

Hometown Manitoba Program Guide

HOMETOWN MANITOBA

Hometown Manitoba is a program under the Rural Economic Development Initiative (REDI) that provides financial support for rural and northern community projects initiated by local communities, organizations, cooperatives and businesses that enhance "main street" public places and building exteriors. The program also aims to promote unique identities and themes that define a community.

SUPPORTING rural and northern communities to enhance "main street" public places and building exteriors

Program Objectives

1. enhance the appearance/greening and use of community gathering places and exterior structure upgrading in "main street" areas
2. support the creation of outdoor spaces that are attractive to local and regional citizens and tourists
3. support projects that advance community identities and themes
4. encourage community use and increased investment in main street areas
5. promote the use of local products, services and talents
6. support community-driven projects that build community pride and citizen involvement

Program Components

Hometown Manitoba offers funding support under two program components:

I. Hometown Meeting Places supports community projects that enhance community "main street" areas and public places. Projects may include developing/upgrading/greening outdoor spaces and other enhancements to exterior public and non-profit facilities that are accessible to the general community. These may include outdoor spaces associated with parks, community gathering places, seniors and youth centres, hospitals, clinics, nursing homes, schools, libraries, museums, public administration buildings and other similar facilities.

Eligibility Criteria:

- The project applicant must be a non-profit community organization, municipality, northern community council, or cooperative.
- The project must be located in a public place, within the "main street area" and be available for use by the general community.
- The project must have community support (A resolution or letter of support from the local council must accompany the application).

II. Hometown Main Streets Enhancements supports projects from non-profit organizations, small businesses and cooperatives that focus on upgrading the appearance of building exteriors, structures and exterior spaces in "main street" areas. Projects may include building facelifts/upgrading, new signage that reflects a community theme and landscaping enhancements.

Eligibility Criteria:

- The project applicant must be a non-profit community organization, small business or cooperative.
- Individual projects must be part of an overall community enhancement initiative.
- The project must be located in a public place within the "main street" area.
- The project must help to advance a community theme or identity.

Projects in both categories 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.

PROMOTING the use of local products, services and talent to support community economic development opportunities

Available Financial Support

Hometown Meeting Places will contribute up to 1/3 of total eligible project costs, up to a maximum of \$5,000. The local/municipal government must contribute a minimum of 1/3 of eligible project costs, in cash, with the balance being provided by the project proponent. (The project proponent may provide an acceptable in-kind contribution). For Northern Affairs Communities, Hometown Meeting Places will contribute up to 1/2 of total eligible costs with the balance of the funds being provided by the project proponent.

Hometown Main Streets Enhancements will contribute up to 50% of total eligible project costs, to a maximum of \$1,000. The applicant will make up the balance of eligible costs, in cash. In-kind costs are not eligible.

Other provincial government funding sources will be taken into account to ensure that the total amount of provincial support does not exceed the identified eligible maximums under the program. The only exception applies to projects where youth are involved where, in addition to Hometown Manitoba funding, the community or project proponent may also access provincial or federal youth employment programs such as Green Team Hometown, Environmental Youth Corps and Youth Serves Manitoba.

Eligible Project Costs

Eligible project costs under the Hometown Manitoba program include:

- purchase of materials and supplies
- equipment rentals
- development/building permits
- utility hook-ups
- trade/contractor fees

Hometown Manitoba **will not cover** salaries, including those associated with design and architectural fees or projects that would fall under the category of regular municipal infrastructure, such as sewer and water installation and repair, street and sidewalk paving projects, ongoing maintenance and GST costs. Manitoba Agriculture, Food and Rural Initiatives may approve all, or a portion of, the project(s) included in a community's application or a lesser amount per project. Provincial contribution(s) are paid to the project applicant as reimbursement for approved and paid project costs.

Costs incurred before application approval are not eligible.

Application Information

Complete the attached application form and forward to Manitoba Agriculture, Food and Rural Initiatives. Detailed cost estimates and project funding must be shown to determine costs eligible for support and the ability of the applicant to complete the project. Departmental staff will be available to advise applicants on their ideas and potential projects.

Applications should include:

- name of community and proposed community partners in the program
- statement of local objectives under the program (identity, theme, etc.)
- project type and description (public places, business, public art, etc.)
- potential sources of local funding (government, community organizations, volunteers, etc.)
- how the project(s) will contribute to the community
- how the project will meet program objectives

Deadline for applications is March 15.

BUILDING community pride and citizen involvement by enhancing community gathering places

HOMETOWN MANITOBA

application form



Legal Name of Applicant _____

Address _____

Phone _____ Fax _____ e-mail _____

Contact Name _____ Phone _____

Project Title _____ Project Location _____

Project Start Date _____ Completion Date _____

Community Partners _____

Letters of support / Resolution of Council attached

Project description and how it will enhance the community *(To be completed for both program categories)* _____

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

Please indicate which component you are applying for:

Meeting Places Main Streets Enhancements

* If you are applying for both programs or for more than one project, please photocopy and submit separate forms for each.

| SOURCE OF FUNDS | \$ CONTRIBUTION | | PROJECT COSTS CHECK APPROPRIATE BOX | \$ AMOUNT |
|--|-----------------|------|--|-----------|
| | IN KIND | CASH | | |
| <input type="checkbox"/> Applicant | | | <input type="checkbox"/> Materials/Supplies | |
| <input type="checkbox"/> Municipality/NACC | | | <input type="checkbox"/> Equipment Rentals | |
| <input type="checkbox"/> Community Partner(s) | | | <input type="checkbox"/> Development/ Building Permit | |
| <input type="checkbox"/> Other | | | <input type="checkbox"/> Utility Hookup | |
| <input type="checkbox"/> Meeting Places (1/3 to a max of \$5,000) | | | <input type="checkbox"/> Building/ Structure Upgrades | |
| or | | | | |
| <input type="checkbox"/> Main Streets Enhancements (50% to a max of \$1,000) | | | <input type="checkbox"/> Contractor/Trade Fees | |
| | | | <input type="checkbox"/> Public Art/ Landscaping | |
| * TOTAL A | | | * TOTAL B | |

* total A and total B must balance

over please

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Please complete and forward to your nearest Agriculture, Food and Rural Initiatives office.



1. How will the project advance your community's identity or theme? (if applicable)

2. What type of community support is there for your project and how will the project build community pride and citizen involvement?

3. How will the project enhance the appearance/greening and use of community gathering places and encourage building upgrading in your "main street" area?

4. Please identify the incremental investment in the "main street" area of your community associated with the project.

5. How will the project promote the use of local products, services and talent?

6. How will the project create an environment that is attractive to local and regional citizens and tourists?

7. As a partner/applicant how many project hours of in-kind work are you contributing?

If approved, I/we agree to display a program sign recognizing Hometown Manitoba's participation in the community enhancement project.

authorized signature

date

Information is also available by contacting any
Manitoba Agriculture, Food and Rural Initiatives GO office.

www.manitoba.ca/agriculture/ri

1-800-567-7334

Forward applications to: Manitoba Agriculture, Food and Rural Initiatives

Economic Development Initiatives

915 - 401 York Avenue

Winnipeg, MB R3C 0P8

Fax: 204-948-2362

Prepared by Manitoba Agriculture, Food and Rural Initiatives.

GROWING **Opportunities**