



Tourism Community Improvement Plan Guidelines





Table of Contents

- Introduction to North Grenville’s Tourism CIP3**
- Financial Incentive Programs.....4**
 - Overview of Programs.....4
 - Summary of Financial Incentive Programs6
 - General Eligibility Criteria7
 - Sustainability Top-Up Grant.....10*
 - Application and Building Permit Fee Rebate.....12*
 - Tourism Design and Feasibility Grant15*
 - Accessibility Improvement Grant.....16*
 - Tourism Property Improvement Grant.....17*
 - Active Tourism Grant19*
 - Event Infrastructure Grant.....21*
 - Heritage Conservation and Restoration Grant.....23*
 - Heritage Property Tax Relief Program25*
 - Agritourism and Rural Diversification Grant.....27*
 - Tourism Accommodation Incentive Program.....29*
- Administration and Application Process32**
- What’s Next for Applicants?34**
 - Contact Us34



1. Introduction to the North Grenville Tourism CIP

A Community Improvement Plan (CIP) is a municipal planning tool that contains programs and strategies for improving the economic and social environment of designated areas of a Municipality through improvements to land and buildings. CIPs are used to achieve community goals such as economic growth and development/redevelopment. It is a mechanism through which municipalities may financially support businesses and landowners in making investments in their properties through a set of targeted financial incentive programs.

The North Grenville Tourism CIP has been designed to target improvements specific to the Municipality's tourism sector through a series of programs that have been designed around our community's unique tourism opportunities. These include increased/enhanced accommodations, rural and agritourism, active outdoor and recreational tourism, events and cultural heritage tourism products, and improvements to accessibility.

This Tourism CIP is the result of a series of inputs and community engagement, including:

- A background review of municipal, County, Provincial and other relevant plans, policies and strategies;
- An online feedback survey;
- A public Open House with an interactive mapping exercise;
- Two stakeholder engagement sessions with community partners and tourism business owners; and
- A workshop with the Community and Economic Development Advisory Committee.

A companion Background Report has been prepared in support of this CIP, documenting the policy review, background research, stakeholder and public engagement, tourism analysis, mapping, and related studies/strategies that informed the creation of programs.



2. Financial Incentive Programs

2.1 Overview of Programs

The Municipality of North Grenville may offer a range of financial incentive programs intended to stimulate tourism-related investment, support local businesses and tourism operators, enhance visitor experiences, encourage private-sector reinvestment, and advance the goals of this Tourism CIP.

The financial incentive programs established through this Plan are intended to support projects that contribute to tourism development, placemaking, beautification, accessibility, accommodations, waterfront activation, agri-tourism, active transportation, sustainability, heritage conservation, and event infrastructure throughout North Grenville.

Programs established through this Plan include a combination of:

- Matching grant programs;
- Tax Increment Equivalent Grants (“TIEGs”);
- Municipal-wide improvement incentives; and
- Targeted tourism development incentives.

All financial incentives are subject to:

- Availability of municipal funding;
- Approval by the Municipality;
- Program eligibility requirements;
- Execution of any required agreements; and
- Compliance with applicable municipal and provincial requirements.

Meeting the eligibility criteria does not guarantee approval of funding.

The Municipality reserves the right to prioritize applications that best achieve the goals and objectives of this Tourism CIP, demonstrate significant tourism or economic development benefit, leverage private investment, support year-round tourism activity, or advance strategic municipal priorities. Applications may be processed on a first-come, first-served basis, through intake periods, or through other evaluation processes established by the Municipality.



The Municipality may modify, suspend, extend, or discontinue any program established through this CIP, subject to Council direction and available funding.



