

Main Street Revitalization Capital Application Guide



Program Overview

Main Streets are at the heart of our communities and local economies. The Mainstreet Revitalization Capital program provides funding to local and First Nation governments to complete strategic public investments in above ground public infrastructure within main street areas that are aligned and integrated with a downtown revitalization plan or other planning documents, encourages private sector investment and creates a healthy and economically vibrant downtown for businesses, residents and tourists alike.

Funding Terms

Applicants can receive up to **\$200,000** to a maximum of **70%** of the eligible project budget

Applicants can receive up to **\$500,000 maximum lifetime contribution** from the Mainstreet Revitalization Capital grant.

Application Intake Deadlines

Northern Development approves Main Street Revitalization Capital 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
- First Nation Band Governments

Eligible Projects

The Main Street Revitalization Capital program supports multi-pronged public investments in integrated above ground public infrastructure projects within a defined commercial main street area that address needs, gaps or opportunities identified in the community's downtown revitalization or economic development plan such as:

- Streetscape improvements (e.g., sidewalk surfacing, street trees, landscaping, etc.)
- Development and installation of new gateway and wayfinding signage throughout the downtown
- Lighting improvements
- Pedestrian and cycling enhancements
- Street furniture
- Construction of covered walkway(s)

Eligible Costs

- Capital expenditures considered to be direct and necessary for the successful implementation of an eligible project
- Contractor fees
- Incremental third-party project management
- Rental of tools and equipment for construction work
- Wages for direct project labour
- PST

Other Eligible Costs (In-Kind Volunteer Labour, Internal Equipment Use, and/or Monetized Donations)

- In-kind (volunteer) labour contributions, internal equipment use (heavy equipment or machinery owned by the applicant to be used during the project), and/or monetized donations (donated materials, equipment, or services from third-parties) may be considered
 - *When noting in-kind (volunteer) labour contributions in the budget and under other funding sources in the application form, applicants must attach a breakdown of the calculation used for the in-kind amount. For valuing volunteer labour as an in-kind contribution to the project, the following rates are eligible:*
 - \$15/hour for volunteer labour
 - \$30/hour for volunteer skilled labour (trades requiring specialized ability or training)
 - *In-kind (volunteer) labour contributions must be documented once projects commence (volunteer time logs for labour with name, date, and hours) in order to verify volunteer contributions*
 - *When noting internal heavy equipment use in the budget and under other funding sources in the application form, applicants must attach a breakdown of the calculation used for that amount*
 - *A maximum rate of \$75/hour may be used*
 - *Internal equipment use must be documented once projects commence (log with equipment type, date, hours, and hourly rate) in order to verify*
 - *When noting monetized donations in the budget and under other funding sources in the application form, applicants must attach confirmation of the committed donation(s)*
 - *Monetized donations must be documented once projects commence and receipts must be obtained*

Ineligibility

Ineligible Costs

- GST
- Costs incurred (work started and/or deposits paid) prior to signing an agreement with Northern Development
- Regular or routine repair and maintenance
- Administration costs related to the project
- Costs related to planning, design, engineering, environmental reviews and preparing tender documents
- Purchases of construction equipment or tools
- Real estate and other fees related to purchasing or leasing land, buildings, or facilities
- MERCs (CPP, EI, vacation pay, WCB) and other benefits
- Projects and/or project activities that may displace any level of government from its core obligations are not be eligible for funding (*including infrastructure costs such as paving, standard sidewalks, sewer/water*)
- Programming, marketing/advertising and other ongoing operational costs

- Costs of infrastructure works outside of main street areas, as defined through an existing Main Street Revitalization plan or other municipal land use planning policy.
- Financial incentive programs refer to Business Façade Improvement program
- Public art installations, memorials, murals.
- Public washrooms and civic plazas/event spaces proposed within the downtown refer to Community Places program

Application and Program Requirements

Only applications that meet these requirements will be processed.

