. ****ONLY applications filled out using the Project Makeover application form provided will be considered for grant funding****
2. **Project Description** – Include comprehensive descriptions, details, and logistics of the proposed project. All projects **must follow project guidelines**, or they will not be considered.
3. **Visual Representation** – Include sketches/renderings of the proposed project demonstrating quality and detail in design plans that follow program guidelines. (Color is preferred, but not required, unless it pertains to important information such as paint color).
4. **Budget** – Submit a detailed budget for the project. **Any necessary quotes must be submitted along with application.** It is recommended to acquire multiple quotes but present the one that you have chosen. Please include where other quotes were from.
5. **Schedule** – Include a schedule for proposed work, including a start and end date and detail on all key stages, including development, implementation, and delivery. If a project manager is chosen, please include this also, along with their contact information.
6. **Site Photos** – Provide current photos of proposed project site and physical surroundings.

7. A **statement** detailing other grants or funding sought for the proposed work.

8. **Any pertinent letters of permission.** (IE: CBRM, landlord, etc.). Letters must be signed by appropriate individual(s), or copies of permits submitted. **If you are not the property owner, a letter of permission is required for any project that involves changes to the building or affixing items to the building.**

IMPORTANT DATES AND DEADLINES

February 16: Deadline for online application proposal accompanied by all supporting materials. If you run into difficulty with online submission, please contact danielle@downtownsydney.ca well before the deadline. **Applications must be received by 4pm on February 9, 2024, or they will not be considered for funding.**

March 6: SDDA notification to applicant of acceptance or decline.

March 15: Letter of terms and conditions must be signed and initialed by grant recipients and **returned to SDDA office. If the terms and conditions are not signed and returned by the deadline, it will be assumed that you are not going ahead with proposed project.**

December 1: Completion of project and notification to SDDA. Completion may occur before this date. To be considered complete, the following must be submitted/complete:

- Official proof of payment must be submitted, this can be in the form of void cheque, bank statement or official receipt if paid in cash. Invoices marked as “paid” are not considered official proof of payment
- “After” photo(s) must be submitted
- Project: Makeover Downtown Sydney sticker/plaque installed by applicant near completed project. (Plaque/sticker to be provided by SDDA)

****If project is not complete by this date, SDDA holds the right to terminate the grant and withhold funding****

ELIGIBILITY

Grants may be available to business owners whose property is located in the Downtown Sydney District, which are not tax delinquent.

Only projects that follow program guidelines will be eligible for funding.

Funding can be used to cover costs such as artist fees, materials and equipment, collaborator or consultant fees, and support for securing permits. Other funding partners are permitted and encouraged to increase the quality, feasibility, and impact of the project. All other funding partners and contributing dollar amounts should be included in the budget submitted to SDDA.

****If the owner intends to do some or all of the work him/herself, the labor will not be eligible for funding. ****

****Please be aware that businesses selected for grant funding that fail to complete their projects on three occasions will no longer be eligible for program funding. Project: Makeover Downtown**

Sydney is entirely funded by the SDDA and constitutes a significant portion of our annual organizational budget. When approved projects go unfinished, it has a substantial impact on our other initiatives and compromises our ability to achieve our mission effectively. The success of Project: Makeover Downtown Sydney relies on the timely execution of proposed projects, and repeated failures to complete initiatives jeopardize the overall success of the program.

