



## **INFORMATION PACKAGE - FOR POSSIBLE PARTICIPANTS**

### **WHAT EXACTLY IS RENEW NORTHERN WELLINGTON ALL ABOUT?**

*Renew* Northern Wellington, which is officially known as the Renew Northern Wellington Arts & Business Association is a not for profit corporation that finds short and medium term uses for buildings that are currently vacant, disused or awaiting development in Wellington North's downtown cores which include Arthur, Kenilworth and Mount Forest.

*Renew* Northern Wellington is the result of a "collaborative agreement" between the Township of Mapleton, Town of Minto and the Township of Wellington North. We also have strong support from the Mount Forest & District Chamber of Commerce, Mount Forest BIA, Arthur & District Chamber of Commerce, Wellington North Cultural Roundtable, LaunchIt Minto and the Saugeen Economic Development Corporation.

*Renew* Northern Wellington finds artists, crafters, entrepreneurs, cultural projects and community groups to use and maintain these buildings until they become commercially rented, viable, or are redeveloped. It is not setup to manage long term uses, own properties, or permanently develop sites but to generate activity in them until a future long term activity occurs.

*Renew* Northern Wellington solves the current and future problem of increasing foot traffic and revenue in our downtown areas to ensure we have a vibrant, diverse, eclectic, and busy downtown core that will provide economically strong places to live and shop.

### **WHAT ARE THE BENEFITS FOR ARTISTS, CREATIVES AND ENTREPRENEURS?**

Access to a space to work from, to sell your work from, and to rehearse or to create is of immense value to creative projects and growing businesses that typically begin without much financial support.

*Renew* Northern Wellington will give an artist, a small business, or a creative community the opportunity to take a major step forward in what they are doing. Many people are often realizing a long held dream to open a shop, start a gallery, set up a studio, or take their work to the next level.

## HOW DO I APPLY FOR THIS PROGRAM?

At any time, you can apply to *Renew* Northern Wellington by submitting a **Participant Proposal Package** to our Project Coordinators. At other times, we will have Submission Auditions looking for bright and shining talent. In both cases, a **Participant Application** needs to be completed answering our in-depth questions.

You will be contacted for further information if required or to notify you that you have been invited to an in-person interview with our Proposal Committee.

## COSTS TO BE INVOLVED IN THIS PROGRAM

The benefit of this amazing *Renew* Northern Wellington Program is that you get a downtown storefront location and don't have to pay rent while you are on a 30-day rolling contract. This allows your business to gain great attention and success.

There are some costs involved, to assist with this Program:

- **Participation Fee** – The fee, paid to the *Renew* Northern Wellington organization to be a member of our Program, is as follows:
  - For locations of 1,000 sq. ft. or less the first month membership fee would be \$100.00, and the monthly membership fee would increase by \$50.00/month
  - For locations > than 1,000 sq. ft. the first month membership fee would be \$100.00, and the monthly membership fee would increase by \$75.00/month.
- **Utilities** – Since you will be using the owner's water, heat, and hydro, you will be responsible to pay the owner for these Utilities and keep them paid current. If you are sharing a space with others then this expense will be split evenly. The average cost is \$1.00 per square foot per month.

## CAN RENEW NORTHERN WELLINGTON HELP ACCESS A SPECIFIC BUILDING?

In most cases, the answer is no. *Renew* Northern Wellington matches willing property owners with great projects. We do not search for specific buildings for specific projects. However, we are most effectively able to match projects with building types: such as a shop front or an office rather than a specific building.

## **CAN I MOVE MY EXISTING BUSINESS TO ONE OF YOUR CHEAP SPACES?**

It is very important to *Renew* Northern Wellington that we don't undermine existing businesses and existing commercial tenancies in Wellington North. We are prioritizing new projects and initiatives that do not directly compete with the viable businesses that already exist here. Projects or businesses that involve relocating from a commercial space in the Wellington North area to a subsidized one are ineligible.

Our priority is to encourage original creative projects, businesses, and community initiatives. For example, if you wanted to open a fashion retail store then we would need to be convinced that your shop won't take business away from other existing retailers. However, if you make original clothes, or bags, or jewellery, and you have no retail presence then we would strongly encourage you to apply – you are exactly who we are looking for!

As well, if you are an artist or crafter who is currently working from home or running a creative enterprise outside the Wellington North area then we would love to have you join us!

## **CAN A SINGLE EXHIBITION BE DONE OR DOES THE SHOP NEED TO BE TAKEN OVER FOR AWHILE?**

*Renew* Northern Wellington finds it much easier to make a building available to a group or individual that wants to run a gallery and have the gallery organize a series of exhibitions than it is for us to organize a series of exhibitions ourselves. In this case, we could also pass on exhibition proposals to those who are running a gallery already.

We are excited to hear from people with all sorts of plans for the empty shops – whether short term, medium term, or long term. We do expect that we will have access to a range of properties that are only available on a short term basis or for which there are no long term uses. In these cases, we would be happy to try and arrange temporary access for appropriate projects.

## **CAN RENEW NORTHERN WELLINGTON BE USED TO START MY COMMERCIAL BUSINESS?**

Yes, providing that it is creative, or unique, or a cultural enterprise of some kind. We are trying to stimulate excitement and life into the downtown core that will translate into your business becoming viable and possibly leading to a long-term lease with the owners. This will also generate revenue into everyone's pockets. The only key criteria are that the business idea can't be identically competing with existing businesses in the Wellington North area. We don't want to undermine other people who are already doing it the hard way.

Our Program goal is to offer unique, vibrant, diverse, and eclectic businesses and projects so that the downtown cores will become a tourist destination. This will ensure that our towns are economically strong places to live and shop.

## **CAN I LIVE IN A RENEW NORTHERN WELLINGTON PROPERTY?**

Unless the building has all the relevant council permissions and approval for residential use we are unable to let anyone live in them. In most cases buildings that are suitable for residential use are being lived in already and aren't the ones we are targeting.

\*\*\*\*\*

Further details and information on the Program can also be found on the Renew Northern Wellington website at [www.RenewNorthernWellington.ca](http://www.RenewNorthernWellington.ca)

If you have any other questions that have not been addressed, please contact us. We are more than happy to help you with any concerns or inquiries you may have.

### **Contact:**

**Wellington North  
Program Coordinators**  
Mount Forest, Kenilworth & Arthur  
[www.wellington-north.com](http://www.wellington-north.com)

---

**April Marshall**  
**Tourism, Marketing & Promotion Manager**  
7490 Sideroad 7 W, PO Box 125  
Kenilworth, ON N0G 2E0  
[P] 519-848-3620 Ext 30  
[E] [amarshall@wellington-north.com](mailto:amarshall@wellington-north.com)

**Dale Small**  
**Economic Development Officer**  
7490 Sideroad 7 W, PO Box 125  
Kenilworth, ON N0G 2E0  
[P] 519-848-3620 Ext 34  
[E] [dsmall@wellington-north.com](mailto:dsmall@wellington-north.com)