Commercial Corridor Program
Façade Improvement Grant

Executive Summary

The goal of the Commercial Corridor Program is to revitalize and grow the City's main streets and neighborhoods by addressing specific areas and their needs, collaborating with property owners, and assisting small businesses with real estate technical assistance.

Commercial Corridor Program Purpose

This **competitive** grant program provides capital to eligible small businesses and property owners for renovations and upgrades. This program is primarily focused upon **neighborhood serving commercial corridors** in the City of Norfolk, VA.

The four corridors of focus as identified by City Council on November 22, 2022 are as follows:

- 35th Street Corridor

- Granby/Riverview Corridor

- Lafayette Corridor

- East Little Creek Corridor

City of Norfolk Small Business Grant Programs

- Capital Access Program
  - Micro Grant Reimbursable Grant - $7,500
  - Reimbursable Grant - $35,000
  - Technical Assistance
- Commercial Corridor Program
  - Façade Grant
    - Property Owner - $50,000 with a 10% contribution
    - Tenant - $25,000 with a 10% contribution

# Is your business eligible to apply for a Façade Grant?

- Located in the City of Norfolk

- For-profit business

- Business of any age but must be formed or incorporated before application is submitted

- Use of the building must conform to all current codes and ordinances

- Business must be current on all taxes, permits and fees

- Business and owner must be in good standing with the City of Norfolk, State of Virginia and Internal Revenue Service

Businesses that aren't eligible for a Façade Grant

- Franchises

- Non-Profits/Not-for-profits

- Faith-based organizations

- Political organizations

- Adult bookstores, adult video shops, other adult entertainment facilities, gambling facilities, blood or plasma donor centers, pawn shops

- Business owners currently employed by the City of Norfolk, elected or appointed officials or officers of the City of Norfolk, employees or board members of the City of Norfolk Economic Development Authority

How To Apply

- Apply on our website: https://norfolkdevelopment.com/resources/commericalcorridorprogram/

- New Façade Grant rounds open quarterly

- Second round October 16 – November 17
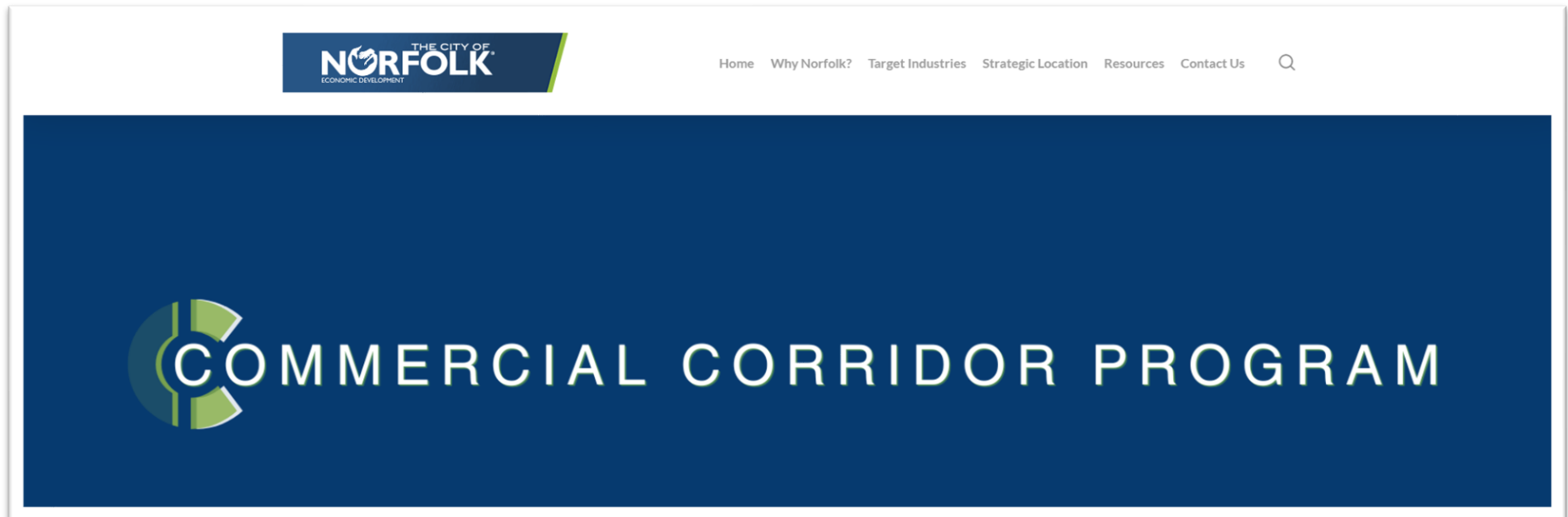
Façade Grant Application Form Guidance

