

SMALL GRANTS PROGRAM 2010-2011

Anne K. Morris, Executive Director



Informational Meeting • August 17, 2010

BDC's New Development Focus

- **Historic Core**
- **Opportunity Sites**
- **Public Improvements**
 - Depot Area
 - Streetscapes
 - Parking



KEY

1. POLICE STATION
2. OPPORTUNITY SITE
-MIXED-USE
3. DEPOT SQUARE
-ENHANCE AS A FOCAL POINT
-FESTIVAL LAWN
-TRAIN CABOOSE AS SCULPTURE
-DINING PLAZA ON EAST SIDE OF DEPOT
4. PARAMOUNT THEATER
5. OPPORTUNITY SITE
-MIXED-USE
-PARKING DECK
6. ZACK'S
7. MAY MEMORIAL LIBRARY
8. OPPORTUNITY SITE
-PRIMARILY RESIDENTIAL
-PARKING DECK
9. OPPORTUNITY SITE
-MIXED-USE
10. FEDERAL BUILDING
11. CITY HALL
12. CHAMBER OF COMMERCE
13. LABCORP HEADQUARTERS
14. MAY HOSIERY MILL
-OPPORTUNITY SITE

STREET IMPROVEMENTS
CROSSWALKS AND STREET TREES ON ALL STREETS

W. FRONT STREET
-CONVERTED PARALLEL PARKING TO BACK-IN ANGLED PARKING ON SOUTH SIDE
-BUMP-OUTS

E. DAVIS STREET
-CONVERTED PARALLEL PARKING TO BACK-IN ANGLED PARKING ON NORTH AND SOUTH SIDE
-PATTERNED SAFETY STRIP

MAPLE AVENUE
-PATTERNED SAFETY STRIP

S. WORTH STREET
-CONVERTED PARALLEL PARKING TO BACK-IN ANGLED PARKING ON EAST SIDE
-PATTERNED SAFETY STRIP

S. MAIN STREET
-CONVERT TO TWO-WAY STREET
-CONVERT EXISTING ANGLED PARKING TO BACK-IN ANGLED PARKING
-BUMP-OUTS
-PATTERNED SAFETY STRIP

SPRING STREET
-BUMP-OUTS
-PATTERNED SAFETY STRIP

LEXINGTON AVENUE
-CONVERT PARALLEL PARKING TO BACK-IN ANGLED PARKING ON WEST SIDE
-PATTERNED SAFETY STRIP

JANUARY 4, 2008
DOWNTOWN BURLINGTON
MASTER PLAN
 BURLINGTON, NORTH CAROLINA

Hadenstanziale | *Hubert* | ARNETTMULDROW PARTNERSHIP
 0' 30' 60' 90' 120'
 SCALE: 1"=60'
 NORTH

2009-2011 Work Plan

- **Four Strategies**
 - **Renewed Partnership**
 - **Engaging Entrepreneurs**
 - **Building the Burlington Brand**
 - **Designing the Details**

ED Toolbox Goals

- Ease start-up costs for small businesses
- Encourage business sustainability
- Improve the exterior appearance of buildings
- Encourage the modernization of building interiors
- Encourage residential development within the Municipal Service District, and
- Maintain sufficient flexibility in the allocation of funds to effectively address project-specific needs
- Attract significant new investment to Downtown Burlington that is of sufficient size and quality to make a large impact on the revitalization of downtown

Economic Development Toolbox

- Two-pronged approach:
 - Small Grants Program administered by BDC: \$80,000 for FY 2010-2011
 - Expansion of City's existing policy for projects greater than \$1.5 million

Local bills signed into law:

- Incentives for residential projects
- Ability to enter into long-term leases

Other Tools

- **Historic Preservation Tax Credits**
 - 20% State, 20% Federal
- **Energy Efficiency Tax Credits & Rebates**
- **State Grants/Resources**
 - NC State Energy Office
 - Main Street Solutions Fund
 - NC Department of Commerce
- **Federal Grants/Resources**
- **Private Grants – Leadership Grants**

BDC Small Grants Program

- **Business Up-fit Grants**
 - Equipment, Fixtures, etc.
- **Business Sustainability Program**
- **Building Rehabilitation & Modernization Grant**
 - Exterior Façade & Signage
 - Interior Systems (HVAC, Plumbing, Lighting, Fire Code, Building Code)
- **Downtown Residential Incentive Grant**
 - Per sq ft, per unit max, for income properties

Grant Basics

- Applications reviewed quarterly – First Round Deadline is September 30th.
- Grant are competitive.
- Pre-Application Meeting Required.
- Most grants require a 50% match.
- Business plan required.
- May apply for one or more grants.

