



BUSINESS IMPROVEMENT DISTRICT PHYSICAL IMPROVEMENT GRANT PROGRAM

To help Coliseum Central Business Improvement District (DISTRICT) business owners improve the exterior appearance of their property, the DISTRICT offers a Physical Improvement Grant program. Eligible businesses, building owners and agencies may apply for grant funding to make exterior improvements to enhance the appearance of their businesses or public spaces. The program requires that all proposals meet the following guidelines:

- Applicants must complete an application form available at any time from the DISTRICT.
- Applications must come from the owners of the property proposed to be improved, or the applicant must submit evidence that the property owner has given his/her permission for the improvements to be made.
- Funds may only be used for exterior improvements, landscape improvements installed on or adjoining building exterior walls that front public rights of way, or public beautification improvements situated near, beside or surrounding DISTRICT businesses. The improvement must enhance 'curb appeal' (i.e, the appearance of the property from the point of view of driving down the adjacent street or from the adjacent sidewalk(s) and should conform to the vision set forth in the Coliseum Central Master Plan (found online at <http://www.coliseumcentral.com/CCmasterplan.pdf>). Eligible projects include architectural improvements that substantially improve the appearance of the street facades and entry features of the building, and/or landscape improvements that enhance the appearance of the property.
- Applicants must submit to the DISTRICT for approval a plan for facade and/or streetscape improvements containing a description and illustration of planned improvements and an itemized budget, including design, installation and fabrication costs. Free professional design consultation (including drawings and plans of the proposed upgrades as required by the grant application process) is provided to approved applicants of the grant program. Applicants are strongly encouraged to take advantage of this service.
- Any grant funding must be matched by the Applicant, dollar for dollar, and the share of total cost accounted for by DISTRICT funding shall not exceed \$10,000.
- Grant requests from government and non-profit agencies may be approved only if the proposed improvement project directly or indirectly beautifies or enhances an area near to businesses within the DISTRICT.
- Eligible projects must be located within the DISTRICT.

- In reviewing such grant requests, the DISTRICT shall base its funding decisions on the following guidelines:
 1. The project should be well designed.
 2. The project should enhance the exterior appearance of the subject building or storefront or landscape and/or improve the appearance of the neighborhood.
 3. All grants should conform to the vision set forth in the Coliseum Central Master Plan and any applicable District Design Guidelines or Policies.
 4. The project budget should be well planned, and evidence should be provided that the 50% non-grant portion of the project budget is available.
 5. The project must comply with the Hampton Municipal Code and any other applicable government laws and regulations.
 6. The project should result in beautification or enhancement of the neighborhood that is lasting and not merely temporary.
 7. The project should result in beautification or enhancement of the neighborhood that would not have occurred without the support of this program.
 8. The project should not be so large in scope as to place an undue burden on the Physical Improvement Grant budget.
 9. Both the Physical Improvement Committee and the Board of Directors should endeavor to avoid approving projects in such a manner as to focus an undue amount of DISTRICT resources on an individual property owner, business, or area in the DISTRICT.

- Applications for grants may only be approved on a case-by-case basis by the Board of Directors of the DISTRICT. The Board of Directors will make a good faith effort to give its approval or denial of such grant requests within 45 days of receipt by the Board at a regular meeting of the Board.
- If the DISTRICT finds itself in receipt of multiple applications for grant funds in excess of the available budget, then the following procedure will be used for selecting which project to fund:
 - Smaller, locally owned businesses will be given a higher funding priority than larger 'national chain' businesses.
 - For grant requests of \$5,000 in matching funds or less, the DISTRICT Board of Directors will determine which of the applications best meet the first 7 funding guidelines outlined above.
 - For grant requests of \$5,001 or more, the DISTRICT Board of Directors will determine which of the applications best meet the 9 funding guidelines outlined above.
- In order to be eligible for funding, an application may only be submitted once a year and must be for a grant of \$10,000 or less. Additional grant applications may be submitted in subsequent years until applicant has received a maximum of \$10,000 in grant funding for exterior physical improvements. After reaching the \$10,000 maximum, applicant will be permanently ineligible.
- Approved matching grants will be paid on a reimbursable basis upon submission to Coliseum Central of evidence that the full amount of the invoice for the subject improvement has been paid in full.

For more information about the program or to obtain an application form, contact the Coliseum Central Business Improvement District offices at 2021 Cunningham Drive, Suite 101, Hampton, VA 23666 – Attention: Verna Brundin (757) 826-6351.