

CRITERIA FOR THE TOWN OF PEARISBURG BUSINESS AWNINGS AND SIGNAGE GRANT

The Town of Pearisburg Business Awning and Signage Grant is intended to encourage economic development in the Town of Pearisburg by creating an incentive for current and prospective business owners to install professionally designed and installed awnings and signage that will enhance the character of the Town:

Funding:

The Town of Pearisburg has allocated \$7,500 for a 50/50 Matching Grant available to business owners located within the Town's B-1, B-2 or B-3 Zones. The \$7,500 will be divided up amongst awardees based on their qualifying expenses and discretion of the Town Council. The business owner must match 100% of the grant money awarded. Once the funds are exhausted or the fiscal year ends, whichever occurs first, the grant shall expire.

Eligibility:

Business owners with a valid Town of Pearisburg business license for a business located within the Town of Pearisburg's B-1, B-2 or B-3 Zones are eligible to participate. Additionally, the following requirements must be met:

- All properties/businesses must be a conforming use under the Town of Pearisburg's Zoning Ordinance or have received a variance.
- The property/business must be a commercial property that is actively utilized for a commercial use.
- All real estate and personal property taxes must be current.
- There shall be no outstanding building code violations on the property.
- Owners, tenants, or owner-tenant joint ventures are eligible for the grant. If the tenant is the applicant, written approval from the property owner must be submitted.
- Projects must be complete within 6 months of approval by the Town Council. The Town may grant an extension by request as long as it is prior to the expiration of the initial six months.
- The grant is to be utilized for reimbursement of half of the cost for the installation of exterior awnings and/or signage.
- All awnings and signs must receive proper approval from the Town of Pearisburg and final permitting through the Town's Public Works Department.

Matching Funds:

- Property and/or business owners must provide cash investment in the project.
- The required matching rate is a 50/50 split between grant funding and match funding.
- The Town Council may consider other improvements to the property as matching funds. If approved by the Town Council, documentation of expenses claimed as match must be submitted to the Town Manager for verification.

Evaluation Criteria:

Limited funds are available for this grant. Grant awards will be a competitive process. Final approval is at the discretion of the Town Council of the Town of Pearisburg. Applicants will be evaluated based on the degree to which the project will improve the overall appearance of the building through the use of an acceptable design professional to create a visually appealing façade while preserving the character of the Town and such other factors as the Town Council may wish to consider.

Terms of Participation:

Funds awarded for the purchase, installation, and/or replacement of awnings and signage will be managed as a deferred loan that will be made for a two-year term at zero percent (0%) interest. The deferred loan will be entirely forgiven at the end of the two-year period if the applicant has met the following conditions:

1. The property and/or business owner must match the grant funds at the 50/50 rate.
2. The property and/or business owner has kept the awning and/or sign installed on the original site
3. The property and/or business owner has continued to maintain the awning and/or signage in satisfactory condition.
4. The owner of the property and/or business at the time of the loan approval has retained ownership of the improved property and/or business during the two-year period. If the owner sells the property and/or business within the two-year term, or otherwise voluntarily transfers ownership, the balance on the loan note will become due and payable on a prorated basis (50% of deferred loan forgiven per year). Alternatively, the balance of the loan may be transferred to the new owner with a new promissory note with the Town.
5. Property and/or business owners will be responsible for the continuous maintenance of the awning(s) during the term of the deferred loan and beyond the term of the deferred loan.

How to Apply:

Contact the Town Manager's office to schedule an appointment to discuss the project and for initial screening of eligibility. Submit a brief description of the project along with the Total Projected Cost, Requested 50/50 Match amount, and a photograph of the façade of the building to the Town Manager.

1. Initial applications will be screened by the Town Manager and a recommendation will be made to council. Awards will require approval of the full council at the first regularly scheduled meeting of the Town Council in October. **Applications must be submitted to the Town Manager's office no later than 4:00 p.m. on September 15, 2023 to be considered for funding.**
2. Leftover Business Incentive Grant Town funds not awarded at the first regularly scheduled meeting of the Town Council in October may be used by the Town for downtown beautification and revitalization projects.

How to Receive Reimbursement:

After completion of the installation of the approved awning/signage, submit to the Town Manager's office copies of paid invoices, proof of payment, and photographs of installed improvements. All documentation must be submitted before the end of the six-month period. All reimbursements will be issued directly to the applicant. Payment will not be made to vendors or contractors.

*Incomplete, illegible, or non-conforming applications will not be considered.
Final approval is at the discretion of the Town Council.*

Adopted this 11th day of July, 2023.

Approved: Todd Meredith
Todd Meredith, Town Manager

Application for Awnings & Signage Grant

Please submit this application and applicable documentation to:

Todd Meredith, Town Manager
112 Tazewell Street
Pearisburg, VA 24134

Applicant Name: _____
Property Address: _____
Phone #: _____
Email Address: _____

Brief Description of Project (Please attach a separate document if more space is needed):

Total Project Cost: \$ _____ Requested 50/50 Match: \$ _____

Please attach the following:

- Copy of Proposed Design and Estimated Cost for Awning/Signage
- Photo of Façade of Building (before installation)
- Copies of all Required Town Permits (i.e., Sign Permit, Zoning Compliance, etc.)

To be completed by Town of Pearisburg:

Date Received: _____ Town Council meeting to be reviewed: _____

Action of Town Council: **APPROVED** **DENIED**

Grant Amount Awarded: \$ _____

For reimbursement after installation of awnings/signage, please submit the following to the above referenced office:

- Proof of payment (copies of paid invoices and receipts)
- Photograph of Façade of Building with improvement installed

Reimbursement documentation is due within (30) days upon installation of awnings/signage or by **June 1st**, whichever is first. All reimbursements will be issued directly to the applicant.