

# Economic Development Grants: Storefront Improvement Program

GRDC

February 20, 2024

**GRESHAM**  
REDEVELOPMENT COMMISSION

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# Today's Purpose

## Outline:

- **Brief Overview**
- **Program Guidelines**
- **Policy Questions & Outcomes**
- **Next Steps**

## Purpose:

- **Get direction from the GRDC to proceed with the Storefront Improvement Program**
- **Feedback on communications plan and outreach**



# Overview

The Storefront Improvement grant program is administered by the Gresham Redevelopment Commission (GRDC). The grant provides matching **financial and technical assistance** to commercial property and business owners who wish to **restore or update their storefront façades** on buildings located in the Rockwood-West Gresham Urban Renewal Area (URA).

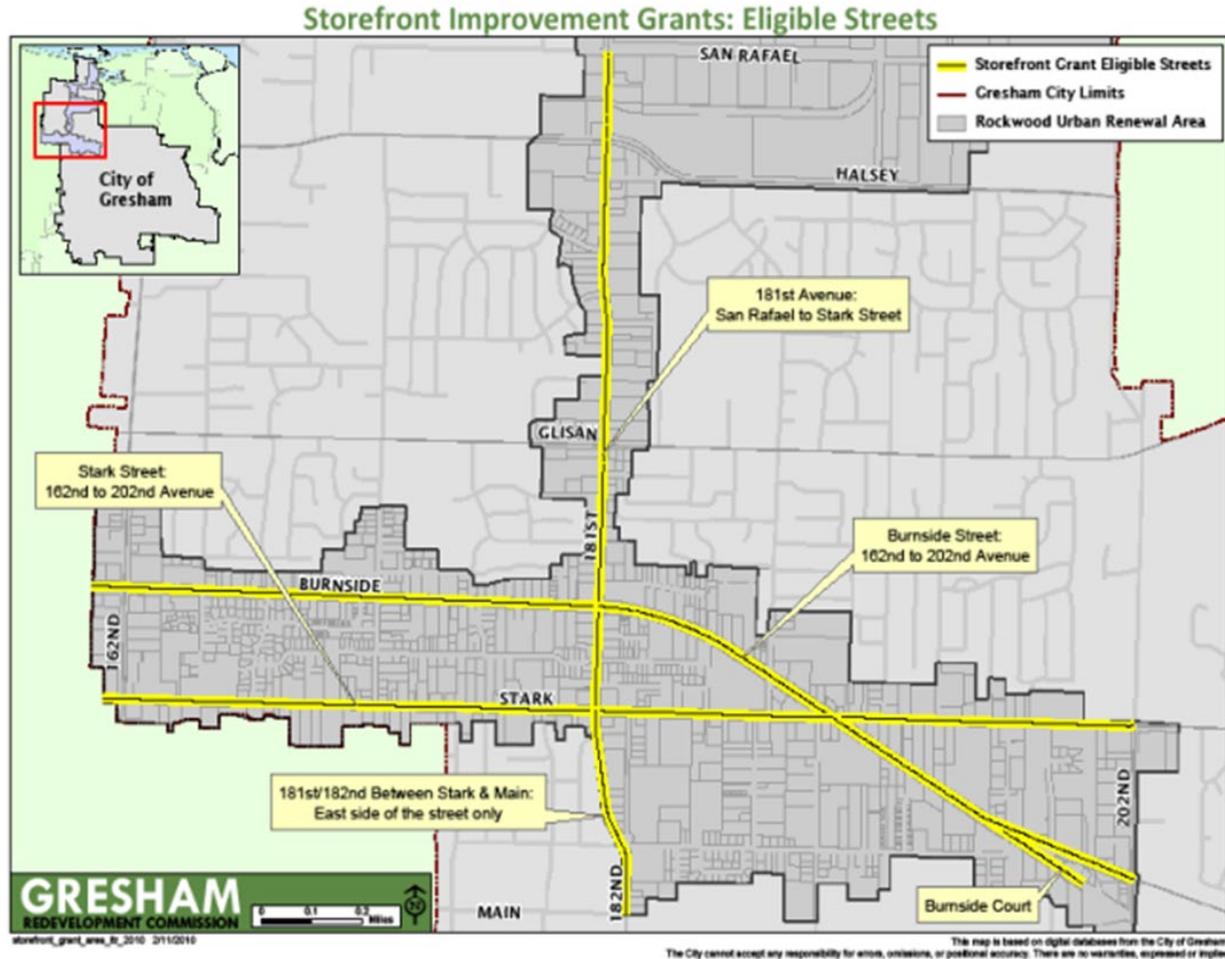
## **Who is eligible?**

Both commercial property owners and businesses with written authorization of the property owner may apply for grant funding.

# Where?

Proposed for businesses approximately within 2 blocks of the main arterials.