2.2 Summary of Financial Incentive Programs

Program	Purpose	Maximum Incentive
Sustainability Top-Up Grant	Sustainability enhancements	\$5,000
Application and Building Permit Fee Rebate	Offset municipal application fees	\$5,000
Tourism Design and Feasibility Grant	Professional studies and design work	\$5,000
Accessibility Improvement Grant	Accessibility improvements	\$10,000
Tourism Property Improvement Grant	Façade, landscaping, and tourism property improvements	\$10,000
Active Tourism Grant	Trails, cycling, waterfront, and outdoor recreation	\$15,000
Event Infrastructure Grant	Event-supporting infrastructure and venues	\$15,000
Heritage Conservation and Restoration Grant	Heritage conservation and adaptive reuse	\$20,000
Heritage Property Tax Relief Program	Property tax relief for eligible designated heritage properties	10%–40% tax relief
Agritourism and Rural Diversification Grant	Farm-based tourism and rural diversification	\$25,000
Tourism Accommodation Incentive Program	Overnight accommodations	TIEG (5 years) or \$25,000 depending on scale



2.3 General Eligibility Criteria

As a Tourism CIP, this Plan is intended to support tourism-related investment and visitor-serving development throughout the Municipality. Applicants may be required to

demonstrate how a proposed project contributes to tourism development, enhances visitor experience, expands tourism offerings, or supports the goals of this Plan. This justification may include:

- 2.3.1 Proof that the development has resulted in an increase in accommodation units;
- 2.3.2 Proof that the development will reasonably serve visitors and/or enhance visitor experience in addition to residents;
- 2.3.3 Business planning or tourism-related supporting documentation;
- 2.3.4 Proof that the development will materially increase accessibility; and/or
- 2.3.5 Any other information deemed appropriate by the Municipality.

The following general eligibility criteria apply to all financial incentive programs under this CIP:

- a) Eligible program participants include registered property owners, assessed property owners, tenants (with written authorization from the property owner), and assignees as identified in Section 28(7) of the Planning Act.
- b) All proposed development shall conform to the Municipality of North Grenville Official Plan, Zoning By-law, and all other applicable municipal by-laws, policies, standards, guidelines, and approval requirements.
- c) All improvements shall be completed in accordance with the Ontario Building Code and Ontario Fire Code, and pursuant to any required permits or approvals.
- d) All proposed development must advance the goals and objectives of this Tourism CIP. The Municipality reserves the right to determine whether a proposed project sufficiently advances the goals and objectives of this Plan.
- e) All proposed projects must result in a measurable improvement, enhancement, rehabilitation, expansion, redevelopment, or tourism-related benefit over the existing condition and shall not primarily represent routine maintenance or life-cycle replacement.



- f) Projects shall generally align with any applicable municipal design guidelines, heritage guidance documents, tourism objectives, or urban design directions adopted by the Municipality.
- g) In accordance with Section 28(7.3) of the Planning Act, the total value of financial incentives provided shall not exceed the eligible cost of the project.
- h) Unless otherwise specified within a specific incentive program, applicants may be eligible to apply for multiple incentives under this Plan, provided the total combined value of incentives does not exceed the total eligible project costs.
- i) Property taxes must be in good standing at the time of application and throughout the duration of any incentive agreement.
- j) There shall be no outstanding municipal fees, charges, accounts, or invoices associated with the property at the time of application or throughout the duration of any incentive agreement.
- k) The owner and/or applicant shall not be involved in ongoing litigation with the Municipality.
- l) There shall be no outstanding municipal orders or compliance issues associated with the property unless otherwise approved by the Municipality.
- m) Municipal Council shall determine the annual funding allocation for the financial incentive programs established through this CIP. Approval of applications shall be subject to available funding and municipal budget allocations.
- n) Projects that exceed the available program budget may have funding reduced, deferred, or declined at the discretion of the Municipality.
- o) The Municipality shall not be responsible for any costs incurred by an applicant related to the preparation or submission of an application.
- p) Incentives shall not apply to required performance securities, Ontario Land Tribunal proceedings, legal proceedings, or associated legal expenses.
- q) Applicants shall disclose all financial incentives, grants, loans, rebates, tax assistance, or other forms of funding received or applied for in relation to the proposed project, including funding from municipal, county, provincial, federal, utility, agency, or non-profit programs. The same eligible cost shall not be funded or reimbursed more than once through this CIP or any other funding



program. The Municipality reserves the right to reduce the value of any financial incentive to ensure that combined funding does not exceed eligible project costs. Failure to disclose other funding sources may result in the reduction, cancellation, or recovery of financial assistance provided through this CIP.

