



FAÇADE IMPROVEMENT GRANT PROGRAM

INTRODUCTION

Thank you for your interest in the ***Façade Improvement Program*** established by Intown Concord, Inc. (ITC). We have established this Program to provide financial assistance to local building owners and tenants (singularly a “Local Business” and collectively “Local Businesses”) within the downtown “*target area*” described below for the purpose of improving the appearance of the downtown Concord area through new signs and improvements or repairs to building façades. Our Program offers financial assistance in the form of 50/50 matching grants from Intown Concord, Inc.

GRANTS

Through donations, ITC has created a fund to provide grants to Local Businesses for façade improvements. For the purpose of this Program, the term building façade includes both a *front façade* (the exterior face of a building that fronts on one of the streets referenced below and including the upper stories of those buildings) and a *rear/side façade* (the exterior face of a building not fronting on one of the referenced streets but easily seen by the public). This is a rebate program with respect to projects approved by ITC. This means that the Local Business must first complete an application with ITC to determine if the project is eligible for grant assistance. Once a project is approved, the grant recipient must initially pay for the entire cost of the improvement and ITC will then disburse the grant funds awarded for the project. Grant funds cannot be disbursed until the proposed project has been completed. Grant funds are available up to *one-half of the project cost*. The maximum grant amount available is \$10,000. ITC will not approve more than one grant application in five years to the same grantee.

What is the “target area”?

The target area is generally defined as properties located on both sides of North and South Main Streets between Centre Street and Kelly Square (McDonalds), the east side of North and South State Streets between Centre Street and Kelly Square, and to the Merrimack River. Sections of cross streets within this area are also considered part of the target area.

What projects are eligible for funding?

Any Local Business within the ITC target area may apply for funding (a tenant must also have written authorization from the building owner and a minimum of two years left on the lease or an option to renew). Projects for the following types of improvements are eligible for funding:

- Signs
- Lighting
- Entrance & doorway improvements (including ADA accessibility improvements)
- Awnings
- Painting
- Window improvements
- In-ground landscaping

- Restoration of historical details
- Rear entrance improvements
- Re-pointing of masonry

Are there any Design Guidelines?

All projects must comply with ITC's Design Guidelines. Additionally, all projects must conform to the City of Concord Zoning Ordinance, Design Review Guidelines, and other applicable City requirements. It is the responsibility of the Local Business to obtain all necessary permits and approvals from the City of Concord.

Architectural Drawings and Specifications

All applicants must contact the City of Concord for guidance prior to developing plans for repair/rehabilitation. Applicants are required to include architectural color schemes, specifications of the proposed façade improvements and, if available, architectural drawings as part of their application.

General Requirements

All work must be done in accordance with any applicable design guidelines and all applicable local, state and federal codes, rules and regulations. Any renovation work undertaken prior to the City's final written authorization to begin construction is not eligible for assistance under the program. All renovation work undertaken in conjunction with the façade improvement program exceeding the approved financial assistance will be the responsibility of the applicant.

All records supporting the costs and components of program assisted improvements shall be maintained for a period not less than three (3) years following completion of the program agreement period, agreement termination, or default, whichever shall first occur.

What is the amount of grant assistance available?

The amount of grant assistance will vary depending on the nature of the proposed project, ITC's available funds, and other factors in ITC's discretion. The maximum award for a small project (*estimated cost to complete less than \$10,000*) is **\$5,000**. For a large project (*estimated cost to complete greater than \$10,000*) the maximum award is **\$10,000**. With respect to larger projects, ITC may require the building owner to grant a façade easement to ITC or other appropriate organization.

How are projects selected for funding?

Grants will be awarded based on the following criteria:

- Historical significance of property
- Prominence of building on downtown streetscape
- Compatibility of proposed improvements with historic character of the structure
- Beneficial impact of project to goals of Intown Concord & City of Concord
- Beneficial impact of project to downtown streetscape
- Owner/tenant enthusiasm

How is the money disbursed?

