

EXPERIENCE THE GLEBE

GRANT PROGRAM GUIDELINES

1. Program Purpose and Overview

The Glebe Business Improvement Area (GBIA) has created the “Experience the Glebe” Grant Program to provide financial assistance to eligible GBIA members to facilitate creative, customer-focused experiences that draw foot traffic to the GBIA, create new reasons to visit the Glebe and contribute to a more vibrant downtown neighbourhood. Activations can take place at any time of year.

The program aims to:

- Encourage creative, customer and community focused experiences in the GBIA
- Enhance the visitor experience
- Create a more vibrant downtown neighbourhood
- Encourage cross-collaboration of GBIA members

2. Guidelines

- For the 2026 program year, the GBIA has allocated \$2,500 in total funding
- Grant recipients are eligible to receive a reimbursable grant of up to \$500
- Funding is allocated on a first-come, first-served basis, subject to project merit and eligibility
- Applications are accepted year-round and should be submitted at least three (3) weeks prior to the event
- Applicants are only allowed to apply once per year
- Eligible businesses must be physical storefronts located within the GBIA
- Pre event, businesses must provide an event overview outlining the following details:
 - Event title
 - Date of Event
 - Time and length of event
 - Description of event
 - Event objectives
 - Target audience
 - Event budget
- Post event, businesses must provide an invoice for total eligible expenses, photos of the event, and receipts/invoices showing proof of purchase

3. Eligible Applicants

Applicants must meet all the following requirements:

- Business must be located within the defined boundaries of the Glebe BIA, as shown on the Program Area Map (Schedule “A”)
- Applicants are responsible for ensuring their event complies with all applicable laws, regulations, and permit requirements. Where appropriate, applicants must obtain and maintain adequate general liability insurance for the duration of the event. The GBIA reserves the right to request proof of insurance prior to releasing grant funds or before the event takes place.
- Host the approved activation by December 31, 2026

4. Ineligible Applicants

The following are not eligible for funding:

- Residential-only buildings
- Apartment buildings
- Properties located outside the GBIA boundary
- Vacant or non-operating businesses
- Businesses primarily engaged in:
 - Gambling or gaming
 - Sexually oriented services
 - Payday or auto loan services

5. Eligible Grant Expenditures

Activation Programming: Covers costs associated with hosting unique, one-time or limited-time experiences designed to draw foot traffic. This may include hiring live music or performers, hosting interactive workshops or classes, organizing themed events, or running game nights and other engaging activities.

Food & Beverage Experiences: Includes the purchase of food and beverages specifically for an activation (e.g. wine, cheese or light refreshments) that the business wouldn't normally stock or use, when used as part of a special event offering that enhances the customer experience.

Event Supplies & Materials: Covers materials and supplies needed to execute an activation, such as craft supplies for workshops, event décor, temporary signage or other items that contribute to an inviting atmosphere.

Collaborative Activations: Encourages partnerships between neighbouring businesses to create larger, coordinated experiences. Funds may be combined across multiple applicants to support a shared activation that increases overall foot traffic. The collaborative activation must take place within the Glebe BIA boundary.

Please note: Any activation that includes the service of alcohol must comply with the requirements of Ontario's Alcohol and Gaming Commission (AGCO), including obtaining a Special Occasion Permit where applicable.

6. Ineligible Grant Expenditures

Expenses that do not directly support a unique activation are not eligible. This includes using funds to offset routine operating costs or to reimburse the business for goods or services it already provides, such as existing inventory, standard menu items or ongoing programming.

Example:

- Permanent (depreciable) assets (e.g. tools, laptops, cameras, etc.)
- Political or religious events, activities, or programs
- Staff wages or benefits
- Operating costs (utilities, etc.)
- Costs incurred prior to grant approval
- GST

7. Application and Approval Process

1. Applicants must submit a complete online application package
2. Applications are reviewed by the GBIA Program Review Committee who evaluates eligibility, feasibility, and event impact
3. The GBIA team may approve the application, approve it with conditions, or recommend refusal.
 - Note: Submitting an application does not guarantee funding. The GBIA has sole discretion in awarding grants to businesses that submit a complete application and align with the program's goals and objectives.
4. Final funding decisions are made by the GBIA Program Review Committee.
5. Applicants are notified of approval or refusal in writing.
6. Upon approval, the applicant must execute a Grant Agreement with the GBIA before commencing any work.

No costs incurred prior to execution of the Grant Agreement are eligible for reimbursement.

8. Activation Completion and Reimbursement

Upon completion of the approved activation:

- Applicants must submit verification of all expenditures, including:
 - Invoice of total items equating to no more than \$500
 - Paid invoices and receipts
 - Photographs from event

Reimbursement is issued only after confirmation that all program requirements have been met.

9. Approval Timeline

Applicants should allow approximately two (2) weeks following the application deadline for review and decision.

10. Appeal Process

Applicants whose activation is declined may request a meeting with the GBIA to:

- Receive feedback on the proposal, and/or
- Submit additional information or revisions for reconsideration

11. Acknowledgement in Print Materials

Reproduce the GBIA logo or make a written acknowledgement using the following formulation: "[Name] gratefully acknowledges the financial support of the Glebe Business Improvement Area."

Acknowledgement, if appropriate, should appear in or on:

- Publicity materials (posters, flyers, postcards)
- Promotional materials (giveaways, novelties)
- Informational materials (newsletter, prospectus, program, agenda, schedule)
- Media materials (media release, media kit); and signage where appropriate

12. Acknowledgement in Verbal Announcements

Mentioning support verbally, if appropriate, in:

- Public announcements and presentations; and
- Media conferences and / or speeches.

13. Contact

To apply, please visit <https://intheglebe.ca/member-resources/>. For questions regarding the program or application process, please contact:

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