

Program Guidelines & Eligibility

- **Objective**
 - The primary goal of the Small Business Support Program is to encourage economic development and destination awareness of historically under-invested areas by enhancing the exterior appearance and commercial viability of storefront businesses in Santa Rosa commercial districts.
 - Improvements should enhance or restore the physical condition or appearance of a business/building and/or enhance placemaking of an area.

- **General Façade Improvements Include**
 - Paint
 - Signage
 - Landscaping
 - Exterior lighting
 - Security systems
 - Awnings/canopies
 - Windows, doors, and safety grilles
 - Restoration of historical façade features
 - Parklet buildouts
 - Compliance with the Americans with Disability Act (ADA)

- **Placemaking Improvements**
 - Murals or other public art on building or parklet exterior. Participating businesses will be paired with a public art project manager who will work with you to design public art on-site, such as an exterior mural or mosaic, at no cost to you.

- **Eligibility**
 - Phase 1: Business must be located in one of the following areas: (Click [here](#) to see the map.)
 - Roseland commercial areas
 - Santa Rosa Avenue/Petaluma Hill Road commercial areas
 - Downtown
 - Phase 2: Pending fund availability, remaining Santa Rosa commercial areas become eligible
 - Applicant must meet the definition of an Impacted Small Business:
 - <500 employees
 - Experienced decreased revenue or gross receipts during pandemic
 - Experienced financial insecurity due to pandemic
 - Faced increased costs
 - Lack capacity to weather financial hardship due to pandemic
 - Challenged with covering payroll, rent or mortgage, and other operating costs during pandemic
 - If an applicant is a tenant the building/site owner must provide approval, too.

- **Grant Award and Criteria**

- A typical award will grant 70% of the project costs, depending on funding availability and evaluation criteria.
- 20% of the award is available up front for start-up costs; the remaining award will be issued through reimbursement.
- If applying to have public art installed at your site, you would be paired with a public art project manager who will work with your business to design public art on-site, such as an exterior mural or mosaic, paid for by the City.
- Proposed improvements that meet the below evaluation criteria will be most competitive for grant funding:
 - Enhancing the exterior appearance and commercial viability of storefront businesses or parklet
 - Restoring the exterior physical condition of a business
 - Contributing to placemaking of a historically under-invested area
 - Viability of proposed improvements
 - Impact of proposed or completed improvements

Grant Process Step-By-Step

Step One: Review Program Guidelines and Eligibility (above)

Step Two: Meet with Economic Development Staff (OPTIONAL AS NEEDED)

Prior to formally submitting an application, an applicant may meet with Economic Development Division staff to discuss the project, if desired.

Step Three: Submit Application

Submit applications through this link*: <https://srcity.submittable.com>

* If you cannot submit your application using the link, call 707-543-3080.

- **Phase 1** (Roseland commercial areas, Santa Rosa Avenue/Petaluma Hill Road commercial areas, Downtown)
 - Application Opens: February 1, 2023
 - Applications will be reviewed as they're received
- **Phase 2** (remaining commercial areas)
 - Pending fund availability, remaining commercial areas become eligible on July 1, 2023

Step Four: Application Review

City staff from Economic Development will review the application. An application may be:

- Approved,
- Denied,
- Approved with conditions. If approved with conditions, staff may request that the grantee make specific changes to the proposed improvements or ask for more information.

Step Five: Grant Awarded

Grant funding and an approved Scope of Work will be issued by the Economic Development Division.

SMALL BUSINESS SUPPORT PROGRAM

Façade Improvement Grant



- A typical award will grant 70% of the project costs, depending on funding availability and evaluation criteria. 20% of the award is available up front for start-up costs; the remaining award will be issued through reimbursement.
- Grantee must sign an acceptance form agreeing to carry out the work as described in the approved Scope of Work, and provide a W-9 form including the federal identification number or social security number(s) for the corporation, partnership or sole proprietorship. *All grant funding will be obligated no later than December 31, 2024.*

Step Six: Secure Permits

- All necessary permits must be secured before the project is initiated. Applications and instructions for most permits required for façade improvements can be accessed virtually at <https://www.srcity.org/3344/Planning-Application-Portal>.
- If the project has already been completed, proceed with Step Seven.

Step Seven: Complete Work and Submit for Reimbursement

- Carry out the work set forth in the approved Scope of Work and file for reimbursement at the conclusion of the project.
- Proof of payment and invoices are required for reimbursement. All permits must have completed final inspections prior to reimbursement.

CONTACT US

City of Santa Rosa Economic Development Division
EconomicDevelopment@srcity.org
707-543-3080