- Eligible projects include but are not limited to:
 - Exterior security cameras
 - Graffiti removal (painting of brick is not permitted unless for the purpose of public art)
 - Façade improvements
 - Exterior windows, siding, doors, stone/brick works (may need to show proof of insurance). Painting of brick is not supported unless for public art purposes (i.e. murals)
 - Exterior paint/siding – must be of high-quality and respect the historic character of Downtown Sydney. Color must be identified and swatch to be submitted along with application, metal siding is not supported
 - Designs that show consideration of original character, and are higher quality materials will receive higher consideration
- Blade signs (vinyl, plastic, laminate not supported)
 - Requirement: A blade sign must be installed perpendicular to the building
 - Requirement: Signs must be able to withstand weather conditions (wind, rain, ice, snow, etc.) found in Downtown Sydney
 - Requirement: No backlit, neon signs. Signs can be lit with facade-mounted lighting
 - Fonts that are difficult to read will not be approved.
 - Size limits: Signs should be no wider than 42”
 - Size limits: Signs should be on brackets so the sign itself begins between 12” and 18” from the façade
 - Recommendation for effectiveness: Signs do not have to be any particular shape as long as they fit within the size limit
 - Recommendation for effectiveness: No more than four to five words per sign. It **must** include information on what the store sells. Business logos can also be included as long as the other information is clearly legible. If the name of the business plainly describes what you are selling this will be accepted. *For instance, “Grandma’s Attic” might be the name of the shop, but it sells Antiques. It is more beneficial to the business to put “Antiques & Collectibles” on the blade sign, and “Grandma’s Attic” on the windows and door*
 - Recommendation for effectiveness: Lettering should be at least 4” tall. 8” or taller is better, allowing for two lines on a 24” tall sign (maximum height)
- Entryway improvements
 - Including accessibility, stairs, railings (other grants may be available for this)
 - If you would like an informal audit of your entryway, please contact SDDA office
- Installation of sidewalk patios (which must be installed in the front of the building – meant to enhance vibrancy and atmosphere)
 - Besides the patio itself we encourage quality tables, chairs, umbrellas, plants, heaters, blankets, etc.; this enhances the atmosphere of the space and attracts more people
 - Please contact SDDA office for complete details of patio season and program package, or if you are interested in attending a 1-hour best practice webinar

- Sandwich boards
 - Priority will be given to chalk signs
- Plant materials/planters/seating (i.e. – bistro sets, chairs, benches are encouraged even if you do not sell food)
- Alleyway improvements
 - Installation of art, pavers, gravel, bistro sets, lighting, plants, removal of debris and other obstacles etc.
- Façade lighting
 - Meant to illuminate the front of buildings or highlight art installations/murals/building architecture, this can be included in other projects
 - Can also serve the purpose of enhancing safety for pedestrians, but must be aesthetically pleasing
- Window display materials (tips & tricks document available upon request)
 - Window decals/fixtures/decorations/props/window paintings
 - Decals should tell people what is inside and can include logos. Materials that black out a window will not be accepted. Decal designs must be pre-approved by SDDA
- Awnings
 - Should be lit
 - Any lettering or signage must be pre-approved (we encourage any lettering to promote what is for sale inside, refer to the blade sign guidelines for best results)
- Display flags, banners
- Air curtains/ UV window films
- Open signs – avoid using closed, instead use wording that indicates open hours, or a creative way to explain why you're not open
- Exterior speakers
- Interactive storefronts
 - May include artisans, artists, musicians, buskers etc.
 - Must provide schedule, and must be outdoors – any changes to schedule must be communicated and approved by SDDA
- Public art
 - Must follow program guidelines. Priority will be given to interactive art projects that enhance the vibrancy and positive outlook for Downtown Sydney. You must provide at least 3 examples of the artist's work to be considered; along with a detailed draft/sketch/rendering, in color, of the proposed piece.
- SDDA encourages all potential applicants to consider all four seasons when they are brainstorming and planning their projects.

INELIGIBLE PROJECTS/ COSTS

- Travel and accommodation;
- Projects outside of the SDDA boundary (see map attached or contact Danielle at danielle@downtownsydney.ca with any questions regarding boundaries);
- Projects that include political messages or parties or sectarian or religious facility or activity;
- Capital works, facility maintenance, and improvements;
- Parking or other infringement fines;

- Illegal activities;
- Projects that do not have prior written permission from the landowner/developer;
- Ongoing running costs;
- Items of equipment or clothing of a personal nature;
- Purchased and/or maintenance of vehicles, such as cars, vans, minibuses, etc.;
- Provision of meals and snacks;
- Social events and parties;

PLEASE CONSIDER THE FOLLOWING IN YOUR PROJECT SUBMISSIONS:

Projects that meet all or most of the requirements will be considered more favourably.

Originality: Unique expression – original artwork or other forms design/treatment is preferred.

Accessibility: The installation is located in a place that is viewable by the public and meets municipal/provincial accessibility codes. If you would like an informal audit of your entryway, please contact SDDA office.

Feasibility: Reasonable budget, timeline, and qualifications of participants.

