

**the Chamber**

*• your business connection*

**December 9, 2016 Application Deadline**  
**2016 Hometown Manitoba Program Announced**

The Portage & District Chamber of Commerce, in conjunction with the City of Portage la Prairie has established a meaningful partnership with respect to the business enhancements. Hometown Manitoba is a Provincial program under the Rural Economic Development Initiative (REDI) and is administered by the Department of Agriculture, Food and Rural Initiatives. The Hometown Main Streets Enhancements program provides financial support for rural community projects initiated by local communities, organizations, cooperatives and businesses that enhance “main street” public places and building exteriors. The program also aims to promote unique identities and themes that define a community.

The Chamber’s goal is to engage the business community to take “Pride in Portage, Pride in our People” by taking personal responsibility and action in contributing to community improvement. The overall theme for eligible businesses is to take action to enhance the appearance of businesses, incorporating concepts that reflect the rich heritage of our area through appropriate streetscaping and exterior business look.

Hometown Manitoba provides matching funds up to 50% of total eligible projects to a maximum of \$1,000. Over the last 9 years, the City has participated in this program with grants available from a total fund of \$10,000. This support clearly demonstrates the City’s commitment to assisting businesses in their efforts to improve the look of their business exteriors and we are hopeful similar funds will be available when they approve next year’s budget in March 2016.

Details are included in the announcement to Portage Businesses, as attached.

Portage & District Chamber  
Cindy McDonald, Executive Director  
Phone: 857-7778  
info@portagechamber.com

City of Portage la Prairie  
Kathy McGregor, Administrative Assistant  
Economic & Community Development  
Phone: 239-8334  
kmcgregor@city-plap.com

An Initiative of

**the Chamber**

*• your business connection*

**Portage la Prairie**  
*City of Possibilities*

## **2016 Hometown Manitoba Program Notice!**

### **GRANTS AVAILABLE TO DOWNTOWN AND “MAIN STREET” BUSINESSES**

If your business or organization is located:

- on Saskatchewan Avenue and 2 blocks North and South of Saskatchewan Avenue, or
- on Provincial Hwy 240 within City limits

**you may be eligible to access matching funds under the Hometown Manitoba Program as well as from the City of Portage** for exterior building improvements and/or landscaping projects. Since 2007, approximately 80 businesses have shared in grants to assist the completion of \$550,000 in projects designed to enhance the exterior appeal of their businesses. \$67,000 was approved under the Hometown Manitoba Main Streets Enhancement program and another \$60,000 through funds made available by the City of Portage la Prairie.

Details on how to access these grants and what eligibility requirements must be met are detailed below. **Deadline for local application submission is Wednesday, December 9, 2015** in order that all applications can be forwarded to the Province prior to the final December 15, 2015 deadline. Work cannot begin until approval is confirmed, usually by the end of March. Applications are available for pick up at the Chamber office, City Hall and at the receptionist area at Portage Credit Union, 19 Royal Road N. branch.

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Hometown Main Streets Enhancements will contribute up to 50% of total eligible projects costs, to a maximum of \$1,000. The applicant will make up the balance of eligible costs, in cash. In-kind costs are not eligible and the Provincial deadline for applications is December 15, 2015. Specific programs details are outlined in the Hometown Manitoba Program Guide and application form. These are available for pick up at the Chamber office and City Hall . Included with the application is a partially filled out application to assist you in your completion.

Eligibility criteria include the following:

- The project applicant must be a small business, non-profit community organization or cooperative.
- Individual projects must be part of an overall community enhancement initiative.
- The project must be located in a public place within the “main street” area.
- The project must help to advance a community theme or identity.

In addition, projects may involve local artists in public art projects such as building murals, permanent banners and sculptures, provided they are part of a broader project that supports a community identity, cultural, heritage or tourism theme.

The City of Portage la Prairie has supported this program in previous years through a \$10,000 pool of funds which was also available on a matching basis for Hometown approved projects. However, with the Province moving the deadline date for applications to December 15th, it is unknown whether funds will be available from the City until they approve the city's budget in Spring 2016. These funds will be awarded based on the following eligibility criteria:

- Applicant has been approved under the Hometown Main Streets Enhancements Program and located within City of Portage limits.
- Applicant's cash contribution must be equal to, or greater than, the amount approved under the Hometown Main Streets Enhancements Program.
- The City will match the funds approved under the Hometown Main Streets Enhancements Program, subject to the \$1,000 individual maximum and the \$10,000 maximum funding available.
- If the total applications approved exceed the \$10,000 maximum, funds will be awarded on a pro-rata basis. (e.g. if approved applications total \$11,000 funds would be pro-rated at a 90% level).