- Approximately 90 minutes will be needed to complete the application – you will be able to start and stop the application without losing data

- Gather required documents as soon as possible

- Please be sure to read all instructions within the application

- Download and save any files that are required to be completed

- "Show" all task instructions, especially those that require uploads
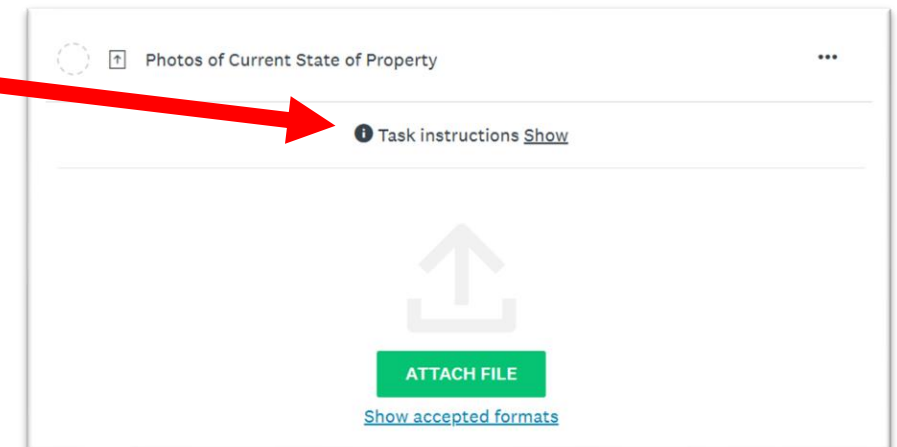
Prescreening/Eligibility Questions

- You will be asked to upload your Façade Grant Workshop Attendance Certificate – you will receive this at the end of this session

- Business Information – contact info, owner info

- Eligibility requirements
  - If your business meets eligibility requirements, you will see the complete list of application tasks
  - If your business does not meet eligibility requirements, you will not be able to proceed with the application
  - Have you met or scheduled a meeting with the Planning Department
    - E-mail Susan Pollock to schedule your meeting at:
      - susan.pollock@norfolk.gov

Your tasks
✓ Prescreening/Eligibility Questions
Completed on: Jun 2 2023 02:36 PM (EDT)
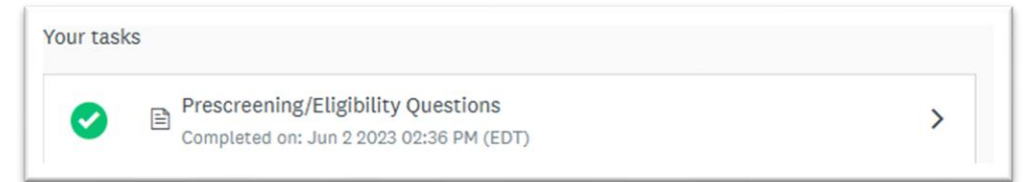
Façade Grant Application Tasks

- ✅ indicates that you have completed a task

- 🟢 indicates that you have started but not yet completed a task

- ○ indicates that you have not yet started a task

Your tasks

✅	📄 **Prescreening/Eligibility Questions** Completed on: Jun 2 2023 02:36 PM (EDT)	›
🟢	📄 **Application Form - Tenant** Last edited: Jun 2 2023 02:56 PM (EDT)	›
○	📄 Evaluation Questions	›
○	⬆ Photos of Current State of Property	›
○	⬆ Conceptual Drawings	›
○	⬆ Quotes/Estimate	›
○	⬆ Source of Funding Documentation (optional)	›
○	⬆ Landlord Support Letter (optional)	›
○	⬆ City of Norfolk Business License (optional)	›
○	⬆ Proof of City of Norfolk Tax Payment	›
○	⬆ Property Lease (optional)	›
○	⬆ Operating Agreement (optional)	›
○	⬆ Articles of Incorporation (optional)	›
○	⬆ Freedom of Information Act Disclosure/ Terms and Conditions	›
○	⬆ Other related documents (optional)	›