- r) The Municipality reserves the right to audit any project, study, or financial information associated with an approved application.
- s) Financial incentives provided under this CIP are not transferable to another property.
- t) If the applicant defaults on any program requirement or municipal requirement, the Municipality may delay, reduce, cancel, or recover financial assistance.
- u) The Municipality may modify, suspend, extend, or discontinue any program established through this CIP, subject to Council direction and available funding.
- v) Final decisions regarding applications and funding allocations shall be made by Municipal Council or its designate.
- w) As a condition of approval, applicants may be required to enter into agreements with the Municipality, which may be registered on title.
- x) Completed projects must be consistent with the approved application and supporting materials. Significant changes to project scope or design must be approved by the Municipality.
- y) Financial incentives shall not apply retroactively to projects commenced prior to approval of an application unless otherwise approved by the Municipality.
- z) The Municipality may prioritize projects that:
 - Support year-round tourism;
 - Create overnight accommodations;
 - Enhance waterfront destinations;
 - Support active transportation and trails;
 - Conserve heritage resources;
 - Improve accessibility;
 - Support agritourism and rural diversification; or
 - Provide significant economic or community benefit.



2.4 Sustainability Top-Up Grant

Purpose and Anticipated Benefits

The Sustainability Top-Up Grant may be available to encourage sustainable building practices, green infrastructure, energy efficiency, and environmentally responsible tourism development.

Value of Grant

Subject to satisfaction of all applicable eligibility criteria, the grant may provide additional funding of up to \$5,000 per project.

Eligibility Criteria

- a) The Sustainability Top-Up Grant may only be awarded in conjunction with another approved financial incentive program under this Plan.
- b) Projects must incorporate voluntary sustainability measures, green infrastructure, or energy efficiency improvements.
- c) Costs submitted under the Sustainability Top-Up Program shall be separate and distinct from costs claimed under any other incentive program administered through this CIP or through another municipal, provincial, federal, utility, or agency funding program.

Eligible Costs

Eligible costs may include:

- Solar panels;
- Renewable or sustainable building materials;
- Geothermal or energy-efficient HVAC systems;
- Smart climate control systems;
- EV charging infrastructure;
- Bicycle infrastructure;
- Water conservation systems;
- Rainwater collection systems;



- Permeable paving;
- Native landscaping;
- Tree planting; and
- Other environmentally sustainable improvements approved by the Municipality.

Payment

The grant shall be provided as a lump-sum reimbursement upon completion of the approved works and submission of documentation satisfactory to the Municipality, including invoices and proof of payment.



2.5 Application and Building Permit Fee Rebate

Purpose and Anticipated Benefits

The Application and Building Permit Fee Rebate is intended to reduce upfront municipal approval costs associated with tourism-related development and reinvestment projects supported through this CIP.

Value of Rebate

Subject to satisfaction of all applicable eligibility criteria, the rebate may provide funding equal to 50% of eligible municipal fees, to a maximum of \$2,500 per project.

The Municipality may increase the rebate value for priority tourism projects or projects identified by Council.

Eligibility Criteria

- a) The proposed or existing use must align with the goals and objectives of this Tourism CIP.
- b) Applications that are withdrawn, refused, or not completed shall not be eligible for reimbursement.

Eligible Costs

- Eligible costs may include:
- Minor variance application fees;
- Site plan approval fees;
- Consent application fees;
- Zoning By-law Amendment fees;
- Official Plan Amendment fees;
- Building permit fees; and
- Demolition permit fees.

Only municipal fees paid directly to the Municipality shall be eligible. Hourly review fees, peer review fees, consultant fees, legal fees, and external agency fees shall not be eligible.



Payment

The rebate shall be provided as a lump-sum reimbursement upon completion of the approved works and submission of documentation satisfactory to the Municipality, including proof of payment.



2.6 Tourism Design and Feasibility Grant

Purpose and Anticipated Benefits

The Tourism Design and Feasibility Grant may be available to assist eligible applicants with the preparation of studies, plans, drawings, and professional design work associated with tourism-related development and investment projects.

Value of Grant

Subject to satisfaction of all applicable eligibility criteria, the grant may provide funding equal to 50% of eligible costs, to a maximum of \$5,000 per project.

