



Streetscape Assistance Grant

Montevallo Main Street is dedicated to supporting and assisting our downtown businesses during the upcoming Streetscape project. The mission of Montevallo Main Street is to promote a healthy, vibrant, and energetic environment in our Main Street district through beautification, marketing strategies, and economic development. Our goal is to promote and sustain an environment that encourages people to shop, eat, and enjoy Montevallo's Main Street. The upcoming Streetscape Project will assist the City of Montevallo in establishing this spirited atmosphere for all to encounter.

Montevallo Main Street is pleased to offer funding through our Streetscape Assistance Grant to businesses that will be impacted by the upcoming construction. Businesses may need assistance with projects that may include but are not limited to: hiring valets to assist with customer parking, hiring delivery drivers, construction or improvement of rear entrances, improving signage, purchasing and distributing promotional items, façade improvements, marketing/advertising campaigns, and/or hosting special events. Any business located within the Montevallo Main Street district who is interested to apply will be eligible. Funding priority will be provided to locally owned and independently operated businesses.

The Streetscape Assistance Grant will consist of awarding up to ten total grants for no more than \$500 each. It is our hope that these funds will help businesses prosper during the construction period. All interested businesses will be required to submit an application to the Montevallo Main Street Board of Directors.

Applications are available at the Montevallo Main Street office located within City Hall at 541 Main Street or the Montevallo Main Street website at <http://www.cityofmontevallo.com/331/Montevallo-Main-Street>. Applications will be accepted via email to the Montevallo Main Street Executive Director, Sarah Hogan at shogan@cityofmontevallo.com or hand/postage delivery to the Montevallo Main Street office.

The Streetscape project is expected to occur for a duration of 12 – 18 months, with work to begin in January 2017. Montevallo Main Street and the City of Montevallo will be holding construction update meetings regularly throughout the process.

All applications will be reviewed by a panel of individuals representing the Montevallo business community and will be judged based on the following criteria: potential effectiveness of proposed strategy, likelihood of implementation, creativity, degree to which businesses will be impacted during constructions, projected long-term impact of strategy. Priority will be given to businesses that collaborate to develop marketing or other plans.

If a Streetscape Assistance Grant is awarded, a final project report will be due within one month of the project completion. Projects must be completed by the time the downtown renovation is complete.

All applications must be received by: **January 31, 2017**

Montevallo Main Street funds are available without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status.



Streetscape Assistance Grant Application

Date of Application: _____

Name of Business: _____

Business Address: _____

Business Owner/Operator: _____

Owner/Operator Address: _____

Contact Email: _____ Daytime Phone#: _____

Detailed description of project including goals, budget, timelines and expected impact on your business:

Describe what strategies you plan to employ to manage difficulties you might experience during the construction phase. How will grant money help you with your strategies?

What is the timeframe of use of funds?

Total amount requested (cannot exceed \$500.00): \$ _____

Project Start Date: _____ Anticipated Completion Date: _____

I attest that it is my full intent to spend any funds awarded for the sole purpose as described above and return any funds that are not spent. I understand that if I intend to spend the funds in any manner than described above, I will notify the Montevillo Main Street Executive Director.

Applicant Signature

FUNDS ARE AWARDED UPON PROJECT APPROVAL AND WILL BE ANNOUNCED ON FEBRUARY 10, 2017.

Date Application was Received: _____ By: _____

Committee decision: Accept proposal as submitted Accept proposal with revisions Reject proposal

Project Review Panel Chair

Date