

Business Façade Beautification Block Improvement Program – Report
January 2024

To date we have not issued any grants under this program. Madison, our member engagement coordinator, has spent an estimated 75 hours talking to various people about the program and trying to encourage businesses to sign on, but none have gone so far as to commit to a plan and begin enlisting support from their neighbours.

There are five property owners who were interested enough to discuss possible plan elements, following the initial press release about the program. However, they are discouraged by the potential amount of work it would take to get 50% of the block participating. In one case, with a property owner who has most of the properties on the block, the problem was not the level of participation – but he was looking at repainting the façades on the block, and his quote for the project was over \$100,000, so the \$10,000 amount was not enough to persuade him to move ahead.

Madison mentions the grants in almost every interaction she has with business and property owners; we would love to begin awarding them. However, people seem to be discouraged by the need to get consensus from 50%+ of their block, and so far haven't been able to proceed past the inquiry point.