Eligibility Criteria

a) The proposed work must support a tourism-related development, reinvestment, accommodation, waterfront, agritourism, accessibility, or adaptive reuse project.

Eligible Costs

Eligible costs may include:

- Architectural drawings or concept plans;
- Site plans;
- Tourism feasibility studies;
- Accessibility audits;
- Heritage assessments;
- Urban design studies;
- Business plans;
- Marketing strategies;
- Engineering studies; and
- Professional consulting fees related to eligible studies and designs.

Payment

The grant shall be provided as a lump-sum reimbursement upon completion of the approved work and submission of satisfactory documentation to the Municipality, including invoices and proof of payment.



2.7 Accessibility Improvement Grant

Purpose and Anticipated Benefits

The Accessibility Improvement Grant is intended to promote improvements that enhance accessibility, inclusivity, and visitor experience throughout North Grenville. Improvements under this program shall meet or exceed the requirements of the Accessibility for Ontarians with Disabilities Act (“AODA”) and the Ontario Building Code.

Value of Grant

Subject to satisfaction of all applicable eligibility criteria, the grant may provide funding equal to 50% of eligible project costs, to a maximum of \$10,000 per project.

Eligibility Criteria

a) Projects must materially improve accessibility and inclusivity for residents and visitors.

Eligible Costs

Eligible costs may include:

- Accessibility consultation;
- Automatic doors;
- Accessible entrances and ramps;
- Washroom retrofits;
- Accessible parking;
- Sensory accessibility improvements;
- Hearing assistance systems;
- Accessible tourism information;
- Pathway improvements; and
- Barrier-free retrofits.

Payment

The grant shall be provided as a lump-sum reimbursement upon completion of the approved works and submission of documentation satisfactory to the Municipality, including invoices and proof of payment.



2.8 Tourism Property Improvement Grant

Purpose and Anticipated Benefits

The Tourism Property Improvement Grant may be available to support façade improvements, heritage conservation, signage, landscaping, placemaking, and tourism-related property enhancements.

Projects located within another Community Improvement Project Area with overlapping incentives may only receive funding through one CIP program stream unless otherwise approved by the Municipality.

Value of Grant

Subject to satisfaction of all applicable eligibility criteria, the grant may provide funding equal to 50% of eligible project costs, to a maximum of \$10,000 per project.

Eligibility Criteria

a) Projects must contribute to tourism development, placemaking, beautification, revitalization, or visitor experience enhancement.

Eligible Costs

Façade Improvements

Eligible façade improvement costs may include:

- Exterior cladding restoration or replacement;
- Cornices, eaves, and parapets;
- Windows, doors, and awnings;
- Exterior lighting;
- Exterior painting;
- Façade cleaning; and
- Storefront and entrance improvements.

Signage Improvements

Eligible signage improvement costs may include:

- New signage;



- Replacement signage;
- Wayfinding signage; and
- Tourism-oriented signage improvements.

Landscape and Public Realm Improvements

Eligible landscape and public realm costs may include:

- Landscaping and planting;
- Trees and vegetation;
- Walkways and pathways;
- Decorative fencing;
- Benches and planters;
- Decorative lighting;
- Public-facing gathering spaces; and
- Streetscape improvements.

Outdoor Commercial Spaces

Eligible outdoor commercial space improvements may include:

- Outdoor patios;
- Outdoor dining areas;
- Public seating areas;
- Façade lighting; and
- Permanent outdoor displays.

Professional Design Services

Professional consulting and design fees associated with eligible improvements may also be eligible.

Payment

The grant shall be provided as a lump-sum reimbursement upon completion of the approved works and submission of documentation satisfactory to the Municipality, including invoices and proof of payment.



2.9 Active Tourism Grant

Purpose and Anticipated Benefits

The Active Tourism Grant may be available to encourage investment in publicly accessible cycling, trail-based, waterfront, and outdoor recreational tourism infrastructure.

Value of Grant

Subject to satisfaction of all applicable eligibility criteria, the grant may provide funding equal to 50% of eligible project costs, to a maximum of \$15,000 per project.

Eligibility Criteria

a) Projects must contribute to active tourism, trails, waterfront access, cycling infrastructure, or outdoor recreational tourism experiences.

