

PRaM COMMERCE

PAYMENT OF THE SUBSIDY

Once the work is completed, the merchant must:

- fill out the completion certificate
- provide invoices, proofs of payment and copies of permits
- schedule a visit to the renovated premises by a person responsible for the program

The subsidy is remitted by cheque, in one payment.

For more on the sectors to which the program applies,
call 311 or visit ville.montreal.qc.ca/investir

Concrete support for sustainable commercial activity
TO THE ATTENTION OF APPLICANTS

Québec  Montréal 



SUPPORTING THE VITALITY OF COMMERCIAL ARTERIES

Designed to assist merchants with renovation projects in their establishments, *PRAM – Commerce* is a unique tool intended to highlight the value of the commercial building inventory.

With the objective of building customer loyalty and attracting new clients, updating their commercial positioning, or designing a purchasing environment that is in step with the latest trends, merchants can use this subsidy program to renovate their stores and thus increase business profitability.

By highlighting the architecture and design of stores – which has a proven impact on customer traffic and business – *PRAM – Commerce* is meant to heighten the experience of neighbourhood life while making traditional commercial arteries more attractive. When design meets commerce, the effect on business can only be positive.

Financial assistance offered under *PRAM – Commerce* is geared to business people and commercial property owners, and it revolves around design and renovation.

DESIGN

Under this component, financial assistance is provided up to a maximum of:

- \$4,000 per project for a building with a main facade measuring up to 10 metres
- \$10,000 per project for a building with a main facade measuring more than 10 metres and up to 20 metres
- \$20,000 per project for a building with a main facade measuring more than 20 metres

These sums may cover 50% of professional design fees.

RENOVATION

Under this component, financial assistance is provided up to a maximum of:

- \$50,000 for a building with a main facade measuring up to 10 metres
- \$125,000 for a building with a main facade measuring more than 10 metres and up to 20 metres
- \$250,000 for a building with a main facade measuring more than 20 metres

These sums may cover a third of the eligible work.

ELIGIBLE APPLICANTS

In order to benefit from this program, the applicant must:

- be a tenant or an owner of a commercial building located on a designated artery
- contact his or her borough or the city
- complete the application form and attach the required supporting documents
- develop a renovation project in compliance with the requirements set out in the guide specifying the eligible work
- hire a design professional to establish his or her renovation project

ELIGIBLE WORK

Work eligible under the program:

- Transformation (restoration, renovation, enhancement) of facades (doors, windows, shop windows, architectural elements, masonry, exterior walls)
- Work to improve physical access to a building or build permanent terraces
- Installation or modification of signs and canopies
- Exterior lighting
- Structural elements (foundation, framing, pitched roof)
- Interior renovation and expansion of stores

EXECUTION OF WORK

Once his or her eligibility is confirmed, the applicant must:

- obtain the permits required to complete the renovation project
- execute the work in under 24 months