



SULLIVAN RENAISSANCE 2017 BUSINESS ASSISTANCE PROGRAM GRANT INSTRUCTIONS

Sullivan Renaissance is a beautification and community development program committed to building beautiful, healthy and active communities. The **Business Assistance Program** is designed to provide targeted financial and technical assistance to eligible businesses in Sullivan County aimed primarily at improving their curb appeal and customer experience.

BASIC REQUIREMENTS

A limited number of businesses will be funded each year through a competitive application process. Completed applications must be received by **March 31, 2017** to be considered for funding. Applications from seasonal businesses will be accepted through **July 1, 2017**. After that date, applications will be accepted only if funding is still available.

Preference will be given to businesses located on Main Streets and downtown business districts, or who have completed the Microenterprise Assistance Program's (MAP) Entrepreneurial Training Course offered through the Sullivan County Division of Planning. Businesses must be located in Sullivan County

RESOURCES AVAILABLE

Businesses are eligible to apply for one or more of the following types of assistance through this program:

1) FAÇADE GRANTS:

Businesses that want to improve their exterior curb appeal (façade, signage, etc.) may apply for a **Façade Grant** of up to \$2,500. Grants will be awarded based on project location, degree of visual impact and level of owner investment. Grants will be issued on a reimbursement basis only for approved items, and will require a 50% match. Consultations from a qualified design professional to develop plans, sketches and/or construction drawings are also available upon request.

Eligible projects are limited to improvements made to visible portions of the building, signage enhancements and façade improvements including:

- Substantial repair/replacement of exterior siding, windows and doors
- Installation of new signs, awnings, or exterior lighting
- Installation of outdoor seating areas
- Replacement or removal of non-complaint signs and outdoor advertising, in accordance with local laws

Façade grants are not intended to fund routine building maintenance, and all projects funded through this program must comply with Sullivan Renaissance's **Design Guidelines**. In addition, all projects are subject to local permits and review processes as applicable. If awarded a facade grant, a copy of the award letter will be forwarded to the local Code Enforcement Officer/Building Inspector as a courtesy.

2) LANDSCAPING GRANTS:

Businesses that wish to improve their exterior curb appeal through the addition of landscaping (including gardens, containers, window boxes or hanging baskets) may request a **Landscaping Grant** for up to \$500. Landscaping grants can be requested alone, or in conjunction with a façade grant. Grants will be issued on a reimbursement basis only for approved items, and will require a 50% match. Consultations with the Sullivan Renaissance horticultural staff can provide assistance with garden design and plant selection, and are also available upon request.

3) BUSINESS MENTORING:

Businesses that want to improve their interior presentation may request a free consultation with a **business mentor**. Sullivan Renaissance will identify a successful business owner in a similar industry (retail, restaurant, personal service, etc.) to provide advice and assistance focused on interior design, merchandising, and displays. Upon completion of the consultation, grants of up to \$500 may also be available to fund interior improvements visible to the public such as paint, display fixtures, window treatments, etc. as recommended by the business mentor. Grants will be issued on a reimbursement basis only for approved items that are recommended by the mentor, and will require a 50% match.

4) CUSTOMER SERVICE TRAINING:

Businesses that wish to engage their staff in improving customer experience, may request to participate in a free “**Choosing your Attitude**” training program. This training is part of the **PROUD TO BE SULLIVAN** campaign, a grassroots effort to share the positive aspects of Sullivan County and spread the idea that “home is what you make it.”

ADDITIONAL RESOURCES & PARTNERS

Through this program, Sullivan Renaissance partners with the **Sullivan County Division of Planning**, which administers revolving loan program funds that assist entrepreneurs looking to establish or expand businesses in Sullivan County. Loans ranging from \$10,000 to up to \$100,000 are available depending on various criteria including the percentage of owner equity involved, the number of jobs created, and location of business. The Division of Planning also provides technical assistance with land use planning and permitting, as well as connecting with workforce assistance, and help in identifying other grant opportunities. For additional information on these and other available business programs, as well as the MAP Entrepreneurial Training Program mentioned above, please contact Jill Weyer at 845-807-0527.

Sullivan Renaissance also partners with the **Sullivan County Chamber of Commerce and Industry** on recruiting business mentors through this program. For more information about the Sullivan County Chamber, contact Cathy Paty at (845) 791-4200.

PROJECT DOCUMENTATION

This is a reimbursement grant program. After approval, applicants will receive an award letter with the approved grant amount, instructions and a W-9 form. When the project is completed, return the signed W-9 form, along with photographs and receipts for all eligible expenses to receive reimbursement. All projects must be completed and documentation submitted to Sullivan Renaissance no later than **October 1, 2017**. If unable to meet this deadline, recipients must contact Sullivan Renaissance for an extension before that date or the grant approval may be rescinded.

For more information about the Business Assistance Program, contact:
Helen Budrock, Community Planner
Phone: (845)295-2445 or Email: hbudrock@sullivanrenaissance.org

To submit a grant:
Email: grants@sullivanrenaissance.org
Sullivan Renaissance is principally funded by the Gerry Foundation.



**SULLIVAN RENAISSANCE
2017 BUSINESS ASSISTANCE PROGRAM
GRANT APPLICATION**

Business Name: _____

Contact Person: _____

Physical address: _____

Mailing address: _____

Phone: (day) _____ Phone: (mobile) _____

E-mail: _____

Type of business: Retail Restaurant Personal Service Other _____

Do you own or lease your space? Own Lease

If you lease your property, please provide the owner's information below and attach permission from the property owner to perform any proposed improvements.

Owner Name: _____

Mailing address: _____

Phone (day): _____ Phone (eve): _____

Mobile: _____ Email: _____

Have you participated in a MAP Entrepreneurial Training Program through the Sullivan County Division of Planning and Environmental Management? Yes No

If No, are you interested in participating in a future program? Yes No

Are you interested in information on the Revolving Loan Programs offered through the Sullivan County Division of Planning and Environmental Management? Yes No

1) Are you requesting a FAÇADE GRANT? Yes No

If yes, describe in detail the nature of the renovations planned for this building (example: painting, siding and/or window replacement, signage upgrades, landscaping, etc.) Attach photos of the area to be improved, along with diagrams, architect's plans or a rendering illustrating the proposed work.

Total Project Cost: _____ (ATTACH ITEMIZED BUDGET OR CONTRACTOR ESTIMATES)

Do you need a design consultation? Yes No

2) Are you requesting a LANDSCAPING GRANT? Yes No

If yes, describe the landscaping you intend to install. Is it a sign garden, foundation landscaping, or are you planning to purchase containers and/or hanging baskets?

Total Project Cost: _____ (ATTACH ITEMIZED BUDGET OR CONTRACTOR ESTIMATES)

Do you need a horticultural consultation? Yes No

3) Are you requesting assistance from a BUSINESS MENTOR? Yes No

If yes, briefly describe the nature of your business, the type of mentoring requested, and what you hope to achieve:

4) Are you requesting CUSTOMER SERVICE TRAINING? Yes No

If yes, briefly describe the nature of your business, the number of employees, and what you hope to achieve:

Please Attach:

- | | |
|--|--|
| <input type="checkbox"/> Before photos showing any areas to be improved | <input type="checkbox"/> Detailed budget or contractor estimates |
| <input type="checkbox"/> Diagram, plan or rendering illustrating proposed work | <input type="checkbox"/> Property owner permission letter |

SIGNATURE OF AUTHORIZED REPRESENTATIVE

PRINT NAME

DATE