
Downtown Strong - Small Business Impact Fund

Façade Grant Program Guidelines

Eligible business and property owners may apply for a façade grant for commercial properties located in Downtown Mobile. **Applicants must be business or non-profit members of the Downtown Mobile Alliance and located in Downtown Mobile or own property within the Downtown Mobile Business Improvement District.** Applicants receiving a façade grant from the City are ineligible for this program. Applications are reviewed on a first-come, first-served basis. Email Sheila Cochran to set up an appointment to discuss your application at scochran@downtownmobile.org.

Program Objectives:

1. Support job preservation and business enhancement in Downtown Mobile.
2. Support the rehabilitation and renovation of exterior building facades and historic buildings in Downtown Mobile.

Program Funding Requirements

1. The grant reimburses the applicant up to 50% of the approved expenditures.
2. Grant maximum is determined by the length of building, measured along the total linear frontage of adjacent public right of way (includes corner buildings), up to \$7,500 per property.

Building Width	Maximum Grant Amount
Up to 60'	\$5,000
61' & beyond	\$7,500

3. Work should be completed within 90 days after application approval.
4. Applicants must be business or non-profit members of the Downtown Mobile Alliance and located in Downtown Mobile **OR** own property within the Downtown Mobile Business Improvement District.

Program Guidelines

1. Improvements should comply with the Secretary of the Interior's Guidelines and Mobile Architectural Review Board Guidelines for buildings in historic districts. Permits required accordingly.
2. Improvements should comply with the guidelines contained in the Downtown Development District Zoning Code. Permits required accordingly.
3. Funds reviewed and distributed on a 'first come, first serve' basis.
4. Applications should be reviewed by the DMA Incentives Committee prior to work commencing on the project.
5. Retroactive funding requests for work complete before application submittal will not be considered.
6. Applicants must be business or non-profit members of the Downtown Mobile Alliance and located in Downtown Mobile or own property within the Downtown Mobile Business Improvement District.

Eligible & Ineligible Expenses

Eligible Expenses

1. Painting & Soft Washing
2. Exterior Construction & Repairs
3. Exterior Lighting & Exterior Cameras
4. Decorative Awning, Canopy, Balcony, or Gallery
5. Signage (if included as part of a more extensive façade renovation project)
6. Restoration or renovation of historical identifying features

Ineligible Expenses

1. Signage as a standalone request
2. Any improvement that could be removed from the building as personal property
3. Interior Improvements or other unseen work

Requested expenses not specifically included in the above list will be reviewed on a case-by-case basis.

Downtown Strong Façade Grant Program Process

1. Application Submittal
 - a) Applicant, if not the property owner, shall complete and sign the grant application.
 - b) Property owner shall complete and sign a statement authorizing the tenant to do the proposed work.
 - c) Applicant shall attach the following:
 - A photo of the existing façade
 - The proposed project design. If painting, attach color scheme and paint swatches. Color assistance available upon request.
 - The project cost estimates (design, material, labor, etc.)
 - Any other relevant information
 - d) Application and attachments are submitted to Sheila Cochran - scochran@downtownmobile.org or mailed to Downtown Mobile Alliance, PO Box 112, Mobile, AL 36601.
2. Review Process
 - a) Internal Review – may include a walk through or conversation with applicant
 - b) Incentives Committee Review – may be done by email or conference call
 - c) Incentives Committee Approval/Denial
3. Applicant Obtains Necessary Permits and Completes Project
4. Payment Process
 - a) Applicant will have 60 days after the completion of the project to apply for payment. Failure to submit the required close-out paperwork within this time frame may result in forfeiture of the grant funding.
 - b) Applicant submits proof of payment for eligible activities to the DMA.
 - c) The DMA will conduct an inspection to ensure that the work has been completed according to plan.
 - d) Payment request is completed and issued to applicant.

Program administered by the Downtown Mobile Alliance and Main Street Mobile.
The organization reserves the right to decline any application for any reason.

The Henry Aaron Loop is bounded by Water Street on the east, Canal Street on the south, Broad Street on the west and Beaugard Street on the north.

