



Holiday Window Grant



What is it?

- A one-time grant to assist members with enhancing and improving holiday/winter window display decorations
- To be eligible for this grant your business must be at storefront level.
- By applying for this grant, you are automatically entered into Downtown London's 2025 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 proposed 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 and photos of completed project.
- Staff review submitted application, copy of receipt/cancelled cheque or e-transfer receipts to verify actual expenditures; approve payment of a maximum of **\$150 per business**.

What businesses are eligible?

All downtown businesses that are at the storefront level and are looking to decorate their window.

What purchases are eligible?

- Winter themed decorations
- Holiday decorations
- Decorative window paint
- Festive lighting
- Professional consultations and installations

Where do I apply?

Completed applications and receipts should be submitted to: Kathy McLaughlin, Downtown London, 114 Dundas Street, (519) 663-2002 ext 803 or kathy@downtownlondon.ca

When would I receive the grant?

- Upon completion of the approved work, submit a copy of your purchase/receipts to Downtown London for reimbursement.
- Approved grant will be reimbursed via Automated Funds Transfer (AFT) to your account.
- **Deadline to submit approved receipts is December 1, 2025**

Our Contact



519-663-2002



info@DowntownLondon.ca



DowntownLondon.ca



114 Dundas St, London ON

Downtown London 2025 Holiday Window Grant Application

⇒ **Fill out the form below to start the application process.**

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 #: _____

Postal Code: _____

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 given herein is true, correct, and complete in every respect and may be verified by the London Downtown Business Association. I/WE ACKNOWLEDGE that the London Downtown Business Association is 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 _____