



Greeley Downtown Development Authority TIF Façade Improvement Program Overview

What is the Greeley Downtown Development Authority TIF Façade Improvement Program?

The program offers up to \$5,000 in matching funds to businesses in the Downtown Development Authority Tax Increment Funding (DDA TIF) district area (see map). To improve the appearance of individual building facades, signs, and awnings, as well as the overall look of the district. Improvements must be to areas visible from the public way. The goal of this program is to leverage private improvements while making revitalization efforts affordable, creative and community-based.

The Greeley Downtown Development Authority (DDA) Main Street Design Committee administers the Façade Improvement Program. The Committee is made up of downtown business and property owners, and DDA board and staff, some of whom have design expertise and others who just want to improve the physical appearance of the community.

This grant will be offered on an ongoing basis as funding permits. The award amount is based on available funds, applicants, and other variables. The grant will be allocated to building façade, signage, and awning projects in the form of a 50/50 matching grant up to \$5,000 in matching funds. This grant is available to tenants, business, and property owners.

Who can apply for funding?

Any building owner or store proprietor/tenant with lease authority or authorization from the owner can apply for funding. Properties must be commercial or residential properties located within the DDA TIF District (see attached map). Tenants must have a minimum of two years remaining on their lease or an option to renew.

What types of improvements are eligible for funding?

- New Signage
- New awnings or the rehabilitation of existing awnings
- Removal of inappropriate or out-of-date signage
- Repair or rehabilitation of signage
- Exterior façade cleaning, painting and/or paint removal
- Masonry repair and repainting
- Repair and replacement of architectural details or materials
- Window repair, or in certain cases, replacement
- Rehabilitation or compatible reconstruction of storefronts
- Removal of metal siding and exterior slip covers (surfaces)

Ineligible Expenditures:

- IMPROVEMENTS MADE PRIOR TO GRANT APPROVAL
- Interior rehabilitation unless it is essential to rehabilitate the building's façade
- Interior decoration
- Refinancing of existing debt
- Inventory and equipment
- Sweat equity (payments for applicant's own labor)
- General maintenance and cleaning
- General business operations expenses (payroll, taxes, utilities, etc.)

How are projects selected for funding?

Applications will be evaluated by the Main Street Design Committee. Depending on the number of applications, we may assign "waiting list" status to projects that qualify for selection, but are not selected during this current funding period.

This is a matching grant program; approved grantees will be reimbursed up to 50% of the approved project costs, to a maximum of a \$5,000 per grant. The grant is limited to one grant application per property per round.

The evaluative criteria are as follows:

- **Impact** – Overall impact of the project on the Greeley Downtown Development Authority District.
 - Are inappropriate design elements removed?
 - Will the project eliminate what was previously a liability for the commercial district?
 - Does the project seek to restore the historical or architectural significance of the building?
- **Financial Leverage**
 - While we offer a maximum 1:1 matching grant, projects that leverage more private investment will be graded higher.
- **Cost/Schedule**
 - Is the project feasible in cost and schedule?
- **Sustainability/Permanence**
 - How permanent are the improvements (signs are more changeable than new glazing, for example) and is there a maintenance plan for improvements?
 - Does the business own the building? If not, how much time remains on the lease?
- **Community Contribution**
 - Is the applicant a good neighbor?
 - Is the area around the business kept clean and free of debris on a consistent basis?
 - Does the business participate in organized Main Street promotions or other community based activities?
 - Does the applicant actively promote Greeley Downtown and their own business?

Are there any design guidelines?

Yes. Design guidelines help provide protection for historic resources by making recommendations about how improvements should be undertaken in order to preserve the historic character of the building or area. They are developed by identifying character-giving elements of a historic area, such as predominant setbacks, building heights, widths, proportions, materials, etc. Guidelines are created for each element, and along with graphic illustrations, are published for the use of property owners, review bodies, downtown organizations, city staff, and local citizens.

Design Guidelines for Downtown Greeley is available in the Downtown Development Authority office. Buildings applying for this grant within the historic district and that are on the local historic register will be referred to the Greeley Historic Preservation Commission for review.

Other provisions:

Equal Employment Opportunity: The borrower shall comply with all applicable provisions of federal statutes and regulations concerning equal employment opportunities for persons engaged in rehabilitation work undertaken in connection with program assistance.

Eligible Contractors: The borrower shall award contracts for work to qualified contractors.

Civil Rights: The borrower shall not discriminate upon the basis of race, color, sex, marital status, handicap, religion or national origin in the sale, lease, rental, use or occupancy of the property to be assisted.

Property Taxes, Special Assessments: No financial assistance will be provided from the Awning/Façade Improvement Program if property taxes or special assessments are in arrears.

How does the application process work?

Grant funds are disbursed on a reimbursement basis and cannot be issued until the proposed project has been completed. **WORK COMPLETED PRIOR TO LETTER OF COMMITMENT IS NOT ELIGIBLE FOR FUNDING.**

Application Process

1. Contact the Downtown Development Authority Staff or Design Committee prior to submitting application. The Design Committee may also invite applicants to discuss their project plans at a Design

Committee meeting. Additionally, Greeley Downtown Development Authority's Design Committee may provide design assistance/recommendations (free) to applicants depending on the scope of the project.

2. Complete grant application in full. Complete applications will include:

- Application form
- Illustrations of the proposed work or architectural drawings
- Photos of the site and its relationship to adjoining sites
- Color samples and texture of finish materials, where applicable
- Contractor proposals – A qualified contractor proposal is required. At the discretion of the committee, additional contractor qualifications may be requested.
- All building construction plans as may be required by the Code Official, where applicable.

Return all applications to:

Greeley Downtown Development Authority
Façade Improvement Program
710 11th Avenue, Suite 108
Greeley, CO 80631

Deadline

Last day of the month

Grants award winners will be notified following the DDA Board of Directors meeting, held on the 2nd Wednesday of every month.

3. The Design Committee will review the applications, vote on approval, and submit its recommendations to the Greeley Downtown Development Authority Board of Directors. The Board of Directors will then vote on the application at the next board meeting.

4. The applicant will be notified, in writing, whether the project will receive funding. The notification will outline the specified amount of the grant with information on any other requirements. The applicant can then proceed with necessary permitting and review processes.

If an application is denied, your application can be reconsidered in any possible future funding projects.

What happens after a project is selected for funding?

1. Renovation/rehabilitation work must be completed within four (4) months of approval. Depending on the scope of a project, extensions may be requested on a case-by-case basis. Greeley Downtown Development Authority reserves the right to cancel this agreement in the event of failure to comply with this schedule.

2. The applicant is responsible for obtaining all building permits and any other required permits for the work to be done. The applicant is responsible for conformance with all applicable safety standards and conditions.

3. The applicant agrees to maintain the property and improvements.

4. The Greeley Downtown Development Authority Program may promote an approved project including, but not limited to, displaying a DDA sign at the site, during and after construction, and using photographs and descriptions of the project in DDA/Main Street materials.

How do I get reimbursed for my project?

Funds will be released to the applicant upon completion, inspection and documentation of matching funds.

1. Submit a financial summary report, copies of invoices and waivers of lien from contractors (and subcontractors, if applicable), and photos of completed project. Costs must be itemized with comparisons to original application budget. You must submit the DDA Awning/Façade Grant Program *Request for Reimbursement*, which will be provided upon approval.

2. A committee member will inspect property for compliance.

3. Funds will be dispersed only after verification that the work has been completed in accordance with the contract.

Note: Greeley Downtown Development Authority reserves the right to make changes in the conditions of the Facade Improvement Program as warranted.