



MAIN STREET CONCORD, INC. FAÇADE IMPROVEMENT PROGRAM

INTRODUCTION

Thank you for your interest in the Façade Improvement Program established by Main Street Concord, Inc. (MSCI). 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 MSCI.

GRANTS

Through donations, MSCI 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 MSCI. This means that the Local Business must first complete an application with MSCI 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 MSCI 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. MSCI will not approve more than one grant application in five years to the same grantee.

What is the MSCI “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 MSCl 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 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 MSCl'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.

Is architectural assistance available?

Yes. MSCl has contracted with C.N. Carley & Associates to provide preliminary design assistance to Local Businesses with respect to façade projects. The scope of this work will include:

- Initial on-site meeting with MSCl Executive Director and the Local Business applicant, not to exceed one hour, to discuss possible design concepts, including owner/tenant image requirements, materials and color likes and dislikes and other aspects affecting the design.
- Preparation of a schematic design and color scheme for the proposed improvements (the "preliminary design").
- Review of applicant's written comments with respect to the preliminary design.
- Second meeting with the Local Business applicant, not to exceed one hour, to finalize design.
- Preparation of a final preliminary design and a suggested checklist for the proposed work.

What is the amount of grant assistance available?

The amount of grant assistance will vary depending on the nature of the proposed project, MSCl's available funds, and other factors in MSCl's discretion. The maximum award for a small project (estimated cost to complete of less than \$10,000) is \$1,500 and \$10,000 for a large project (estimated cost to complete greater than \$10,000). With respect to larger projects, MSCl may require the building owner to grant a façade easement to MSCl 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 Main Street Program
- 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 MSCI 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. MSCI 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, Main Street Concord, Inc. must be reimbursed by the grantee for the amount of the façade grant. See the attached Disbursement Agreement.**

How does the MSCI application process work?

A Local Business applying for a grant must do so by filling out and submitting MSCI'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 MSCI's Executive Director for guidance as to whether the proposal meets the objectives of MSCI's Program. MSCI may also make available its consulting architect to assist with the preliminary design for the project. (MSCI shall have the right to use all design documents and plans prepared by MSCI's consulting architect.) MSCI'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 MSCI will issue a letter of award which will specify that all grants awarded by MSCI are conditional on (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 MSCI's Program requirements. MSCI reserves the right to reject at any time proposed projects that do not meet MSCI's Program requirements. In the event of changes to the estimated cost of a proposed project, MSCI 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 MSCI disburse grant funds in excess of fifty percent (50%) of the final project cost.

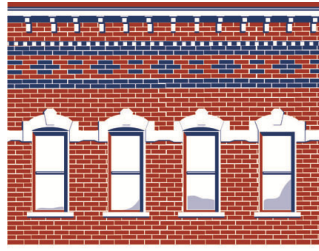
How much are MSCI's application fees?

A processing fee is required to cover MSCI's costs to process the grant forms and inspect and administer projects, which must be paid with the application. The application fee is \$100 for a small project (one with an estimated cost to complete of less than \$10,000) and \$250 for a large project (estimated cost to complete greater than \$10,000). The application fee will be waived for MSCI members.

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 MSCI's award letter, unless an extension is granted by MSCI. 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 MSCI as provided in the Disbursement Agreement.

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



Main Street CONCORD

APPLICATION – FAÇADE IMPROVEMENT PROGRAM

Date: _____

Applicant: _____ (select one): _____ Property Owner _____ Tenant
Address: _____
Phone: _____
Email: _____

If Applicant is a tenant, enter name, address and phone number of owner:

Do you have 2 years left on your lease or an option to renew? _____ Yes _____ No
Please attach a letter of approval from the Property Owner

Brief Description of Proposed Improvements:

Eligible projects- 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 Main Street Concord approves a grant.

Please return this form to: Jessica Eshleman, Executive Director, Main Street Concord, Inc., 15 Pleasant Street, Suite 14, Concord, NH 03301 603.226.2150 or jeshleman@mainstreetconcord.com