



## **RE: Cabot Trail Façade Program Phase 2 Opportunity**

The Cabot Trail Façade & Streetscape Management Committee is pleased to inform qualifying businesses that the Atlantic Canada Opportunities Agency (ACOA) has committed \$675,000 for a Cabot Trail Façade Program Phase 2 over a two year period starting November 8<sup>th</sup>, 2016 and ending October 31, 2018.

The Cabot Trail Façade Program is a 50/50 cost sharing program that will be administered by the Municipality of Victoria County who is working directly with the Cabot Trail Façade & Streetscape Management Committee. This Committee will review and approve applications submitted.

The **designated region** for The Cabot Trail Façade Phase 2 Program is: **Tourism related commercial businesses** who have been identified as being within the Cabot Trail Region – **Communities who are only accessible from the Cabot Trail or are within 4 kms or less from The Cabot Trail Road.**

Tourism related business owners and or building owners whose communities are within the designated Cabot Trail region are **invited to attend one of the Regional Information Sessions** indicated below:

- **Baddeck & Area** (from Middle River to entrance of Artisan's Loop): **Municipal Building**, 495 Chebucto Street, Baddeck, December 6<sup>th</sup>, at 2 pm
- **St. Ann's Bay Area** (Entrance to Artisan's loop and Englishtown to base of Smokey): **St. Ann's Bay United church Tea Room**, 46715 Cabot Trail, December 6<sup>th</sup> at 6:30 pm
- **Ingonish & Area** (top of Smokey to Neil's Harbour & New Haven): **Smokey Recreation Society** 37890 Cabot Trail, Ingonish Beach, December 7<sup>th</sup>, at 2 pm
- **Top of the Island Region** (Effie's Brook to Big Intervale, including South Harbour, Smelt Brook, White Point, Dingwall, Cape North, Sugar Loaf, Bay St. Lawrence, Meat Cove, Big Intervale): **North Highlands Community Museum and Cultural Center**, 29243 Cabot Trail, Cape North, December 7<sup>th</sup>, at 7 pm
- **Pleasant Bay: Pleasant Bay Profession Center** 99 Pleasant Bay United Church Rd, Pleasant Bay, December 8<sup>th</sup>, at 2 pm

- **Margaree Region** (Inverness County line to The Cheticamp Entrance of Cape Breton Highlands National Park all of the Margarees, Belle Cote, St. Joseph du Moine, Cheticamp, Cheticamp Island, Cheticamp Back Road): **Lemoine Fire Department**  
12615 Cabot Trail, St. Joseph du Moine, December 8<sup>th</sup>, at 6:30 pm

### **Criteria for Eligibility:**

- Building is in designated Cabot Trail Façade area.
- Building must be an assessed commercial building.
- Building with a combined retail/service and residential usage are eligible if 50% or more of the building is used for commercial space.
- Business must be in good standings with Registry of Joint Stocks.
- Building exterior work only.
- Building owner must be the applicant.
- Proposed building Façade Improvements meet Cabot Trail Façade Improvement Program Design Guidelines.
- If your building is currently registered as a Heritage Building, your design must then adhere to Provincial and Municipal Heritage guidelines, as well as, Façade Program Guidelines.
- All accommodations must be licensed with Nova Scotia Approved Program and/or Canada Select.

### **What is not Eligible:**

- Building interior work.
- Any façade project which commenced prior to a call for applications (November 8<sup>th</sup>, 2016).
- Expansion or addition to existing building.
- Government buildings;
- Banks and financial institutions.
- Churches.
- Buildings containing full residential occupancy only.
- Paving/parking lots.
- Projects under \$10,000.
- Not for Profit.
- Business Franchise and Store Chains.
- HST.

**Regional Information Sessions** will be held to review the Façade Program and application process. If for some reason you are not able to attend one which is in your area, please feel free to attend any other session. There will be information packages available for participants at each session. For those who cannot be in attendance, the information package will also be available by contacting the Cabot Trail program

Coordinator (Lucille Timmons) and on the websites of both the Municipality of Victoria County and The Municipality of the County of Inverness beginning **December 6<sup>th</sup>, 2016**

The Cabot Trail Façade Program is on a **first come first served** basis with priority given to Tourism related businesses who **have not** participated in a previous Façade/Mainstreet programs. If you anticipate participating in the Cabot Trail Façade program and you are looking to start right away, please note that there will be an eligibility screening at each of the regional information sessions. If your business passes the eligibility screening you will be asked to provide The Cabot Trail Façade program with a \$500 deposit which will be credited to you upon **completion** of your individual façade project.

If for some reason you cannot attend any of the information sessions but would like to participate in the façade program right away, please contact the Program Coordinator Lucille Timmons by email on or after December 6<sup>th</sup>, 2016 for eligibility screening.

The Management Committee looks forward to working with you. If you have any questions, please feel free to contact the Project Coordinator, Lucille Timmons.

**Lucille Timmons**

Cabot Trail Façade & Street/Viewscapes Program Coordinator

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Sincerely,

Co-Chairs for The Cabot Trail Façade & Streetscape/Viewscapes Program Phase 2  
Management Committee

**Tom Wilson,**

Director of Recreation & Tourism

Municipality of the County of Victoria

**Donna MacDonald**

Director of Recreation & Tourism

Municipality of the County of Inverness