



802-770 Main Street  
Moncton, NB  
E1C 1E7

## Downtown Beautification Program Policy Guidelines

### 1 Program Mandate

The Downtown Beautification Program supports commercial property owners and business owners within the Business Improvement Area (BIA) in completing beautification and streetscape enhancement projects.

The program aims to:

- Improve the overall attractiveness of the BIA as a shopping and business destination
- Reduce vacancy by attracting and retaining tenants
- Strengthen community pride in downtown
- Promote environmental sustainability and energy efficiency
- Encourage the use of local workmanship and durable materials

The program supports improvements that help create a more beautiful, green, and welcoming downtown.

### 2 Eligible Properties

- All existing commercial properties located within the BIA are eligible.
- Grants are assigned on a per property parcel basis.
- Property owners may submit one application per property.
- Tenants may submit one application per rental property.



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### 3 Eligible Applicants

Applicants must be:

- The commercial property owner, or
- The business owner (tenant)

If the applicant is not the property owner, they must provide:

- Written consent from the property owner
- Written confirmation that the applicant will be responsible for the cost of improvements

### 4 Eligible Projects

Projects must enhance the physical appearance and visual character of the property within the BIA.

Eligible improvements include, but are not limited to:

- Exterior architectural or decorative details
- Landscaping
- Signage
- Painting and exterior surface improvements
- Windows and doors
- Entranceways
- Awnings

Priority will be given to projects that use:

- Local contractors or suppliers
- Durable and low-maintenance materials
- Environmentally friendly or energy-efficient solutions

Other beautification improvements may be considered at the discretion of Downtown Moncton Centre-ville Inc. (DMCI).





## 5 Grant Amount

- Approved applicants may receive up to 50% of eligible project costs (excluding HST)
- Maximum grant: \$5,000 per property

Grants:

- Are awarded on a first-come, first-served basis
- Are subject to annual budget availability
- Are valid for the current calendar year only
- Are not automatically renewable

## 6 Application Requirements

Applicants must submit the following before any work begins:

- A completed and signed application form
- Two (2) written contractor quotes
- All required supporting documentation

Applications must be submitted to Downtown Moncton Centre-ville Inc. (DMCI) prior to the commencement of work.

Submission of a completed application does not guarantee approval.

Unsuccessful applicants will be notified by email and may reapply in the following year.

If an application is submitted by a DMCI Board Member, it will be reviewed by the DMCI Executive Committee to ensure all program criteria are met.

## 7 Conditions & Compliance

To qualify and receive funding:

1. The BIA levy for the property must be fully paid and up to date for the previous year.
2. All required municipal approvals must be obtained, including:
  - Heritage approval (if applicable)
  - Design approval (if applicable)
  - Building permits from the City of Moncton (if applicable)

Applicants should contact the City of Moncton Building Inspection Department at 506-856-4375 for guidance.





3. The applicant is responsible for obtaining all necessary permits, documentation, and estimates and should allow sufficient time to secure them.
4. Approved projects must be completed by **October 31<sup>st</sup>** of the funding year.
  - No extensions will be permitted.
5. Applicants must submit:
  - A certificate of completion (including copies of permits and required documentation)
  - Proof of payment
  - Confirmation of final inspection approval, if required

Reimbursement will only occur after all documentation has been received and approved.

## 8 Policy Amendment & Effective Date

This policy was revised and approved by Downtown Moncton Centre-ville Inc. (DMCI).

DMCI reserves the right to modify, amend, or revoke any of these provisions at its discretion, without prior notice, in order to best serve the interests and continued growth of Downtown Moncton's Business Improvement Area.

This policy was revised in March of 2026 and replaces all previous versions of the program policy. DMCI periodically revises policies and practices. In the event of any amendment, a notice will be posted on [www.downtownmoncton.com](http://www.downtownmoncton.com).