All applicants are required to confirm the following information.

- Applicants **MUST** identify a total of three (3) deliverables that will be used to determine and measure if the project has been successful in meeting the goals and objectives. Applicants must describe how they plan to collect the data and information. For example;
 - Amount of public and private investment in the mainstreet/downtown area
 - Increase in property values in the main street/downtown area
 - hotel occupancy rates in the main street/downtown area
 - Number of public events hosted in the main street/downtown area
 - Commercial vacancy rates in the main street/downtown area
 - Increased revenue in businesses in the main street/downtown area
 - Downtown parking revenues in the main street/downtown area
- All applicants are required to submit the following documents.
- Complete [Application Form](#)
- Detailed project budget using Northern Development's Project Budget Template (*required; in excel format*)
- Copy of Main Street Revitalization Plan or similar document that has been completed and adopted by Council/Board within the last five (5) years and the proposed project is clearly aligned with the document
- The project is located within the downtown or main street boundary, as defined by municipal planning documents.
- 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.
 - The appropriate government agency is determined based on the location of the project. For example:
 - A project within a First Nations community/reserve requires a band council resolution of support
 - A project within the municipal boundary requires a municipal council resolution of support
 - A project outside a municipal boundary or that is not within a First Nation reserve lands requires a resolution of support from the appropriate regional district board.
 - 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).*
- Before photo(s)
- If applicable: Conceptual design images/mockups
- If applicable: Detailed quotes

- If applicable: Letters of support from community organizations and stakeholders
- If applicable: Business case or other market research
- If applicable: Asset management plan
- If applicable: Lease or user agreements

Application Assessment

Northern Development staff undertake comprehensive due diligence of each funding application received, which may include contacting relevant agencies and organizations as part of the review process.

All projects are assessed on the strength of the application, key deliverables, requested funding percentage, applicant contribution, and strategic factors identified in the funding application package.

Strategic factors:

- Extent of temporary construction job creation
- Level of alignment between the proposed development and the recommendations included in the community's main street revitalization plan.
- Previous action or prior steps that the community has taken to revitalize the main street/downtown area
- The extent of Northern Development's financial contribution to the eligible project budget
- The extent of the applicant's financial contribution to the eligible project budget
- Is this the first time the applicant has accessed Northern Development funding through the Main Street Revitalization Capital program?
- If the applicant has accessed Northern Development funding through the Main Street Revitalization Capital program, were they successful in achieving the deliverables from the project?
- Has the applicant provided quote(s) supporting the entire project budget?
- Will the project utilize contractors/labour from within the Northern Development region?
- Is the applicant making a non-financial contribution to the project (in-kind volunteer labour and/or internal equipment usage)?
- Will the project take place in an unincorporated community or municipality with a population of 1,000 or less?
- Will the project take place in community with a population between 1,001 to 5,000?
- Has the applicant provided evidence of broad-based support from multiple stakeholders?
- The applicant has demonstrated how ongoing operating and/or maintenance will be managed over the asset's life span?
- Will the project result in a reduced environmental footprint?
- Has the applicant provided a copy of the organization's asset management plan/strategy?
- Will the project address any health and safety concerns?
- Will the project improve accessibility for people who experience disabilities?
- Has the applicant provided relevant market research/business case for the project?
- Will the project result in resident/workforce attraction or retention in the community?
- Will the project introduce new features and amenities that create interest and vibrancy and help transform the downtown core into a place people want to spend time?

Reporting

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

Projects must be evaluated and verified following the completion of the project prior to disbursing funding. A project is considered complete when photos of the completed project have been taken 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.

Additionally, a Key Deliverables Reporting Form is required one year after the final disbursement.

Additional applications to the Main Street Revitalization Capital program will not be accepted until the applicants key deliverable reporting requirements have been fulfilled.

To Apply

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

Completed application forms with all supplementary materials are to be provided electronically through the [Online Application System](#).

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?

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