

APPLICATION

Storefront Enhancement Grant

Photo Credit: Charles Chessler



Example Before Storefront Improvement

Example After Storefront Improvement

DID YOU KNOW?

Storefront improvements contribute not only to a stronger sense of safety and a more attractive commercial district, but they have also been shown to increase sales volume by 20% for participating businesses, on average (*Wisconsin University Extension, 2014*).

Program Description

Through proactive planning and targeted investments the Commercial Corridor Challenge program supports projects that strengthen and revitalize the streets, small businesses, and community-based organizations that anchor New York City neighborhoods.

As part of the program, community-based organizations will offer technical and financial assistance to selected businesses seeking to improve their storefronts and enhance their exterior lighting and signage.

Program Eligibility

Property owners or business tenants* located along the commercial corridor served by the program's community partner are eligible to apply for assistance.

**Business tenants must have the property owner's written consent before physical improvements can be made. In addition, tenants with long-term leases (5 or more years remaining on the lease at the time of application submission) may be given preference for matching grants.*

The LISC Commercial Corridor Challenge is a collaboration with Citi Community Development, NYC Small Business Services, and community-based partners.

LISC NYC

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NYC Small Business Services

Program Terms & Conditions

Funding offered for specific storefront improvements is a matching grant that requires the participating business to contribute in the following general amounts, depending on the cost and improvements selected:

Improvement	Amount that Business Receives	Amount that Business Contributes (20% Match)
Façade Renovation Grant	Up to \$7,500	Up to \$1,500
Lighting Grant	Up to \$2,500	Up to \$500
Signage Grant	Up to \$2,500	Up to \$500
Awning Grant	Up to \$2,500	Up to \$500
Window Cleaning/Exterior Painting	Cost of labor	Cost of materials

ADDITIONAL DETAILS

- Businesses can apply for storefront improvement matching grants by submitting an application for support to the community-based organization they partner with.
- A limited amount of grant funding is available. Funding decisions will be made at the discretion of the program managers and may involve selection criteria not mentioned here.

The program's community-based partner will support participating businesses to develop a design concept, hire a licensed contractor, obtain necessary permits, and complete the storefront improvement projects.

In order to receive a matching grant, business applicants must accept the following conditions:

- Applicants must be willing to participate in marketing and communication efforts related to the program
- Applicants must commit to not perform any alteration of the façade improvements sponsored through this grant for a minimum of 3 years after the program completion
- Selected businesses must be willing to commit to completing the agreed-upon work
- Selected businesses must consent to participate in three surveys to allow for measurement of the program's impact, including sharing basic information such as % change in sales and % or number change in first-time customers

HOW TO APPLY

In order to apply, please complete the attached application and submit to your community-based organization partner via email.

Please submit your application by August 18, 2020.

For more information, please call 555-555-5555

A limited amount of grant funding is available.

LLSC NYC
COMMERCIAL CORRIDOR CHALLENGE

Storefront Enhancement Grant

I. Applicant Information

Your Name: _____
I am the: _____ Property Owner _____ Business Owner _____ Both Property & Business Owner
If you rent your business space, what is the remaining term on your lease? _____ years
How long have you been in business? _____
How long have you been at your present location? _____
Phone number: _____
Email address: _____
Name of Business: _____
Address of Business: _____
Type of Business: _____

II. Storefront Improvement Information

Please select which storefront improvements you are interested in:

- Limited Façade Renovation (requires business contribution)
- Signage (requires business contribution)
- Awning (requires business contribution)
- Lighting (requires business contribution)
- Window Clean-Up
- Painting (requires business contribution)
- Other: _____

Please briefly describe your goals for this project:

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