



Media Advisory

From: Heather Salovaara, Economic
Development Officer

Date: November 28, 2018

The City of Pembroke has issued its largest cheque thus far for a completed Downtown Heritage Façade Improvement Grant. Payment has been received by Sleepwell Property Management, owner of 94-100 Pembroke Street West and 205 Church Street. Sleepwell renovated 4 commercial facades in order to attract commercial tenants to downtown Pembroke. The project cost over \$75,000 and the City of Pembroke was able to pay the applicant back \$21,050. Conrad Pool, President of Sleepwell Property Management stated “There are many people who contribute to the success of the downtown revitalization. The City’s grant program allows us to put that much more into our renovations. Overall the streetscape design is a huge benefit not only for Sleepwell, but also for the business owners who open shops, the tenants who live downtown, and for the residents of Pembroke who feel the pride as their downtown becomes a warm and unique place to shop and eat. It’s a legacy that will last for years. The entrepreneurial and community spirit in Pembroke has been very motivating for us and we look forward to more projects in the next year.” Chair of the Community Improvement Panel, Stephane Levesque stated “We are delighted to see Sleepwell make this investment in Pembroke. The facades make the overall downtown look more appealing and inviting. Sleepwell has been successful in attracting tenants to all the spaces and now we have more to offer the residents of Pembroke. We are also so happy to see that Conrad and his team use local contractors and companies to carry out their grant work, a boost to the Pembroke economy that demonstrates community members supporting local businesses.”

The Community Improvement Plan has 10 grant programs available across the City, primarily for commercial, industrial, and mixed-use properties with one grant for residential units in the downtown core. Just under \$40,000 remains in the plan that is uncommitted and available to future applicants. Should individuals be interested in learning more about the grant programs they can contact Heather Salovaara at hsalovaara@pembroke.ca or 613-735-6821 ext.1500.

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