Eligible Costs

Eligible costs may include:

- Trail improvements;
- Trail kiosks;
- Interpretive signage;
- Boardwalks and bridges;
- Trailhead infrastructure;
- Cycling infrastructure;
- Bicycle parking;
- Bicycle repair stations;
- Water-fill stations;
- Canoe and kayak launches;
- Waterfront access improvements;
- Outdoor rest areas;
- Wayfinding signage; and
- Related tourism infrastructure.



Payment

The grant shall be provided as a lump-sum reimbursement upon completion of the approved works and submission of documentation satisfactory to the Municipality, including invoices and proof of payment.



2.10 Event Infrastructure Grant

Purpose and Anticipated Benefits

The Event Infrastructure Grant is intended to support investment in permanent infrastructure and facilities that strengthen North Grenville's capacity to host festivals, events, conferences, weddings, and tourism programming.

Priority may be given to projects that support recurring annual events, shoulder-season tourism, or year-round tourism activity.

Value of Grant

Subject to satisfaction of all applicable eligibility criteria, the grant may provide funding equal to 50% of eligible project costs, to a maximum of \$15,000 per project.

Eligibility Criteria

- a) Projects must support tourism events, festivals, conferences, or public programming.
- b) Projects that support inclusive tourism experiences and exceed minimum legislative accessibility standards may be prioritized.
- c) Eligible improvements and activities funded through this Program shall occur on privately owned lands.

Eligible Costs

Eligible costs may include:

- Stages and bandstands;
- Amphitheatres;
- Seating;
- Public washrooms;
- Lighting and servicing;
- Outdoor pavilions;
- Market infrastructure;
- Event-supporting structures;
- Venue retrofits;



- Outdoor kitchens;
- Electrical servicing for events;
- Event storage infrastructure; and
- Related tourism event infrastructure.

Payment

The grant shall be provided as a lump-sum reimbursement upon completion of the approved works and submission of documentation satisfactory to the Municipality, including invoices and proof of payment.



2.11 Heritage Conservation and Restoration Grant

Purpose and Anticipated Benefits

The Heritage Conservation and Restoration Grant may be available to support the conservation, restoration, rehabilitation, and adaptive reuse of heritage properties and cultural heritage resources that contribute to North Grenville's tourism character and sense of place.

Value of Grant

Subject to satisfaction of all applicable eligibility criteria, the grant may provide funding equal to 50% of eligible project costs, to a maximum of \$20,000 per project.

Eligibility Criteria

- a) Eligible properties may include designated heritage properties, listed heritage properties, or properties with demonstrated cultural heritage value as determined by the Municipality.
- b) Projects shall support tourism development, heritage conservation, adaptive reuse, or placemaking objectives.

Eligible Costs

Eligible costs may include:

- Masonry restoration;
- Window and door restoration;
- Roofing restoration;
- Structural stabilization;
- Heritage façade improvements;
- Heritage signage/plaques;
- Conservation plans;
- Heritage studies;
- Adaptive reuse improvements; and
- Other heritage conservation work approved by the Municipality.

Payment



The grant shall be provided as a lump-sum reimbursement upon completion of the approved works and submission of documentation satisfactory to the Municipality, including invoices and proof of payment.



2.12 Heritage Property Tax Relief Program

Purpose and Anticipated Benefits

The Heritage Property Tax Relief Program may be established by the Municipality pursuant to Section 365.2 of the Municipal Act, 2001 to encourage the ongoing conservation and maintenance of eligible heritage properties.

The program is intended to assist property owners with the costs associated with conserving designated heritage properties while promoting reinvestment, heritage preservation, adaptive reuse, and heritage tourism within North Grenville.

Value of Relief

Subject to the adoption of a municipal by-law and satisfaction of all applicable eligibility criteria, eligible heritage properties may receive property tax relief in accordance with the Municipal Act, 2001.

The amount of tax relief shall be determined by Municipal Council and shall generally range between 10% and 40% of eligible property taxes in accordance with Provincial legislation.

