



FOR IMMEDIATE RELEASE

April 6, 2009

Mayor Cal Patterson and members of the Town of Wasaga Beach Council are pleased to announce that a Façade Improvement Program has been approved and adopted for licensed business properties located in Wasaga Beach.

As part of the 2009 budget process, \$35,000.00 has been allocated for the Façade Improvement Program to assist property owners with improvements to their buildings. Façade Improvement Program grants may be approved for 50% of the eligible works up to a maximum of \$2,000.00 per grant.

The overall purpose of the program is to encourage and assist local merchants who wish to make improvements or updates to their store or business fronts. Objectives of the program include:

1. to encourage the continued use/patronage and economic vitality of commercial businesses in all seasons;
2. to encourage consistency in urban design and signage while recognizing the importance of diversity and character of the existing built form;
3. to create an attractive image of the Town that reflects the unique character of individual businesses and the tourism history of Wasaga Beach;
4. to reinforce tourism and tourist related businesses as one of the main focuses of Council; and
5. to provide an incentive to business to enhance the attractiveness of their business which adds to the overall attractiveness of the Town.

Mayor Patterson explained the steps of the Program. “Our management of the Program is comprehensive and user friendly. It includes the preparation of a detailed façade improvement plan; submission of a grant application to the CAO’s Office; completion of improvements; and an application for reimbursement of funds once the improvements are complete. The process is intended to support business owners and at the same time ensure that funds are appropriately spent.”

Details of the program may be found by visiting the Town of Wasaga Beach’s website at www.wasagabeach.com or by contacting Jenny Legget, Assistant to the CAO at (705) 429-3844 ext. 2285.

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For media requiring additional information, please contact:

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