



Town of Sexsmith
Business Storefront & Digital Revitalization Grant
2026–2027 Program Guidelines

Program Overview

The Town of Sexsmith Business Storefront & Digital Revitalization Program is intended to support local businesses, enhance community vibrancy, improve storefront appearance, and strengthen digital competitiveness within the Town of Sexsmith.

The program provides funding support through two streams:

Stream A – Business Façade Improvements

Matching grant support of:

- 50% of eligible project costs
- Up to a maximum of \$5,000 per business property
- Minimum project value of \$1,000

Stream B – Digital Storefront Support

Cost-shared support for:

- Website development and upgrades
- E-commerce and online booking/payment systems
- Digital marketing and business profile enhancements

Digital Stream funding provides:

- 75% program contribution
- 25% business contribution
- Maximum support of \$2,500 per business

The Business Storefront & Digital Revitalization Program is a pilot initiative running from April 2026 to March 2027 with a total program value of \$15,000.



Program Goals

The program is intended to:

- Support local business retention and growth
- Improve storefront appearance and downtown vibrancy
- Enhance accessibility and customer experience
- Increase digital readiness and online competitiveness
- Encourage investment in commercial properties
- Strengthen the overall attractiveness of Sexsmith for residents, visitors, and investors

Eligible Applicants

Applicants must:

- Hold a current Town of Sexsmith business license (unless otherwise exempt)
- Have all property taxes paid and current
- Have no outstanding building permits, stop-work orders, or compliance issues

Be either:

- the commercial property owner, or
- a business tenant with written property owner approval
- Submit a complete application package to the Economic Development Office prior to the application deadline

Eligible applicants may include:

- Commercial businesses
- Non-profit organizations operating storefront businesses
- Home-based businesses with a physical storefront



Ineligible Applicants

The following are not eligible:

- Residential-only properties
- Government-owned buildings
- Vacant properties without an active operating business
- Businesses located outside the approved program area

Eligible Improvements – Stream A

Business Façade Improvements

Eligible façade improvements may include:

- Exterior lighting (new installations only)
- Architectural features and decorative details
- Exterior painting and siding
- Windows and doors as part of a larger façade upgrade
- Accessibility improvements including ramps, widened doors, and automatic doors
- Permanent signage and wayfinding signage
- Awnings
- Patio and entrance enhancements

Ineligible Improvements – Stream A

The following are not eligible:

- Routine maintenance
- Structural repairs
- Roof replacements
- Landscaping
- Paving
- Fencing
- Interior renovations



- Portable or temporary fixtures
- New additions or new buildings
- Projects started prior to written approval

Eligible Improvements – Stream B

Digital Storefront Support

Eligible digital storefront improvements may include:

- Website creation or redesign
- E-commerce setup
- Online booking or payment systems
- Search engine optimization (SEO)
- Google Business profile setup
- Digital marketing starter packages
- Analytics setup and integration

Eligible Costs

Eligible expenses may include:

- Contractor and consultant fees
- Design and professional service fees
- Materials and supplies
- Approved digital service provider fees
- Accessibility-related improvements
- Shipping and freight costs
- Provincial Taxes

Ineligible Costs

Ineligible expenses include:

- Staff wages and benefits



- Purchase of tools or equipment
- Operational expenses and utilities
- Permit fees
- GST
- Costs incurred before project approval
- Improvements not visible to the public for façade projects

Program Administration

The Business Storefront & Digital Revitalization Program will be administered by the Town of Sexsmith.

Program oversight includes:

- Town Council approval of program framework and funding
- Administration of applications and compliance review by the Economic Development Office (EDO)

To ensure compliance with funding requirements:

- The Town will pay approved contractors or service providers directly
- Funding will not be issued directly to applicants
- Payments will only be released after project verification and approval

Application Process

Step 1 – Initial Inquiry

Businesses contact the Town of Sexsmith Economic Development Office to confirm eligibility and obtain the application package.

Step 2 – Application Submission

Applicants must submit a complete application package to the Economic Development Office by the advertised closing date.



Applications must include:

- Completed application form
- Project description
- Quotes or estimates
- Design drawings or mock-ups where applicable
- Property owner consent letter (if tenant)
- Current business license confirmation

Incomplete applications may not be considered.

Step 3 – Administrative Review

The Economic Development Office will review applications for:

- Completeness
- Eligibility
- Compliance with program requirements

Applications meeting the program requirements will be forwarded for consideration.

Step 4 – Council Review and Approval

Following the application closing date, all complete and eligible applications will be reviewed by Administration and presented to Council for final approval.

Applications will be evaluated based on:

- Eligibility and completeness;
- Alignment with program goals;
- Project readiness;
- Overall community and visual impact; and
- Compliance with program requirements and municipal bylaws.

Following review, the first three (3) qualified applications approved by Council will be awarded funding, subject to available program funding.



Additional qualified applications may be placed on a wait list and may be considered if:

- an approved project is withdrawn,
- a project is not completed, or
- additional funding becomes available.

Applications received after the advertised closing date may not be considered.

Step 5 – Approval Notification

Successful applicants will receive a Letter of Understanding outlining:

- Approved scope of work
- Approved funding amount
- Program conditions and timelines

Step 6 – Permits and Project Completion

Applicants must obtain all required permits before work begins.

Step 7 – Project Verification

Applicants must provide:

- Before and after photos
- Invoices and proof of payment
- Completion confirmation
- Inspection approvals where required

Step 8 – Payment

Following final approval and verification, the Town will issue payment directly to approved contractors or service providers.



Evaluation Criteria

Applications may be evaluated based on:

- Visual impact and enhancement to the community
- Contribution to downtown vibrancy
- Project readiness
- Quality of proposed improvements
- Alignment with program goals
- Compliance with Town bylaws and permitting requirements

Priority may be given to projects that:

- Improve highly visible commercial areas
- Enhance accessibility
- Strengthen business competitiveness
- Demonstrate strong readiness to proceed

Program Conditions

Please note:

- Funding is limited and approval is not guaranteed.
- Projects must not begin prior to written approval.
- Applicants are responsible for obtaining all required permits and approvals.
- Approved projects must be completed within the timelines identified in the Letter of Understanding.
- The Town reserves the right to approve, deny, or place conditions on any application.

Additional Information

The Business Storefront & Digital Revitalization Program was developed to support local business vitality, improve community appearance, and strengthen economic resilience within the Town of Sexsmith.