

**Policy Type:** Financial Policy  
**Title:** Downtown Carleton Place BIA  
Collaboration Grant

**Initial Policy Approval Date:**

**Last Review/Revision Date:** N/A  
**Year of next review:** 2027

This policy shall provide guidelines under which funds will be allocated to Downtown Carleton Place BIA members as part of the Collaboration grant program.

### **Section 1: Authority**

The Downtown Carleton Place BIA Board has authority to spend money on programs and services that support its membership as defined in the provisions of the Municipal Act 2001, as amended or its successor legislation, and the By-laws of the Town of Carleton Place.

### **Section 2: Purpose**

This Initiative is designed to support BIA businesses to enhance streetscape aesthetics, business vitality, and community engagement through micro-grants for non-facade improvements.

Priority areas include:

- Cleanliness/safety initiatives (e.g., graffiti removal, window washing, junk removal)
- Marketing campaigns (social media, influencer partnerships)
- Temporary beautification (seasonal lighting, floral displays)

The Downtown Carleton Place BIA Collaboration Grant was established to support member businesses with small business-associated expenses that would improve the experience of residents and visitors to Downtown Carleton Place. The Downtown Carleton Place BIA Member Support Grant shall provide a framework for member businesses to apply for grant funding for business improvements as outlined in “Section 4” of this policy. The application process will identify if a project is deemed appropriate and is approved by resolution of the board. The Downtown Carleton Place BIA Collaboration Grants are not to be used to cover regular operating expenses in a sustained manner.

### **Section 3: Target**

The micro-grant program, launched in 2025, specifically aims to invest in projects to build a vibrant downtown core. The program will provide up to a maximum of \$500 in one-time grants to support members to invest in projects in priority areas.

### **Section 4: Application Process**

#### **Eligibility Criteria**

- Open to all BIA-member businesses in good standing
- Projects must demonstrate direct community benefit

- Exclusions: Permanent structural changes, debt repayment, or projects already completed without pre-approval or projects eligible under the existing facade improvement or CIP granting program.

<b>Funding Structure</b>		
<b>Grant Type</b>	<b>Max Amount</b>	<b>Example of Uses</b>
Cleanliness Grants	\$500	Pressure washing, waste bins, cleaning, window washing
Marketing Grants	\$500	Social media ads, promo materials
Beautification Grants	\$500	Event participation costs, seasonal installations

**Mandatory Co-Funding:**

- 1st-time applicants: No match requirement up to \$500
- 2nd-time applicants: 75% funding up to \$500
- 3rd+ applicants: 50% funding up to \$500

***Approved funding will be reimbursed after completion of the final report.***

**Anti-Concentration Rules:**

- Each eligible address can only receive funding one time per calendar year.

**Application Process**

- Pre-consultation: Mandatory meeting with BIA staff (Virtual)
- Documentation:
  - Online form including
  - Itemized budget with quotes

- Timeline/impact statement
- Partnership agreements (if collaborative)
- Review period
- Final Report
  - Two annual intakes
    - Q1 & Q3
    - applications will be reviewed and scored
    - all eligible applications will be approved until funding is exhausted.

### Approval Considerations

<b>Dynamic Scoring System</b>		
<b>Criteria</b>	<b>Weight</b>	<b>Fairness Measure</b>
Community Impact	30%	Requires 1+ neighboring business endorsements OR is directly linked to a BIA event or seasonal initiative  Improves the look of the streetscape or provides an attraction or installation to increase foot traffic to the area.
Staff Support	25%	Priority to businesses with <5 employees
Innovation Potential	15%	New applicants get +10% bonus
Demonstrated Need	10%	Urgent attention needed to improve the look or safe passage of the area, timely attention is required due

<b>Dynamic Scoring System</b>		
		to seasonal activity (snow removal, spring cleaning, planting season)
		One application per intake
New Business support	10%	Businesses who have been open for under 12 months
Historical Performance	10%	Previous recipients must show a ROI

### **Reporting Requirements**

- Post-project financial reconciliation within 60 days of completion
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- Photo documentation of completed work
- 3-6 month impact assessment (customer traffic data, sales figures)

### **Risk Mitigation**

- Proof of insurance required for physical projects
- Funds will be denied if work is uncompleted more than 30 calendar days beyond the original submitted work plan.
- Funded projects will be reported annually at the Downtown Carleton Place BIA Annual General Meeting for transparency

### **Section 5: Review**

This policy shall be presented to the Downtown Carleton Place BIA Board for review and update, if applicable, every two years, in the first year of each appointed Downtown Carleton Place BIA Board, or as deemed necessary by the Downtown Carleton Place BIA Board, or the Treasurer.