- Burnside
- Stark
- 181<sup>st</sup>



# Program Guidelines

## Eligibility:

- Eligible improvements made to the exterior of a building must be durable and of high quality and amount to at least \$20,000 in value
- Grant applications will be available in English, Spanish, Vietnamese, and Russian.
- Both commercial property owners and business with written authorization of the property owner may apply for grant funding. Properties with delinquent property taxes, liens or outstanding City code violations will not be considered for grant approval.

## Funding:

- The grant funds **50%** of total eligible project costs, matching funds up to **\$40,000**. **(For an \$80,000 project, grant will reimburse \$40,000.)**
- Grant funds are paid on a reimbursement basis; the Grantee must pay the entire cost of grant-funded improvements before receiving grant funds.
- The Grant will reimburse materials used in eligible improvements, labor costs (except those performed by the grantee), and the City of Gresham permit and design review fees.

# Eligible Improvements

- Exterior painting
- Siding replacement
- Windows and door replacement
- New cornices, gutters and downspouts
- Signs and graphics
- Exterior lighting
- Canopies and awnings (durable and high quality, no vinyl)
- Landscaping, fencing, bike racks, and interior window display lighting are allowed as long as they are part of the work that directly affects the building exterior.



# Ineligible Improvements

- Roofs
- Structural foundations
- Sidewalks and stand-alone ADA related improvements
- Billboards
- Security systems
- Non-permanent fixtures
- Interior window coverings
- Personal property and equipment
- Security bars
- Razor/barbed wire fencing
- Paving
- Advertising, interior modifications, and other projects that do not directly relate to the visual improvement or rehabilitation of the business



# Communications & Outreach



## Proposed Engagement Plan Includes:

- Mailings to eligible businesses
- Virtual Information Session
- Canvas (Door to door engagement)
- Collaboration with business support groups
- Information provided is available in multiple languages.

# Timeline & Metrics

## Timeline/Goals (Tentative)

- Advisory Committee Review – January 10, 2024
- GRDC Presentation – March 19, 2024
- Grant Launch: Spring 2024

## Metrics:

- Number of businesses served
- Amount of private investment (Leverage)



# Policy Questions

## Option for small awards to address immediate repairs

Does the Commission support an option to include a \$5,000 award for smaller improvements?

### Amount:

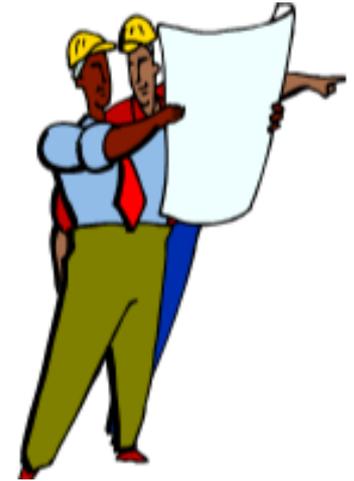
- Reimbursement up to \$5,000 per business for repairs

### Guidelines:

- Staff would approve the smaller grant instead of Commission
- No bidding required
- Reimbursement after all receipts submitted

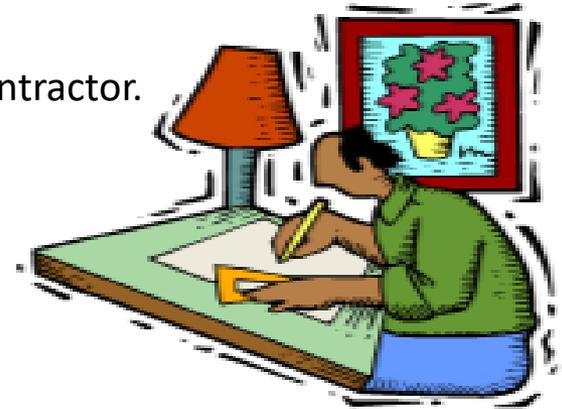
### Examples:

- Painting for graffiti
- Window, Lighting & Door Repairs
- Landscaping



# Policy Questions

- **Grantees:** Should this only apply to businesses? Add non-profits?
- **Location:** Does the Commission support businesses that are within 2 blocks of the main arterials?
- **Award Amount:** Total grant award amount per storefront: \$40,000. Reimbursement of 50% of the total project amount.
- **Uses:** The eligible/ineligible uses are fairly standard. Any considerations?
- **Contracting Diversity & COBID:** Encouragement or policy?
  - Option 1: Provide a list of certified contractors on website.
  - Option 2: Reimbursement of 60% with use of a certified contractor.
- Communications and outreach?
  - Any additional considerations regarding outreach?





# Recommendation & Next Steps

## **Recommendation:**

- Staff recommends the GRDC proceed with implementing a Storefront Improvement Program.
- GRDC can also revise the proposal, or direct staff not to proceed.

