

**Application Deadline Monday, April 14, 2025**  
**2025 Business Storefront Improvement Grant Announced**

The Portage & District Chamber of Commerce and the City of Portage la Prairie have established a meaningful partnership with respect to business enhancements. The Business Storefront Improvement Grant will provide financial support for Portage la Prairie businesses to improve building exteriors.

The Business Storefront Improvement Grant intends to help business owners in Portage la Prairie improve the face of their businesses by providing funds for exterior building upgrades. In addition to improving the appearance of an individual building, these upgrades are expected to contribute to overall business enhancement. The Business Storefront Improvement Grant is a matching grant offered by the City of Portage la Prairie that will provide up to 50% of the project cost, with a maximum municipal contribution of \$3,000 per project, from a total fund of \$15,000.

This grant program seeks to encourage local business community members to contribute to the redevelopment of their businesses and, by doing so, create a vibrant, welcoming Portage la Prairie!

Between 2007 - 2018, the City participated in a similar program with the Province of Manitoba called the Hometown Manitoba Main Streets Enhancement program. During that time, the City of Portage la Prairie made \$120,000 in funds available to assist eligible businesses to enhance the exterior appeal of their business. Approximately 118 businesses shared in this three-way grant matching program to assist in the completion of \$592,000 in projects.

In 2019 the Province discontinued the Hometown Manitoba program, but the City of Portage la Prairie is committed to supporting its business community and has continued to offer matching grants for upgrades. This support clearly demonstrates the City's commitment to assisting businesses in their efforts to improve the look of their business exteriors and the City sees value in this program.

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

Portage & District Chamber  
Stefanie Dunn , Executive Director  
Phone: 857-7778  
[info@portagedistrictchamber.com](mailto:info@portagedistrictchamber.com)

City of Portage la Prairie  
Kathy McGregor, Communications Coordinator  
Phone: 239-8334  
[kmcgregor@city-plap.com](mailto:kmcgregor@city-plap.com)

An Initiative of:



## 2025 Business Storefront Improvement Grant Program Notice!

### GRANTS AVAILABLE

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 Business Storefront Improvement Grant Program from the City of Portage la Prairie for exterior building improvements and/or landscaping projects.

Details on how to access these grants and what eligibility requirements must be met are detailed below. **Deadline for application submission is Monday, April 14th, 2025, at 4:00 pm.** Work cannot begin until approval is confirmed. Successful applicants will be notified by April 18th, 2025. Projects must be completed by December 5th, 2025.

The Portage & District Chamber of Commerce, in conjunction with the City of Portage la Prairie, has established a meaningful partnership with respect to business enhancements. The City of Portage will contribute up to 50% of total eligible project costs, to a maximum of \$3,000. The applicant will make up the balance of eligible costs, in cash. In-kind costs are not eligible.

Eligibility criteria include the following:

- The project applicant must be a small business, non-profit community organization, or cooperative.
- The project must be located in a public place within the “main street” area (see the eligible area listed above).

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. Lighting and security features would also be considered an acceptable improvement. Preference will be given to businesses and organizations who hire / purchase locally where possible.

- *Eligible costs reimbursed when work is 100% completed.*
- *50% of the lowest quotation (at least 2 quotes needed) is reimbursed up to the maximum. If the project total is under the original estimate—a maximum of 50% of this amount is eligible. If over budget—a maximum of 50% of the lowest quotation up to the \$3000 maximum*
- *Project must meet all legal requirements—e.g. by-laws, permit/building codes.*
- *Project should achieve at least 1 of the Program Goal elements in order to qualify.*
- *Before & after photos are required*

4 primary Design Goals:

- Strong connections to the pedestrian realm
- Contributes to safety
- Encourages accessibility
- Includes innovative and fun features

Completed applications can be submitted to:

Portage & District Chamber of Commerce  
[info@portagedisrictchamber.com](mailto:info@portagedisrictchamber.com)

City of Portage la Prairie  
97 Saskatchewan Ave E  
Portage la Prairie, MB R1N 0L8  
kmcgregor@city-plap.com

**Deadline for submission is Monday, April 15th, 2024 at 4:00 pm**

## Application Form 2025 Program Application

<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>		

**Project description and how it will enhance the community** \_\_\_\_\_

---



---



---

**How does your project support the 4 project goals?** \_\_\_\_\_

---



---



---

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

Source of Funds	Amount (\$\$)	Project Costs	Amount (\$\$)
Applicant		Material / Supplies	
Community Partner(s)		Equipment Rentals	
Other		Development / Bldg Permit	
City of Portage la Prairie (50% to a max of \$3,000)		Utility Hookup	
		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 Portage & District Chamber of Commerce office at ([info@portagedistrictchamber.com](mailto:info@portagedistrictchamber.com)) OR City Hall at 97 Saskatchewan Ave E ([kmcgregor@city-plap.com](mailto:kmcgregor@city-plap.com))

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date