Application Form

- 2 versions of the Application Form
  - Property Owner
  - Tenant

- Project Description
  - Overview of project with scope, timeline, cost, contractors/suppliers
  - Provide as much detail as possible

- Project Costs
  - Grant request amount
  - Your contribution
  - Source of additional funding

Total Project Cost: $65,000
Grant Amount Requested: $50,000
Your Contribution: $15,000

Your source of funds could include savings, a business loan or another grant. You will be asked to upload documentation (bank statements, loan documentation, etc.) of these funds later in the application.

Evaluation Questions

- Opportunity for you to give further information and "sell" your business and project to the Façade Grant Review Team

- Think "Shark Tank" or pitch competition

- Business Impact
  - How will the project/improvements positively impact your business/property?

- Community Impact
  - How will the project positively benefit the community and City of Norfolk?
    - What is your proposal's impact on the neighborhood serving commercial corridor?
    - What is your business impact on the neighborhood serving commercial corridor and the greater Norfolk community?

Required Documentation for Façade Grant*

- Façade Grant Workshop Attendance Certificate
- Photos of current state
- Conceptual drawings/renderings/architectural plans of completed project
  - ==There are exceptions, which will require discussion with the Planning Department==
- Quotes/SOW/estimates from licensed contractors
- Source of additional funding (ex. bank statement, proof of loan, etc.)
- Proof of City of Norfolk tax payment
- Current City of Norfolk Business License *(for tenants only, unless the property owner is also the operator)*
- Articles of Organization or Operating Agreement
- Articles of Incorporation
- Signed Disclosure/Terms and Conditions *(form will be provided in application)*
- Tenants Only
  - Property lease with at least 18 months remaining
  - Signed and notarized letter from your landlord authorizing the project

* This list is not exhaustive but provides a sample of required documentation

Photos of Current State – Sample 1

- Project Description
  - Remove sign and replace with new neon signage
  - Install awning

Conceptual Drawings – Sample 1

Photos of Current State – Sample 2

- Project Description
  - Paint mural on west side of building

Conceptual Drawings – Sample 2

Quotes/Estimates

- Must include:
  - Name and address of contractor/supplier
  - License # of contractor (if applicable)
  - Date of quote and expiration date (if applicable)
  - Total cost of project with breakdown of materials and labor
  - Detailed description of project
  - Detailed description of materials

Source of Additional Funding

- Must include the following information:
  - Your name
  - Date
  - Institution's name
  - Account/loan #
  - Total amount of account/loan
  - Available balance

Signed & Notarized Landlord Authorization Letter – For Tenants Only

- Must include the following information:
  - Landlord's name and notarized signature
  - Date
  - Your business name
  - Property address
  - Authorization to proceed with the project & project scope

Proof of Norfolk Tax Payment

- Instructions are included in the application with link to Portal for the Treasurer and Commissioner of Revenue

What to expect if you receive a Façade Grant?

- City of Norfolk will contact you to
  - o Request a signed W-9 Form
  - o Execute a contract

- Once your contract is executed, you may begin your project

- After project completion, you can
  1. Pay the contractor directly and send request for reimbursement (include copy of invoice, proof of payment) **OR**
  2. Send the invoice from the contractor with your approval to pay (project is complete) and the **EDA will pay the contractor directly**

* Note that per Program Guidelines, your project must be completed, and payment requested within **one year of executing your contract**

Façade Grant Application Timeline Round 2

- Application portal opens – October 16, 2023 at 5:00 PM

- Application portal closes – November 17, 2023 at 11:59 PM

- Application review for completion and eligibility – November 18-28

- Façade Grant Review Team scoring – November 29- December 13

- EDA approval – January 3, 2024

- Contract execution – January/February 2024

- Project completion deadline – One year from contract execution

Façade Grant Round #3

- One additional grant opportunity is available in Round #3 scheduled:

    - Round 3
        - Application Portal Opens January 15, 2024
        - Application period is January 15, 2024 – February 16, 2024
        - EDA approval on April 4, 2024

Questions?