## **Next Steps:**

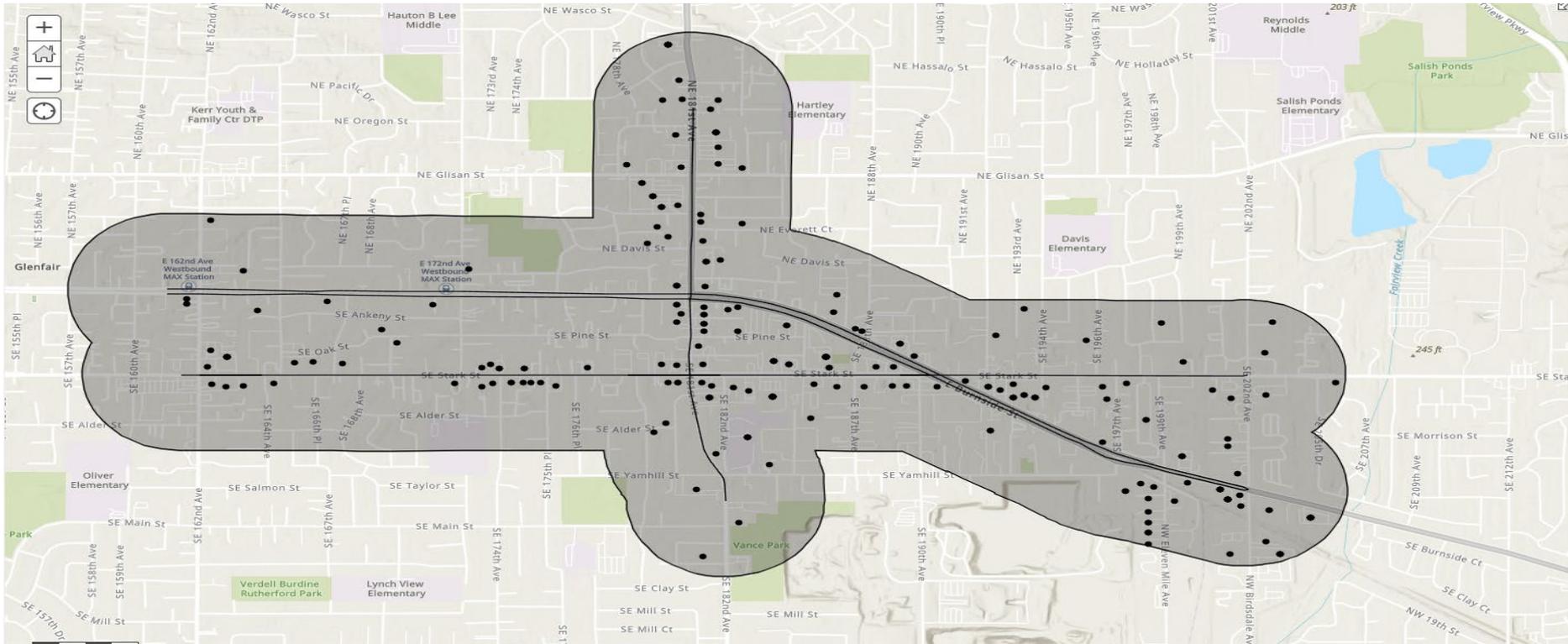
- With GRDC direction, staff would proceed with administration of the program.

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# Small Businesses in Rockwood

GIS MAP: Businesses under 50 employees along the main arterials.  
Approximately 300 businesses.



# Grant Process Steps

Applicant Contacts Urban Renewal Staff

The applicant should contact Urban Renewal staff prior to submitting an application to discuss the grant parameters and what the applicant hopes to accomplish with their grant.

Submit Application

Applicant submits application and scope of work to Urban Renewal staff.

Gresham Redevelopment Commission Meeting

Grant applications are considered for approval by the **Gresham Redevelopment Commission (GRDC)** at monthly public meetings. Typically, an application will be scheduled for consideration the month following submission. It is recommended that applicants attend the GRDC meeting.

Application Not Approved

Application Approved

The **GRDC** will either approve, approve with modifications, or deny the grant request at the public meeting. The applicant is notified in writing of the GRDC's decision.

Collect Bids & Submit to Urban Renewal

Within 120-days of the date of the Pre-approval letter, Grantee acquires 3 bids for each element of grant-funded work over \$XX,XXX. Only one bid is required for work up to \$10,000.

Letter of Commitment

Urban Renewal reviews the bids and prepares Letter of Commitment specifying the work to be completed, maximum grant amount, and the terms and conditions of the grant.

Begin Work

Once the Letter of Commitment has been signed and returned to Urban Renewal, the grant-approved work can begin.

Complete all Work & Submit Receipts to Urban Renewal

After all grant-approved work has been completed, the Grantee submits the payment documentation for all of that work to Urban Renewal.

Reimbursement

Urban Renewal reimburses the Grantee for half of the costs of the grant-funded work. The payment shall not exceed the maximum grant award and will be paid out in a single payment.