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DIVISION-MIDWAY STOREFRONT REVITALIZATION

WHAT IS THE STOREFRONT MINI GRANT PROJECT?

In 2015, the Division Midway Alliance for Community Improvement's (DMA) Capital Improvement Committee developed the Storefront Mini Grant program to help district businesses and property owners improve their storefronts.

Two district businesses completed the 2015 Storefront Mini Grant program.

- Mailroom Plus replaced its interior lighting with energy efficient LED lighting
- Casa Del Sol installed an outdoor patio and replaced its Drive-thru sign

Through community outreach the committee learned the community's vision for the Division Midway area. That vision includes:

- more landscaping and/or greening effects
- new business signs with landscaped bases
- exterior painting
- new awnings, windows and more.

In response, the committee developed a set of visioning standards for Storefront Mini Grants. It used these standards to develop a sliding scale grant program between 25% and 75%.

Last year's grants were 50% matching improvement grants for TIF eligible projects for between \$500 and \$5000. Adjustments to the program include:

- The grant match is sliding scale between 25% and 75% depending on the degree of visioning standards met in the project. A worksheet is provided to determine the project's percentage match.
- Storefront Mini Grant program will provide approximately \$40,000 in matching grants to business and commercial property owners in the Division Midway district.
- Each applicant is eligible for funding between \$500 and \$7,500 to support the storefront improvement project.
- Division-Midway Capital Improvement Committee will administer the funding, with applications made available to businesses beginning May 2017 for projects.
- Grant applications will be taken on a first come, first served basis until grant funds are expended.
- Design assistance is available to businesses in DMA's program area.
- Eligible projects include projects that improve the look and feel of the business district located along SE Division Street between 117th & 148th Avenues.
- Once approved, each project will have one year to complete.

WHAT IS THE GOAL OF THE STOREFRONT MINI GRANT?

DMA is working to support and strengthen business and property owners. It encourages exterior improvements that create a unique and attractive image for each business and building.

This grant will fund improvement projects that increase the visibility and street presence of the business. Eligible projects include paint improvement, sign installation, and awning replacement and/or removal, landscaping improvements, and improved storefront lighting. Interior projects that are “sticks and bricks” (i.e. stay with the building) are also eligible for funding as well, such as lighting, painting, and flooring.

Division-Midway supports mini-grant projects that achieve these goals affordably so that business and property owners are benefitted rather than burdened by the revitalization projects.

WHO CAN APPLY FOR FUNDING?

Any building owner or tenant with lease authority and authorization from the property owner can apply for funding. The project site must be located in the Division-Midway target area (along Division Street from SE 117th to SE 148th and along 122nd from SE Sherman St. (North) to SE Clinton St. - see the attached map). Tenants must have a minimum of two years remaining on their lease or an option to renew.

WHAT TYPES OF PROJECTS ARE ELIGIBLE FOR FUNDING?

Examples of possible projects include but are not limited to:

- Exterior Lighting and Interior Lighting
- Street Trees
- Awning removal or improvement
- Tree Well Improvements
- Planters
- Exterior Paint or Interior Paint
- Unique Bike Racks
- Door/window replacement and weatherization
- Signage (not including A-Boards)

WHAT TYPES OF PROJECTS ARE INELIGIBLE FOR FUNDING?

The Mini Grant Program is not intended to cover the costs of extensive deferred maintenance, such as power washing, or major redesign and structural work. For example, while a small grant may cover the cost of new light fixtures and installation, it is not appropriate for major redesign and structural work, if that is necessary to

hang the fixture. The grant is not intended to cover the cost of installing or replacing objects that will not stay with the building, such as moveable landscaping pots, interior seating, fixtures, and display cases.

ARE THERE DESIGN GUIDELINES OR OTHER SELECTION CRITERIA?

Projects must conform to the Portland Zoning Code, be in alignment with the Portland Main Street Design Handbook and be approved by the Division-Midway Design Committee.

The Division-Midway Design Plan prioritizes projects that:

- Improve pedestrian safety and experience
- Increase visibility of business
- Increase green space
- Include a plan for ongoing maintenance
- Integrate sustainability (economic, environmental & social equity), i.e. energy efficient lighting
- Utilize local vendors
- Reflect the diversity of the district
- Improve customer experience

HOW IS THE MONEY AWARDED?

DMA has restructured how it financially administers its Storefront Improvement Grant Program. While business and/or property owners are still responsible for the management of storefront projects, DMA will submit 100% of the project costs (up to \$10,000) to the contractor directly.

- Once the project is approved, the business/property owner will write a check to DMA for their portion of the project between 25% and 75% of the total project cost.
- The maximum amount Division Midway will pay directly to the contractor for a project is \$10,000 per address.
- Work begun prior to receipt of a letter of commitment is not eligible for funding.
- DMA will cut a check directly to the contractor for 100% of project costs, up to \$10,000 when the contractor submits a W-9 form and invoice for the completed project
- Business/property owner will submit two high resolutions “After Photos” (JPEG or PDF preferred) of the completed project.
- Division-Midway will review the completed project to determine that the work performed was the work approved.
- An applicant that applies in this round may also re-apply for the next round (2017-2018).
- Projects will be based on funding available and will be awarded on a first come/first served basis.

WHAT IF I DON'T HAVE THE MONEY TO MEET THE MATCH?

Division-Midway is committed to helping applicants meet the matching requirement for the grant. We will work with you and support your efforts to identify a source for the match.

HOW DOES THE APPLICATION PROCESS WORK?

- 1) Interested applicants are strongly encouraged to attend an informational meeting with DMA staff or at May's Business Mixer.
- 2) Applicants are required to schedule a one-on-one application assistance consultation with a designated Division-Midway staff member, board or Capital Improvement Committee member BEFORE submitting their application. The full application requires a detailed description of the project, architectural drawings if appropriate, color samples and cost estimates. (Two bids are required)
- 3) The Capital Improvement Committee will review the applications and recommend projects to be moved forward for funding.

HOW ARE PROJECTS SELECTED FOR FUNDING?

Applications will be reviewed on a first-come first-served basis and selected based on their compatibility with the vision and goals of the Division-Midway, their impact on the district and the feasibility of the project.

WHAT HAPPENS AFTER A PROJECT IS SELECTED?

- Projects selected for a matching grant can begin once committee approval is received and the business or property owner submits payment for the agreed upon project percentage outlined in the project acceptance letter.
- Projects must be completed the within one year from committee approval, unless extended by Division-Midway.
- The applicant is responsible for obtaining all building permits and any other required permits for the work to be done.
- The applicant is responsible for conformance with all applicable safety standards and conditions.
- The applicant also agrees to take on full maintenance of the project with the contractor of applicant's choice.
- Division-Midway may promote an approved project including, but not limited to, displaying a Division-Midway sign at the site, during and after construction, and using photographs and descriptions of the project in Division-Midways' materials.

DESIGN SERVICES OVERVIEW

The Division-Midway Capital Improvement Design Committee is available to provide basic design assistance and support to applicants. The committee recommends that the applicant work with an architect or other design professional if they require significant design work and support.

Applicants are not required to use an architect for their personal property improvements. The architect does not dictate design direction; rather their role is to advise property owners on the design strategy for the district. If a property or business owner wishes to hire an architect for additional services they may do so independent of the services being provided through the Division-Midway Mini Grant Program.

