

Capital expenditures for commercial revitalization activity

Community and Economic
Development Committee

May 28, 2014

Façade grant program

- Purpose: Make visible improvements to street-facing portion of commercial buildings
- Project cost: At least \$2,000
- Maximum grant:
 - Neighborhood: \$5,000 per storefront
 - Downtown: 30% of project cost, not to exceed \$50,000
- Matching grant
 - Recipient 's funds must match or exceed City funds
- Reimbursable grant
 - City grant paid out when work is complete
 - Recipient must provide documentation to support expenses
 - Staff makes site visit; completed work photographed before grant paid out

Related programs

- White box grant
 - Renovate outdated, vacant interior space to attract tenants
 - Reimbursable grant: \$10/sf, not to exceed \$25,000 or 75% of project cost
 - Pilot project downtown; expanded citywide in late 2013
- Signage grant
 - Fund new signs on street-facing sections of building
 - Project cost: At least \$2,000
 - Maximum grant: \$2,500

Eligibility for façade grants

- Project
 - Work done on building exterior
 - Publicly visible improvement
 - Renovation, not code repair
 - Work starts after grant is approved
- Business/property
 - For-profit business use
 - No schools, churches, apartment buildings
 - Taxes up to date
 - Ineligible
 - Day care canters
 - Funeral homes
 - National franchises
 - Retail chain stores

Grant process

Business or property owner submits application and supporting documentation



Business Resource Committee evaluates application



Site visit/design assistance



Work done within one year (façade, white box)
Work done within 9 months (signs)



Grant recipient documents expenses



Site visit by staff



Grant reimbursement sent to grant recipient

Façade grant expenditures

- Façade/signage grants

2011-2013: 158 grants

- City investment:
\$1,355,347

- Private investment:
\$4,946,560

2014 YTD: 15 grants

- City investment: \$87,155

- Private investment:
\$164,456

- White box grant

2014 YTD: 2 grants

\$50,000



Retail Investment Fund

- Purpose: Finance capital investment in retail businesses that creates jobs
- \$5,000/FTE job created
- Reimbursed after worker has been on the job at least 45 days

2012-2014: 9 grants

Total granted: \$551,387

Jobs created/projected:
121



Streetscape partnership with BIDs

Costs shared between City and BIDs

Streetscape improvements

- Paving/crosswalk treatment
- Median plantings
- Street furniture, lighting, signs

Since 2008:

- 15 projects
- \$1.9 million grant funds to BIDs
- \$875,000 lent to BIDs

Current projects

- Kinnickinnic, Downer, Riverworks
- Likely: W. Wisconsin Ave.



Streetscape program eligibility

- Project must involve a Business Improvement District in good standing
- BID board must adopt resolution requesting City funding for streetscape project



Streetscape process

Phase I: Planning

Community meetings coordinated by DCD and BID

Design discussions

DCD seeks Council approval to expend funds for streetscape grant and loan to BID

Loan agreement drawn up with BID

Phase II: Design

DPW staff prepare drawings and specifications, bid work

Phase III: Construction

DPW contractors complete work

Following completion: Loan payback by BID

20-year loan term; interest rate determined by City's cost of funds