

# Holiday Window Enhancement Grant 2022



## What is it?

- A one-time grant to assist members with enhancing and improving holiday/winter window display decorations
- In order for a business to be eligible for the grant they must be at storefront level.
- By applying for this grant, you are automatically entered into Downtown London's 2022 Window Display Contest.

**Deadline: Limited funding available. Apply while supplies last.**

## How does it work?

- Business owners contact Downtown London staff to express interest in the grant, share the scope of interested materials (to check eligibility) and projected costs. Staff send out applications for business owners to submit eligible work for the grant.
  - Owner completes the application form, including the proposed expenses, and submits this form to Downtown London staff for approval.
  - Business owner submits official paid receipts for approved expenditures.
  - Staff review submitted application, copy of receipt/cancelled cheque or e-transfer receipts to verify actual expenditures; approve payment of a maximum of \$500 per business.
- Note: Staff are bound by strict confidentiality agreements and cannot share information you submit for review and approval.**

## What businesses are eligible?

- All downtown businesses that are at the storefront level and are looking to decorate their window.
- Expenses must be dated between **January 1, 2022 and December 1, 2022.**

## What purchases are eligible?

- Winter themed decorations
- Holiday decorations
- Decorative window paint
- Lights
- Winter greenery

## Where do I apply?

- Completed applications and receipts should be submitted to:

Vicki Smith, Downtown London  
123 King Street, London ON N6A 1C3  
(519)663-2002 ext 102  
Vicki@downtownlondon.ca

## When would I receive the grant?

- Upon completion of the approved work, after you have paid for the decorations and submitted a copy of your purchase/receipts to Downtown London for reimbursement.
- Staff will pay grant via Automated Funds Transfer (AFT) to your account.



## Downtown London 2022 Holiday Window Display Enhancement Grant Application

⇒ *Consult with Downtown London staff to ensure you maximize all funding available for your Downtown London business.*

### APPLICANT INFORMATION

Legal name of applicant:

BUSINESS OR CORPORATION: \_\_\_\_\_

Business Owner Applicant

Name: \_\_\_\_\_ Mobile #: \_\_\_\_\_ Store #: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

Type of Business

Retail     Restaurant     Personal Services     Other \_\_\_\_\_

### PROPERTY INFORMATION

Business Information

Address of Business

Applying for the Grant: \_\_\_\_\_ Unit #: \_\_\_\_\_

Landlord Information

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### PROJECT INFORMATION (Please attach all pertinent material)

**Scope of Work** - Please provide (attached to this application) a written description of the actions you have taken to make your business ready to open under the provincial regulations. If you are applying for...

1. **Enhancement Grant** - Please list:

- 1) All costs incurred to enhance and improve holiday/winter window display decorations.

**PAYMENT INFORMATION (for automated funds transfer to pay the grant)**

To simplify administration time and costs, and to support contactless transactions, once grants are approved and payments verified, staff will transfer the approved funds directly to your business bank account. Please give us the required information to expedite the automated funds transfer for your grant project(s).

Name of Financial Institution: \_\_\_\_\_

Branch Address: \_\_\_\_\_ Branch Telephone: \_\_\_\_\_

Account Number at Financial Institution: \_\_ \_\_. \_\_. \_\_. \_\_. \_\_. \_\_. \_\_. \_\_. \_\_. \_\_. \_\_

Institution # (Route): \_\_ \_\_ \_\_ Branch # (Transit): \_\_. \_\_. \_\_. \_\_. \_\_

*Note: This information is held in total confidence; anyone who has access to the completed application is bound by a strict confidentiality agreement.*

**ACKNOWLEDGEMENT AND APPLICATION**

I/WE HEREBY APPLY for a grant commitment under this program. I/WE AGREE to abide by the terms and conditions of the applicable grant programs. I/WE HEREBY CERTIFY that the information give herein is true, correct, and complete in every respect and may be verified by MainStreet London and the London Downtown Business Association. I/WE ACKNOWLEDGE that Downtown London, MainStreet London and the London Downtown Business Association are not responsible for any/all liability related to the health and safety of staff or visitors to our business as a result of undertaking support of these enhancements. It is the sole responsibility of the business owner(s) to follow the applicable provincially mandated regulations related to the safe operation of your business.

\_\_\_\_\_  
Signature of Business Owner

\_\_\_\_\_  
Date