Business Up-fit Grants

- Purpose: To facilitate new and expanded business enterprises in the downtown area, consistent with the recommendations from the Master Plan.
- Priority given to the following business types:
 - Full-service dining**
 - Specialty clothing**
 - Home furnishings**
 - Office/Stationer's/ Gifts**
 - Food related retailers**
 - Arts related retailers**
 - Health and fitness retailers**
- Eligible Activities: Demolition, Painting, Finish Carpentry, Flooring, Display Fixtures, Equipment,
- \$3.00/sq ft – retail (\$5,000 max) , \$5.00/sq ft – restaurants (\$10,000 max)
- 50% match required

Business Sustainability Program

- Purpose: To assist new and existing businesses in their efforts to grow their businesses, attract new customers and to keep their businesses on a sound financial footing.
- A technical assistance grant – training, workshops, software, research, development of marketing strategies, etc.
- Requires a two-year plan
- Maximum award is \$3,000 over the two year period
- Requires a 50% match...match can be for implementation
- Requires annual and final report

Building Rehabilitation & Modernization Grant

- Purpose: To encourage the sensitive and appropriate rehabilitation of buildings within the historic core such that they not only contribute to an attractive, quality, shopping and business district but also meet the business and living needs of the 21st century.
- Two Grants:
 - Exterior Façade & Signage Grants
 - Interior Systems Grant (HVAC, Plumbing, Lighting, Fire Code, Building Code)
- \$7,500 each with a \$20,000 max per building
- 50% match required

Building Rehabilitation & Modernization Grant

- Exterior Façade & Signage Grant

- Eligible activities: Wood & Masonry repair, exterior painting, brick cleaning, roof repair/replacement, awning installation, signage
- \$7,500 per façade or roof
- \$1,500 per sign
- 50% match
- Deferred 5 year loan

Building Rehabilitation & Modernization Grant

- Interior Systems Grant

- Eligible activities: Modernization of the interior shell: Plumbing, HVAC, Electrical, Fiber Optics, Energy Efficiency, Fire Barriers
- \$7,500 maximum
- 50% match
- Deferred 5 year loan

Residential Development Incentive Grant

- Purpose
 - To assist with the development of quality income-producing residential uses in the upper levels of downtown buildings
- Eligibility: Developers of market-rate residential:
 - Apartments
 - Condominiums
 - Hotel Development
- For interior improvements only
- \$3.50/ sq ft, \$5,000 per unit maximum
- Total investment must be 4 times amount of grant awarded

Submittal Requirements

- 10 hard copies – delivered
- 1 electronic pdf - emailed
- By 5pm on day of deadline
- Application plus all attachments including:
 - Photos
 - Bids/Cost Estimates
 - Business Plan
 - Financial Statement
 - Proof of Insurance
 - Proof of Ownership or Two-Year Lease
 - Owner Approval Letter

Grant Cycle Deadlines

- September 30, 2010
- December 30, 2010
- March 30, 2011
- June 30, 2011

Grant Narrative

1. Prior History in Downtown Burlington
2. Prior Business/Development History
3. Project Description
4. Need
5. Project Timeline
6. Project Activities & Budget

Restaurant Example

Grant Program	Proposed Activity	Lowest Bid Estimate (if applicable)	Leveraged Funds (Applicant Funds)	Grant Funds Requested
<i>Exterior Façade & Signage</i>	<i>Subcontractor/Consultant Costs:</i> <i>Signage: Syntech, 1 FTE</i>	\$1000		
	<i>New Awning: DAC Awnings, 1.5 FTE</i>	\$1300		
	<i>subtotal</i>	\$2,300	\$1,150	\$1,150
<i>Interior Systems Grant</i>	<i>Plumbing Upgrades/Repairs</i>	\$2,200		
	<i>New HVAC System</i>	\$4,500		
	<i>subtotal</i>	\$6,7000	\$3,350	\$3,350
<i>Business Up-fit Grant</i>	<i>Equipment/Materials Cost:</i> <i>Vent Hood</i>	\$20,000		
	<i>Kitchen Equipment</i>	\$25,000		
	<i>Furniture</i>	\$1,200		
	<i>Interior Painting</i>	\$1,200		
	<i>Fixtures</i>	\$1,000		
	<i>subtotal</i>	\$48,700	\$38,700	\$10,000
	Totals	\$57,700	\$43,200	\$14,500

Business Sustainability Example

Goal Statement: Alex's Active Apparel is seeking grant funds to assist with research and implementation of marketing strategies to help:

- a) attract new customers,
- b) encourage existing customers to shop more frequently and
- c) decide when and how to expand product lines.

Objectives: Alex's Active Apparel has the following objectives for this project:

- To increase the customer base by 30% over the next two years.
- To increase monthly sales by an average of 50% over the two year period.
- To establish brand dominance within a 50 mile radius.

Business Sustainability Example

Grant Program	Proposed Activity	Lowest Bid Estimate (if applicable)	Leverage Funds (Applicant Funds)	Grant Funds Requested
<i>Business Sustainability</i>	Subcontractor Costs: <i>Market Research, Marketeers, Inc., 2.5 FTE:</i>			
	<i>Telephone Survey</i>			
	<i>Zipcode Survey</i>			
	<i>Demographics Analysis</i>			
	<i>Target Markets Analysis & Recommendations</i>	\$4,500	\$1,500	\$3,000
	Implementation: To be determined based on above recommendations. May include direct mail campaign, website redesign, sponsorships, etc.	\$3,000	\$3,000	
	subtotal	\$7,500	\$4,500	\$3,000
	Totals	\$7,500	\$4,500	\$3,000



Lizzy Ross

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The downtown that works.



Burlington

The downtown that works.

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