

# MEDIA RELEASE

City of Williams Lake



**For Immediate Release**

March 3, 2021

450 Mart Street  
Williams Lake, BC  
V2G 1N3

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## **Business Façade Improvement Program Available**

Northern Development Initiative Trust has approved the City of Williams Lake's application for a \$20,000 Business Façade Improvement Program grant for another year. The funds will be delivered through a local Business Façade Improvement Program to improve retail and commercial building façades in the City's downtown and highway commercial corridor. A primary purpose of the program is to assist in improving the physical appearance and/or functionality of commercial buildings for the betterment of business viability and service to the public.

By facilitating improvements to business façades, business areas can become more appealing to consumers, thereby increasing the marketability of commercial spaces and assisting business viability and retention.

Existing buildings in the Downtown and Highway Corridor Development Permit areas of the City of Williams Lake are eligible for the program. Building owners, or business owners with written authorization of the property owner, can apply to the City for a 50% reimbursement grant up to a maximum of \$5,000 for approved façade improvement projects. Projects must have a minimum value of \$2,000.

Please note this program is awarded on a first-come-first-served basis, and applications will be approved as completed applications are submitted.

The City is accepting applications until May 29, 2021.

The Business Façade Improvement Program application and guidelines are now available on the City's website at <https://www.williamslake.ca/852/Business-Facade-Improvement-Program>.

For more information about funding programs and Northern Development Initiative Trust success stories, visit their website at [www.northerndevelopment.bc.ca](http://www.northerndevelopment.bc.ca).

For more information on the program, please contact Linda Evans, Development Services Coordinator, at (250) 392-1765 or [levans@williamslake.ca](mailto:levans@williamslake.ca).

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