Eligibility Criteria

a) Eligible properties must:

- Be designated under Part IV of the Ontario Heritage Act; or
- Be located within a Heritage Conservation District designated under Part V of the Ontario Heritage Act.

b) Eligible properties may also be required to:

- Enter into a heritage conservation agreement, easement agreement, or maintenance agreement with the Municipality;
- Be maintained in good repair and condition;
- Have no outstanding municipal work orders, property standards violations, or tax arrears; and
- Comply with any municipal heritage policies, guidelines, or conservation requirements established by the Municipality.



c) The Municipality may require applicants to complete eligible heritage conservation or restoration work as a condition of receiving tax relief.

Eligible Costs and Conservation Work

Eligible conservation work may include:

- Restoration or repair of heritage attributes;
- Masonry restoration;
- Window and door conservation;
- Roof restoration;
- Structural stabilization;
- Heritage façade conservation;
- Conservation planning studies;
- Heritage permit requirements; and
- Other conservation work approved by the Municipality.

Administration

The Heritage Property Tax Relief Program shall only come into effect where the Municipality has adopted a by-law establishing the program in accordance with the Municipal Act, 2001.

The Municipality may establish additional program guidelines, application requirements, monitoring procedures, maintenance requirements, or heritage conservation agreements as part of program implementation.



2.13 Agritourism and Rural Diversification Grant

Purpose and Anticipated Benefits

The Agritourism and Rural Diversification Grant is intended to support tourism development, economic diversification, and visitor experiences associated with North Grenville's agricultural and rural economy. The Municipality recognizes agriculture as both an economic driver and tourism asset.

Value of Grant

Subject to satisfaction of all applicable eligibility criteria, the grant may provide funding equal to 50% of eligible project costs, to a maximum of \$25,000 per project.

Eligibility Criteria

- a) Projects must align with the Provincial Planning Statement and applicable provincial guidance related to agri-tourism and on-farm diversified uses.
- b) Projects must remain compatible with surrounding agricultural operations and rural land uses.

Eligible Costs

Eligible costs may include:

- Farm gate retail;
- Tasting rooms;
- Event barns;
- Educational tourism facilities;
- Culinary tourism facilities;
- Visitor-serving farm improvements;
- Agritourism accommodations;
- Signage and marketing;
- Building improvements;
- Accessibility improvements;
- Tourism-related additions or renovations; and
- Related agritourism infrastructure.



Payment

The grant shall be provided as a lump-sum reimbursement upon completion of the approved works and submission of documentation satisfactory to the Municipality, including invoices and proof of payment.



2.15 Tourism Accommodation Incentive Program

Purpose and Anticipated Benefits

The Tourism Accommodation Incentive Program is intended to support the creation, expansion, revitalization, and modernization of overnight accommodation opportunities throughout North Grenville.

Priority may be given to projects that support year-round tourism activity, waterfront tourism, active tourism, heritage tourism, or experiential tourism.

Eligible accommodation uses may include hotels, motels, inns, lodges, boutique accommodations, cabins, glamping accommodations, farm stays, short-term accommodations, and other tourism-related overnight accommodations approved by the Municipality.

SMALL-SCALE TOURISM ACCOMMODATION GRANT

Value of Grant

Subject to satisfaction of all applicable eligibility criteria, the grant may provide funding equal to 50% of eligible project costs, to a maximum of \$25,000 per project.

Eligibility Criteria

- a) Accommodation units shall be used, maintained, and actively marketed for short-term tourism accommodation purposes in accordance with all applicable municipal requirements and any applicable licensing regulations.
- b) Applicants may be required to demonstrate, to the satisfaction of the Municipality, that the approved accommodation units continue to operate as tourism accommodation uses for a period of up to five (5) years following payment of the grant. Such documentation may include business licences, short-term rental registrations, booking platform listings, rental records, or other information deemed satisfactory to the Municipality.
- c) The Municipality may require the owner to enter into an agreement, which may be registered on title, to secure the ongoing operation of the approved tourism



accommodation use and the repayment of grant funding in the event of non-compliance with Program requirements.

Eligible Costs

Eligible costs may include:

- Renovations;
- Accessibility improvements;
- Building improvements;
- Unit upgrades;
- New accommodation units;
- Adaptive reuse projects; and
- Related tourism accommodation improvements.

