



# QUESTIONS?

VISIT: [www.westlock.ca/p/business-grants](http://www.westlock.ca/p/business-grants)

CONTACT US:



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**In-Person**  
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\*Appointment recommended



TOWN OF  
**Westlock**

**BUSINESS SIGNAGE  
GRANT PROGRAM**

## PROGRAM OVERVIEW

Local businesses looking to install new or updated exterior signage can apply for funding towards their project under the Town's new Economic Development Granting program. Eligible sign types under this grant stream include:

- Fascia (wall) signs
- Projecting signs
- Banner and canopy signs
- Freestanding (permanent) signs

Applicants may apply for reimbursement of eligible costs to complete their signage project. Eligible expenses include professional services (design), permit fees, direct labour costs, sign purchase, and materials costs. Except for professional design services and application fees, all project costs before the application date will not be eligible. Funding available under the program is as follows:

ELIGIBLE FUNDING	
Maximum Grant	Matching Percentage (%)*
\$5,000	50%

\*Funding shall not exceed 50% of eligible project costs

## THINGS TO NOTE

- Complete applications must include:
  - Project costing of eligible expenses
  - Photographs of the current property & drawings/rendering of expected results
  - Landowner authorization if the applicant is not the owner of the property
- Work on approved projects under this program must commence within six (6) months of approval and be completed within one (1) calendar year from the date approval is received.
- Applicants must possess a valid Business License, be in good standing with the Town, and the business must be located within Town limits and in a Commercial, Downtown or Industrial district.
- The proposed sign(s) must be installed on a building face or in a yard facing a public street.
- The proposed sign(s) should fit the architectural design of the building, fit the nature of the business and the ambience of the neighbourhood.
- All required municipal and/or other governmental approvals must be in place prior to the installation of approved signage under this program.
- Applications may be made between March 1 and September 3 of each calendar year, and are awarded and reviewed in the order they are received.
- Approved funding is provided as a one-time lump sum reimbursement at the completion of the project.