Permanence: Uses high-quality materials that will last the minimum time that the artist/contractor specifies, and that all steps are taken to enhance resistance to vandalism, weather, and ultraviolet deterioration. Four season projects will also be considered more favourably.

Engagement: The installation provides or enhances the overall interactive experience in Downtown Sydney – visually, hands-on, or through motion.

Impact: The installation is visually appealing, eye-catching, and is transformative in nature.

Structure: Proposed project area should be structurally sound and safe for public interaction.

RESPONSIBILITIES

- Grant recipients are responsible for all materials and equipment on site.
- Grant recipients may require \$2 million (\$2,000,000) general liability insurance, depending on the project.
- Grant recipients are required to always maintain a clean and safe working environment.
- Grant recipients are responsible for all required permits, and proof may be required to receive funds.
- If the proposed location is on a Registered Heritage Building, CBRM Heritage Staff must be contacted prior to submission of proposal. If you think you have a heritage building and would like more information, please contact SDDA office.
- Grant recipients are responsible for ongoing maintenance of the project to maintain the original artistic standards, the original permit standards, as well as maintaining a structurally sound and safe area.

- Grant recipients are responsible to produce the project as described in the application and must not alter the project without written consent and agreement from SDDA. If the project is altered without such consent SDDA will reserve the right to withhold payments.
- **PLEASE NOTE: A Project: Makeover Downtown Sydney plaque, provided by SDDA, must be visibly placed on or near the installation. "Sydney Downtown Development Association" must be recognized as a "Funding Partner through the Project: Makeover Downtown Sydney placemaking grant program" of the project when the project is referred to in print, online, or in media releases. Other funding partners, if any, will be recognized at the discretion of the project organizer/owner/funding organization.**

SELECTION CRITERIA AND PROCESS

1. Only fully completed applications will be considered and must be accompanied by all supporting documents including quotes, photos/sketches/paint swatches/ renderings, "before" photos and permission granted by landlord/city (in the form of a letter and must be signed). ****ONLY applications filled out using the Project Makeover application form provided will be considered for grant funding****
2. Should demonstrate the ability to address the vision and purpose of the program.
3. The clarity of purpose behind the submission and reasons for applying.
4. The quality of the materials/images supplied.
5. Ability for the project to be completed.
6. Each application will be scored according to the level that the applicant meets the requirements as described in this document.

****The application may be granted either with or without conditions or it may be refused, and may approve partial amounts. The SDDA Selection Committee shall advise the applicant of the decision. ****

THE PROPOSED PROJECT WILL BE REVIEWED FOR THE FOLLOWING:

- Projects/ ideas that are compelling and clearly articulated, executed.
- Ideas that aim to activate the city in interesting, engaging, and interactive ways.
- Ideas that contain a consideration of the intended site, community, and the public realm, if artistic in nature.
- Ideas that enhance the pedestrian experience and consider the experience during both the day and night, and four seasons where possible.
- Must be durable (if applicable) and easily maintained.
- Does not advertise or include text that advertises for an advocacy movement, religion, or political party. One exception is the 10% up to one-square meter at the bottom of a project where artist names as well as sponsors may be listed, including, "Project: Makeover Downtown Sydney."
- No tags or acronyms are permitted on the project, only wording meaningful to the public at large.

- Must not include any inappropriate or controversial wording or images on the installation.
- Must be suitable for the public of all ages.

****Higher consideration will be given to projects that include purchases of materials/services from local companies but is not a requirement. ****

OWNERSHIP, COPYRIGHT, AND MORAL RIGHTS

Copyright including any and all designs, drawings, maquette, and final works of art shall remain the property of the grant recipient. Moral rights remain with the grant recipient. SDDA has permission to reproduce before and after installation images for non-profit publicity purposes. SDDA does not own any project or project assets made possible through the Project: Makeover Downtown Sydney Grant program. The grant recipient will retain ownership, unless arrangements are made with other partners, e.g., developer/property owner, CBRM (if on public land), or other funders, however the project must remain within SDDA boundaries.

The final installation must be the same as the concept submitted in the application, and not changed without prior written consent and agreement of SDDA.

FUNDING

Grant funding is limited, and each grant is subject to a maximum amount. Successful applications for Tier 1 are eligible for a maximum of \$500 (unmatched by applicant). Tier 2 applications for projects up to \$1,000 must be matched 25% by the applicant, and Tier 3 applications (which consist of three large grants for up to \$4,000) must be 100% matched by the applicant.

