



CITY OF SANTA CRUZ ECONOMIC DEVELOPMENT  
**COMMERCIAL SIGN GRANT PROGRAM 2019**  
REQUEST FOR PROPOSALS



## BACKGROUND

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In an effort to improve the City's business corridors, Santa Cruz Economic Development provides grants funds to businesses to enhance their store fronts with addition or improvement of commercial signage. The primary objective of the Commercial Signage Grant program is to promote and assist in the revitalization of the City's neighborhood-shopping districts by providing grants for replacing and/or adding new signage to commercial storefronts that contribute to the vitality of the area.

## GRANT SUBMISSION DATES

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March 1-31  
Sept 1-30

## SYNOPSIS

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The Commercial Signage Grant Program provides grants to businesses or property owners to enhance their storefronts and visibility. Grant funds can be used for the following:

- Design, purchase, permitting, and installation of a commercial sign
- Design and purchase for improvements to an existing sign
- Painting a sign onto the front or sides of a commercial façade
- Purchase and installation of awnings that include business name or logo

## AWARD

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Participating Businesses and Property Owners will receive a reimbursement grant for half (50%) of the total project cost, not to exceed **\$5,000**. Projects at or above \$15,000 total are subject to prevailing wage.

## BENEFITS

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- Attracts and retains small businesses
- Increases visibility and improves business identity
- Encourages investment in the neighborhood
- Improves the pedestrian experiences and increases neighborhood safety
- Helps businesses become compliant with local codes

## REQUIREMENTS

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- Business must not have pending code enforcement violations OR be able to demonstrate plans to fix them before project begins.
- Business owners must pay all invoices to third party contractors and provide proof of payments to the Economic Development Department in order to receive reimbursement funds.
- A larger improvement project must not be planned or underway at the same parcel.

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- Business owner must have an active lease.
- Project must be approved by property owner.
- Business owner must commit to keeping signage clean and free of graffiti for five years upon completion of the project.

HOW TO APPLY

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Two rounds of funding will be open per year, between March 1-31 and September 1-30.

Grant applications can be submitted online at [www.choosesantacruz.com/signage](http://www.choosesantacruz.com/signage).

Hard copy applications may also be downloaded from the website and mailed or delivered to the City of Santa Cruz Economic Development Office, 337 Locust Street, Santa Cruz CA 95060.