Payment

The grant shall be provided as a lump-sum reimbursement upon completion of the approved works and submission of documentation satisfactory to the Municipality, including invoices and proof of payment.

LARGE-SCALE TOURISM ACCOMMODATION TIEG

Value of Incentive

Grants may be provided over a five-year period based on the municipal portion of the tax increment generated by the completed project as follows:

- Year 1: 100%
- Year 2: 80%
- Year 3: 60%
- Year 4: 40%
- Year 5: 20%

The Municipality may estimate the potential value of the TIEG prior to approval based on current assessment value, anticipated investment, and projected reassessment.

Eligibility Criteria



- a) Projects must create significant new overnight accommodation opportunities and generate an increase in assessment.
- b) Only registered or assessed property owners shall be eligible for the TIEG.
- c) Applicants receiving the TIEG shall not be eligible for additional incentive programs under this Plan unless otherwise approved by the Municipality.

Eligible Costs

Eligible costs may include:

- Demolition;
- Adaptive reuse;
- Building rehabilitation;
- Infrastructure upgrades;
- Site servicing;
- Construction costs associated with new overnight accommodations;
- Off-site municipal improvements required as conditions of approval;
- Accommodation-related development costs; and
- Other similar redevelopment costs approved by the Municipality.

Payment

Payments shall be issued annually following reassessment and confirmation of tax increment generation, subject to the terms of any agreement with the Municipality.



3. Administration and Application Process

3.1 Application Requirements

Applications shall be submitted in a form satisfactory to the Municipality and may require supporting materials including, but not limited to:

- Completed application forms;
- Site plans or concept plans;
- Photographs;
- Cost estimates or contractor quotations;
- Architectural drawings or renderings;
- Business or tourism information;
- Proof of ownership or authorization;
- Tourism-related justification or supporting documentation;
- Proof of payment;
- Required municipal approvals and permits; and
- Any additional information deemed necessary by the Municipality.

Applicants may be required to participate in a pre-consultation meeting with municipal staff prior to submission of an application.

The Municipality may refuse incomplete applications.

3.2 Application Review and Processing

Applications shall be reviewed by the Municipality to determine consistency with:

- The goals and objectives of this Tourism CIP;
- The eligibility requirements of the applicable incentive program;
- Applicable municipal policies and regulations; and
- Available municipal funding.

The Municipality may circulate applications to internal departments, external agencies, advisory committees, or consultants for review and comment where appropriate.

Applications may be processed:



- On a first-come, first-served basis;
- Through intake periods;
- Through competitive evaluation processes; or
- Through other administrative processes established by the Municipality.

Priority may be given to projects that:

- Support year-round tourism;
- Create overnight accommodations;
- Enhance tourism destinations;
- Improve accessibility;
- Support agritourism and rural diversification;
- Support adaptive reuse or heritage conservation; or
- Provide significant economic or community benefit.



4. What's Next for Applicants?

North Grenville's Tourism CIP represents an exciting opportunity to support investment, strengthen tourism destinations, celebrate local identity, and encourage creative and innovative projects throughout the Municipality.

Through a combination of financial incentive programs, municipal leadership initiatives, strategic partnerships, placemaking efforts, and tourism-supportive investments, this CIP is intended to help bring new ideas, experiences, businesses, accommodations, and destinations to life across North Grenville.

Whether it is a new agritourism experience, a revitalized heritage building, an expanded accommodation offering, a waterfront improvement, a public art installation, or a new festival or tourism destination, the Municipality is committed to supporting projects that contribute to a vibrant, welcoming, and memorable visitor experience.

The Municipality recognizes that successful tourism development relies on collaboration, creativity, entrepreneurship, and community partnerships. This CIP is intended to provide a flexible and practical framework that supports both small-scale local improvements and larger transformative tourism investments over time.

North Grenville welcomes property owners, businesses, tourism operators, community organizations, developers, and residents to explore the opportunities available through this Tourism CIP and to participate in shaping the future of tourism across the Municipality.

For More Information

For more information regarding the Tourism CIP, including program eligibility, application requirements, or upcoming intake opportunities, please contact:

Economic Development and Tourism
Division 285 County Road 44
Kemptville, Ontario

Phone: 613-258-9569
Email: tourism@northgrenville.on.ca