Completed applications must be dropped off at:

Portage & District Chamber of Commerce  
56 Royal Road North, Plap, R1N 1V1

**Deadline for local submission is Wednesday, December 9, 2015.**

Questions or Comments? Contact:

Portage & District Chamber Cindy McDonald, Executive Director	City of Portage la Prairie Kathy McGregor, Administrative Assistant Economic & Community Development
Phone: 857-7778	Phone: 239-8334
info@portagechamber.com www.portagechamber.com	kmcgregor@city-plap.com

**Hometown Manitoba- Application Form** 2016 Program Application Only



<b>Legal Name of Applicant</b>		<b>SAMPLE APPLICATION ONLY</b> BLANK APPLICATION TO FOLLOW		
<b>Mailing Address</b>				
<b>Phone</b>			<b>e-mail</b>	
<b>Contact Name</b>			<b>Phone</b>	
<b>Project Title</b>		<b>Project Location</b>		
<b>Project Start Date</b>		<b>Completion Date</b>		
<b>Community Partners</b>	City of Portage, Portage & District Chamber of Commerce & Saskatchewan Avenue businesses.			

Letters of support / Resolution of Council attached

**Project description and how it will enhance the community (To be completed for all program categories):**

Completion of projects and activities that will result in an improved perception of Portage being a community where citizens, businesses, and local governments work together to create alliances and share ideas to make our community a better place in which to live, work and shop.

(if space is insufficient, please attach additional pages.)

Main Streets Enhancements

Source of Funds	\$ Contribution		Project Costs	\$ Amount
	In Kind	Cash		
Applicant			Materials/Supplies	
Municipality			Equipment Rentals	
Community Partner (S)			Development/Building Permit	
Other			Utility Hookup	
<input type="checkbox"/> Main Streets Enhancements (1/2 to a max of \$1000)			Building/Structure Upgrades	
			Contractor/Trade Fees	
			Public Art/Landscaping	
<b>Total A</b>			<b>Total B</b>	

\* total A and total B must balance

Please complete and **forward to the Chamber office – 56 Royal Road North**

1. How will the project advance your community's identity or theme? (if applicable)

The submitted project ties into to our primary goal to engage our community in taking "Pride In Portage, Pride in our People" by taking responsibility and action in contributing to Community improvement. The overall theme is for businesses to follow the lead of the downtown business sector to enhance the appearance of the businesses as well, incorporating concepts that reflect the rich heritage of our area through appropriate streetscaping and exterior business look....

2. What type of community support is there for your project and how will the project build community pride and citizen involvement?

The project is fully supported by the Portage & District Chamber of Commerce as well as through support from the City of Portage. This will assist in advancing a primary goal of engaging our community in taking "Pride in Portage, Pride in our People" by taking personal responsibility and action in contributing to community improvement. We have received many supportive comments from individuals from the community at large on the success over the last 8 years under Hometown Manitoba.

3. How will the project enhance the appearance/greening and use of community gathering places and encourage building upgrading in your "main street" area?

It will enhance the appearance of the business itself and that, along with other businesses completing complimentary projects; city efforts to add additional greenery along Saskatchewan Avenue through the mile of flowers will help to meet the overall project objective. Saskatchewan Avenue is our major thoroughfare on Highway 1A and these upgrades will help in encouraging other businesses and organizations to do the same.

4. Please identify the incremental investment in the "main street" area of your community associated with the project.

**To be completed by applicant** - a description of whatever the actual project proposed is

5. How will the project promote the use of local products, services and talent?

**To be completed by applicant**

6. As a partner/applicant how many project hours of in-kind work are you contributing?

**To be completed by applicant.**

If approved, I/we agree to display a program sign recognizing Hometown Manitoba's participation in the community enhancement project.
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\_\_\_\_\_  
authorized signature

\_\_\_\_\_  
date



<b>Legal Name of Applicant</b>				
<b>Mailing Address</b>				
<b>Phone</b>		<b>Fax</b>		<b>e-mail</b>
<b>Contact Name</b>				<b>Phone</b>
<b>Project Title</b>			<b>Project Location</b>	
<b>Project Start Date</b>			<b>Completion Date</b>	
<b>Community Partners</b>				

Letters of support / Resolution of Council attached

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