



CITY OF SANTA CRUZ ECONOMIC DEVELOPMENT
FAÇADE IMPROVEMENT PROGRAM 2019
REQUEST FOR PROPOSALS



BACKGROUND

In an effort to improve the City's business corridors, the City of Santa Cruz Economic Development Department provides grants, design assistance and project management through the Façade Improvement Program to improve storefront facades in business corridors. The Façade Improvement Program is an economic development service from the Santa Cruz Economic Development Department that provides focused, customer assistance to help businesses thrive, increase quality of life, improve physical condition, and build community capacity.

GRANT SUBMISSION DATES

March 1-31
Sept 1-30

SYNOPSIS

The Façade Improvement Program provides grants to businesses or property owners to enhance their store fronts. Grant funds can be used for the following:

- Painting*
- Safety Lighting*
- Awnings
- Signage
- Anti-Graffiti film coating on windows*
- Limited exterior structural improvements
- Limited landscaping

**Indicates priority areas*

The program offers design services for visual identity and branding, architecture, A.D.A. accessibility consulting, and interior design.

AWARD

Minimum ask is **\$11,000**. The city will cover \$10,000 in full, and matches 50% of costs thereafter up to \$5,000. All grant funding is provided as reimbursement for project costs.

Grant recipients are eligible for up to \$1,000 for design consultant fees from City's preferred designer.

BENEFITS

- Increases visibility and improves business identity
- Encourages investment in the neighborhood
- Improves the pedestrian experiences and increases neighborhood safety

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REQUIREMENTS

- Projects above \$15,000 are subject to prevailing wage requirements. Prevailing wage can increase the cost of a project by 30% and adds administrative steps that result in the project taking longer than projects not subject to prevailing wage. More information [here](#).
- Business must not have pending code enforcement violations OR be able to demonstrate plans to fix them before project begins.
- A larger improvement project must not be planned or underway at same parcel.
- Must have active lease with minimum of three years remaining, OR obtain property owner's written assurance of a lease extension.
- Project must be approved by property owner.
- Property owner must notify all tenants of façade improvement projects.
- Business owner must pay all invoices to third party contractors and provide proof of payment to the Economic Development Department in order to receive reimbursement funds.
- Business owner must commit to keeping the building clean and free of graffiti for five years after the project is completed by repairing any damages and touch-up painting.

HOW TO APPLY

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/facade.

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.