This is a rebate program, which means that once a project is approved, the grant recipient must initially pay for the entire cost of the improvement and ITC will then disburse the grant funds awarded for the project. Grant funds are disbursed on a reimbursement basis and cannot be issued until the proposed project has been completed. **Work the Local Business completes before applying for a grant is not eligible for funding.** Grant funds are only available to reimburse the “hard costs” incurred by the recipient for labor and materials for the construction of the project. Before payment is made, the grant recipient must provide evidence that final payment has been made for all completed work. ITC will review completed projects to determine compliance with the grant requirements. **In the event a non-permanent façade improvement such as an awning and/or sign is rendered useless due to business closure or relocation within a two-year time period from date of grant award, Intown Concord, Inc must be reimbursed by the grantee for the amount of the façade grant. See the attached Disbursement Agreement.**

How does the application process work?

A Local Business applying for a grant must do so by filling out and submitting ITC’s Application Form describing the scope and nature of the improvements, the estimated costs of the project and the timeline for completion. A copy of the Application Form is attached. The applicant may meet with ITC’s Executive Director for guidance as to whether the proposal meets the objectives of ITC’s Program. ITC’s Design Committee will consider completed applications at a regularly scheduled meeting or a special meeting. The Committee may request further information before acting on an application. If the Committee approves the application ITC will issue a letter of award which will specify that all grants awarded by ITC are conditional on the following:

- (1) the applicant receiving all necessary City approvals, building permits and any other required permits for the project,
- (2) the project being completed in a timely manner in accordance with the application and
- (3) the project continuing to meet ITC’s Program requirements.

ITC reserves the right to reject at any time proposed projects that do not meet ITC’s Program requirements. In the event of changes to the estimated cost of a proposed project, ITC shall have no obligation to increase the grant amount approved and reserves the right to reduce the amount of a grant awarded based upon the final project cost. In no event shall ITC disburse grant funds in excess of fifty percent (50%) of the final project cost.

What happens after a project is selected for funding?

Projects selected for a matching grant must be completed within nine (9) months of the date of ITC’s award letter, unless an extension is granted by ITC. The applicant is responsible for compliance with all applicable safety standards and conditions. The applicant also agrees to keep all funded improvements in good condition and repair. Applicants who fail to maintain funded improvements in good condition and repair will be obligated to reimburse ITC as provided in the Disbursement Agreement.

ITC will have the right to promote an approved project including, but not limited to, displaying an Intown Concord sign on the building during and temporarily after construction, and using photographs and descriptions of the project in Intown Concord materials for publicity and other purposes benefiting ITC and its programs.



Facade Improvement Grant Program APPLICATION

Property Owner **Tenant**

Date: _____

Company: _____
Contact Name: _____ Title: _____
Address: _____
City/ State/ Zip: _____
Phone: _____ Cell: _____
Email: _____

Total Project Cost: _____ Grant Amount Requested: _____

➤ **If Applicant is a tenant, enter name, address and phone number of Property Owner:**

➤ **Do you have 2 years left on your lease or an option to renew?** Yes No

➤ **Lease Expiration Date:** _____

➤ **Attach a letter of approval** from the Property Owner

➤ **Provide a brief history of the property** *(attach additional page)*

➤ **Description of Proposed Façade Improvements:** *(attach additional page)*

Eligible projects include:

- Signs
- Lighting
- Painting
- Entrance and doorway improvements
- Awnings
- Window improvements
- In-ground landscaping
- Restoration of historical details
- Rear entrance improvements
- Re-pointing of masonry

➤ **Estimated Cost of the Project:**

Please be detailed and include copies of any written cost estimates or contracts for work.

➤ **Timeline for Completion:**

All work must be completed within 9 months of the date Intown Concord approves a grant. *(Attach additional page)*

➤ **Return** this completed application with attachments to: Jessica Martin, Executive Director, Intown Concord, Inc., 49 S Main Street, Suite 202, Concord, NH 03301 director@intownconcord.org