

# Main Street Revitalization Planning Application Guide



## Program Overview

Main Streets are at the heart of our communities and local economies. The Main Street Revitalization Planning grant provides funding to local governments to complete downtown revitalization planning that results in community wide vision for the downtown and action plan that identifies policies, programs, and capital improvements that achieve the community's vision.

## Funding Terms

One-time grant funding per local government or regional district electoral area up to **\$20,000** to a maximum of **50%** of the eligible project budget to support the costs related to completing a comprehensive long-range downtown revitalization plan.

## Application Intake Deadlines

Northern Development approves Main Street Revitalization Planning projects on a quarterly basis.

Applications must be received prior to midnight on the intake deadline day to be eligible for consideration in that funding cycle.

In fairness to all grant applicants, applications that are received after the deadline will be moved to the next funding cycle.

## Eligibility

### Eligible Applicants

\*All applicants must be located within Northern Development's service region.

- Local governments

### Eligible Projects

The Main Street Revitalization Planning stream supports long-range goal setting, visioning and planning that will improve the downtown's livability and vitality and increase its attractiveness to new businesses, residents and tourists.

### Eligible Costs

- Consulting fees
- Consultant travel costs directly associated with completion of the study
- Meeting room/AV rental costs directly associated with community, businesses and/or industry engagement
- External printing costs directly associated with producing a final report
- Cost of obtaining research material (industry reports, peer-reviewed journals) directly relevant to the study may be eligible
- PST

## Ineligibility

### Ineligible Costs

- GST
- Costs incurred (work started and/or deposits paid) prior to signing an agreement with Northern Development
- Food/beverage costs
- Staff travel or wages
- Staff and administration costs
- Training for local government staff
- Routine or ongoing operating and/or planning costs
- Capital costs
- Purchase of software or subscription services
- Website updates
- Elements of the project that include updates to official community plans, zoning and other bylaws
- Volunteer labour and donations

## Application and Program Requirements

Only applications that meet these requirements will be processed.

- Complete Application Form
- Detailed project budget using Northern Development's Project Budget Template (*required; in excel format*)
- Verification of approval from other funding sources (*e.g. approval letter or contract; required prior to approval, except in the Northeast*)
- Applicants are responsible for securing a resolution of support and must provide a copy to Northern Development.
  - Sample Resolution: *THAT, the (insert appropriate government name) supports the application to Northern Development Initiative Trust from the (insert applicant organization name) for the (insert project name).*
- Project funding cannot exceed project costs
- Project must be complete and final reporting submitted within **18 months** of approval
- Upon completion, the plan must be received and adopted by appropriate Municipal Council or Regional District Board
- The plan must be published and accessible on the local government's website

## Reporting

Applicants should be aware that there are reporting requirements for this program and should be prepared to meet them.

A project is considered complete when the final report has been adopted by the municipal council or regional district board, the report has been published on the local government's website, and all related expenses have been invoiced and entered in the applicant's accounting software. The Reporting Form and Actual Project Expenses Template must be completed.

## To Apply

Please review all program documents in detail as incomplete applications will not be reviewed.

Completed application forms with all supplementary materials should be provided electronically to Northern Development by email to [info@northerndevelopment.bc.ca](mailto:info@northerndevelopment.bc.ca).

## Resources

- **Important Dates**  
Intake deadlines, Regional Advisory Committee Meeting and Board Meeting schedules.
- **Funding Program Matrix**  
Available funding programs and eligibility criteria.
- **Application Process**  
Details on the process of applying and getting approved for Northern Development funding.
- **Post-Approval Process**  
Process and responsibilities for successful funding applicants.

## Questions?

### **Northern Development Initiative Trust**

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