

Product Experience and Development Program Guidelines

Grant Details

50% of total project cost (excluding taxes) up to \$3500. If Spruce the Bruce grant program is open, apply there first and your application will be automatically enrolled in our program.

Usage of Funds

The Product & Experience Development / Enhancement grant provides funding for tourism business and property owners of tourism establishments to improve the visitor experience by making upgrades and enhancements to their products, services, and physical location.

Eligible Projects

Eligible projects may include, but are not limited to:

- Infrastructure related to physical improvements or additions to a building or structure (e.g., exterior façade, patios, cabins, docks, playgrounds, etc.)
- Infrastructure related to the development of new tourism products or services
- Other projects that develop or enhance existing or new product or experiences

Ineligible Projects

Ineligible projects include, but are not limited to:

- Temporary, 'removable', or consumable project materials or elements
- New building construction
- General maintenance repairs

Eligibility Criteria

- The applicant must be the tenant or the property owner of a business whose products or services are demand generators directly related to tourism (accommodations, recreation and entertainment, food and beverage, travel services, and transportation). A letter of support from the property owner is required if the applicant is the tenant.
- **The building or property must be located within the Community Improvement Project area (CIP) areas 1-4, zoned commercial, agriculture or mixed use.**
- The project must comply with Municipal by-laws and have received appropriate permits and permissions.
- Project work must not have started (including purchasing any materials) until the application has been approved.
- Properties previously awarded grants are not eligible for additional funding under the same grant category unless:
 - The grant was provided more than five years ago; or
 - Either the tenant and/or property owner changed since the last grant was provided; or
 - The application is clearly for different physical elements of the building/property (as determined by Township staff)

Review Criteria

The Downtown Improvement Grant Committee at the Township will review applications against the following criteria:

- Date and timing of the application
- Suitability of project and relation to eligibility guidelines
- Balance of funding available and any previous applications made at the time of application
- Evidence of the applicant's ability to fulfill responsibilities related to the project

Application Process

Applicants must complete an application form in order to be given consideration for a grant. Incomplete applications cannot be accepted. If approved, funds will be allocated following completion of the project and proof of eligible expenses is received.

The terms and conditions of any grant or loan program and administrative procedures may be changed, altered, amended, or modified by the Township of Huron-Kinloss without the necessity of an amendment to the Community Improvement Plan. The Township may discontinue, suspend, or cancel any program, or decrease program funding without requiring an amendment to this Plan.

Applications to this program are available at the Township's municipal office at 21 Queen Street, Ripley or online at www.huronkinloss.com

519-395-3735