Please note that the funding amount will NOT include HST, so please ensure you submit budgets with pre-tax amounts.

- \$500 grants
 - unmatched by applicant
- \$1,000 grants (up to and including this amount)
 - 25% of grant must be matched by applicant
 - Ex: project total \$1,250 - \$1,000 funded by SDDA, \$250 contribution from grant recipient
- \$4,000 (up to and including this amount)
 - Must be 100% matched by applicant
 - Ex: project total \$8,000 - \$4,000 funded by SDDA, \$4,000 contribution from grant recipient

Please note: Projects can be any amount; however SDDA will only pay the maximum amounts in each category, and reserve the right to approve partial amounts.

GRANT SELECTION COMMITTEE

Your application will be considered by the SDDA's Placemaking and Beautification selection committee. This team is composed of select SDDA past and present board member(s) and carefully selected

individuals of whom will not be putting forth an application, but who exhibit care, concern, and knowledge of the purpose and vision of this initiative.

PAYMENT

SDDA will issue the grant money in the form of a cheque, within 30 days of completion of the project and submission of required items as highlighted below. Partial payments will not be granted. **All grants will be based on pre-tax amounts.** In order for a project to be considered complete the following must be submitted by the December 1st 2024 deadline: vendor/supplier invoices, official proof of payment in the form of void cheque/ bank statement/ or receipt (if paid via cash transaction), along with project “after” photos.

Please note that it is the responsibility of the applicant to pay the vendor/supplier. Official proof of payment in the form of void cheque/ bank statement/ or receipt (if paid via cash transaction) is required prior to grant payment by SDDA.

COMMONLY ASKED QUESTIONS

My project is in the planning stages, how detailed does my application/proposal need to be?

Only projects that are fully planned will be considered. All application forms must be accompanied with quotes, pictures/sketches/paint swatches/renderings and (if necessary) landlord/city approval. ** Approval letter must be in paper and signed**

Can I apply to paint or make other improvements to the façade of a building?

Yes, façade improvements are highly encouraged and will be among the highest priority in regard to grant recipients. If you do not own the building, you must obtain and submit a letter granting permission for the project. Painting of brick is not supported unless for the purpose of public art (i.e. murals).

What kind of permissions would I need – other than from the developer/property owner?

If the project is located on public property, permissions will be required by either the Cape Breton Regional Municipality and/or the provincial government, or other. Please be aware that this can be a lengthy process. It is suggested that you start the permission process as soon as possible, even before grant acceptance notification. It is not SDDA's responsibility to acquire or coordinate permissions, however we may be able to provide direction to assist.

If you plan to make changes to, or affix anything to the façade of the building you will need permission.

Can I add other funding partners?

Yes, other funding partners are allowed and encouraged to increase the quality, feasibility, and overall impact of the project. All other funding partners and contributing dollar amounts should be included in the budget submitted to SDDA. Any changes to a project at any time must be submitted in writing to SDDA prior to implementation.

Do I need insurance for my proposed project?

It would depend on the project. Insurance is the sole responsibility of the project organizer/owner. SDDA is not responsible for acquiring or paying for insurance or being named in the insurance policy. SDDA will not be held liable for any theft, harm, or damage before, during or after the project completion date.

How much can I receive in grant money?

Successful applications for the Tier 1 grants (up to \$500) can receive up to 100% of the grant request. Successful applications for Tier 2 grants (up to \$1,000) can receive the full amount but must be matched 25% by the applicant, and successful applicants for Tier 3 (up to \$4,000) can receive the full amount but must be matched 100% by the applicant. **The exact amount approved depends on the project and is at the discretion of the Selection Committee. You will be required to sign off on the approved amount, as well as any changes, reductions, etc., in the terms and conditions letter. The final payment is dependent on the actual cost of the project. Should your project cost less than budgeted, we will pro-rate according to receipts.**

What if my project goes over budget?

The grant amount awarded at the time of acceptance is fixed. No additional funds will be granted to the applicant by SDDA for that particular project. Expenses above and beyond the amount awarded by SDDA are the sole responsibility of the applicant or other partners, if applicable.