

UPTOWNE STOREFRONT ENHANCEMENT PROGRAM REPORT 2025



Program Goals

This past spring, Mountain View Power (MVP) launched the Uptowne Storefront Beautification Program to boost the vibrancy and visual appeal of the Uptowne core. The program aims to:

- Support the long-term success of Uptowne's retail and commercial businesses.
- Improve the Uptowne aesthetics for residents, workers, and visitors.
- Create a more inviting and interesting shopping experience within the Uptowne core.
- Advance enhancements that encourage community pride among business owners and residents.

Overview of the Program

MVP dedicated \$20,000 to help local businesses upgrade their storefronts, offering up to \$3,000 per project. Eligible improvements included painting, façade cleaning, updated signage, lighting, window and entryway upgrades, landscaping, architectural details, and other enhancements that improve Uptowne's appearance.

Applicants provided a project concept, cost estimate, and supporting materials such as mock-ups or sketches.

Reviewing Year One

The first year saw strong interest and meaningful results. Eight businesses were approved for funding in 2025, selected from 20 applicants:

- Bubbles and Brew Tea Corner
- C&S Convenience
- Fair Haven Landscaping
- Jensen's Men's Wear & Juliette's Boutique
- Nutter's Bulk and Natural Foods
- Olds Liquor and Beer
- The Plant Place
- Tracks Pub

Early upgrades had immediate impact and showed how even small improvements can boost curb appeal and add new energy to the Uptowne streetscape.

How Decisions Were Made

Because the program moved quickly from launch to approvals, Administration canvassed Uptowne businesses to form an adjudication committee of five members. Review criteria were kept simple and aligned with the approach used by the MVP Grant Committee.

Administration supported the process but did not score applications, ensuring the decisions were made at an arms-length and peer-reviewed.

Plans for 2026

The next application window will open in early 2026, with funding released ahead of the summer construction season. Building on the first-year success, MVP plans to:

- Continue offering up to \$3,000 per project to support high-impact improvements.
- Increase total funding to \$30,000.
- Encourage projects that help create a cohesive and welcoming Uptowne identity.
- Strengthen relationships with local businesses and organizations to further improve the evaluation process and overall program support.

How Success is Measured

The first measure of success is whether the program generated interest. Considering the short promotion period for this initial intake, the fact that it was well oversubscribed is a strong indication of demand.

Second, the positive response strengthened goodwill toward the MVP brand. As we move forward, part of our strategy is to emphasize community impact and goodwill, and this program delivered on both. Our goal is for this to become our unique selling proposition—where residents and businesses identify with MVP and choose to participate because of the positive community impact we create.

Lastly, feedback on the work completed and the results achieved has been very positive. While this is somewhat subjective, several projects were highlighted on social media and received significant attention.



Before and After Images

Bubbles and Brew Tea Corner

Before



After



C&S Convenience

Before



After



Fair Haven Landscaping
Before



After



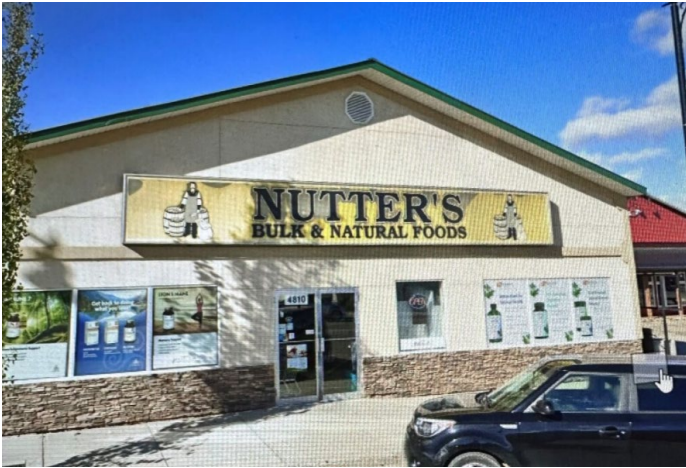
Jensen's Men's Wear & Juliette's Boutique
Before



After



Nutter's Bulk and Natural Foods
Before



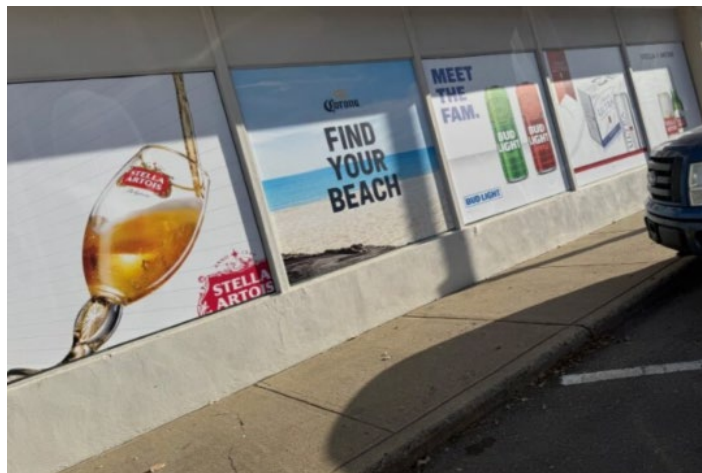
After



Olds Liquor and Beer
Before



After



The Plant Place
Before



After



Tracks Pub
Before



After

