



Downtown  
**Roanoke**

# Downtown Roanoke Beautification Grant Information

**Please read the following information in its entirety before completing an application.**

### ***Program Goals:***

- Stimulate storefront beautification within the Downtown District
- Provide a financial incentive for property or business owners to add or improve signage to commercial buildings.

### ***How it works:***

New Projects

1. Pick an aspect of your business (Eligible Project see below) you would like to improve.
2. Get 2 written quotes.
3. Submit application.
4. Wait for approval.
5. Complete improvements.
6. Submit proof of payment\*
7. Wait for your reimbursement.

### ***Who can apply:***

Grants are available for Business Improvement District members only. Members include anyone who owns or operates a business with a storefront (i.e. 1. the side of a store facing a street, containing windows and doors; 2. A room or establishment at street level with frontage on a street or thoroughfare.) in the BID and pays business tax.

### ***Eligible Projects:***

Contact DRI to discuss your project in detail to see if it qualifies. Examples include:

- Exterior signage
- Planting/Beautification to storefront
- Exterior hardware; lighting

### ***The Grant:***

A maximum of \$1000.00 or 50% of the total projects, whichever is less if the project qualifies and funds are available. Qualified businesses are eligible to apply once every 3 years.

### ***How to Apply:***

Mail: Downtown Roanoke, Inc. (Attn: Dani Poe), 213 Market St, Roanoke, VA 24011

Email: DaniP@downtownroanoke.org

Fax: 540.344.1452

# Beautification Grant Information Continued

## **Fine Print:**

\*Not all applications will be approved. Missing information or incorrect information will determine the outcome of your application. If all information is complete, approval will be based on how well your proposed project fits the program goals and available funds at the time of application.

\*Applications will be approved on a first come, first served basis. Applicants will be notified of the outcome of their application via email or mail within 30 days of applying. If all available grant money has been allocated to other members, applicants will be notified that their application will be considered in the next fiscal year as funds permit.

\*Multiple improvements can be submitted on one application.

\*Applicant will need to submit proof of payment and an invoice clearly marked as paid along with a copy of the check, bank or credit card statement showing the job has been completed and payment received by the vendor. Proof of payment must be submitted no later 60 days from date of completion of the project. Projects must be completed and all bills paid to be reimbursed. Once proof of payment is submitted, a DRI staff member will perform a site visit to ensure all improvements have been successfully completed. Under extenuating circumstances, applicants must apply in writing before the grant expires requesting an extension. Extensions will be awarded at the discretion of DRI.

For applications for advertising, one quote or rate sheet will be considered sufficient.

**If you have any questions or would like to speak in detail regarding your project, contact Dani Poe at [DaniP@downtownroanoke.org](mailto:DaniP@downtownroanoke.org) or 540.342.2028 ext. 12.**

## Terms and Conditions:

1. Only Downtown Roanoke Inc. members (as defined above) are eligible for grants. Applications will be reviewed on a first come, first served basis. Successful applicants will receive written confirmation from DRI within 30 days after submitting completed application.
2. Whether or not the project qualifies is up to the discretion of DRI. Multiple improvements may be submitted per application.
3. The applicant assumes all responsibility for obtaining permission from the landlord, property owner and/ or city to undertake the proposed projects. DRI assumes no responsibility for projects undertaken without permission or necessary permits.
4. The applicant assumes all responsibility for ensuring the proof of payment is submitted within 60 days from the date of project completion. DRI will not be held responsible if proof of payment is not provided within the given time frame. In case of such an event, the grant will be canceled by DRI.
5. The applicant must obtain and submit copies of two quotes for each application. One quote must be from a DRI member; however an exception will be made if there is no DRI business who provided the service or product required. Lists of DRI businesses are available upon request. If choosing a DRI business is not possible, the applicant must provide a brief explanation in the space provided on application. In the absence of a quote from a DRI member, where no explanation is given, the application may be delayed or denied. New qualifying projects must be approved before construction is started. For projects involving advertising, one quote or rate sheet per run will be considered sufficient.
6. The amount listed in the approval letter is the maximum amount eligible for reimbursement; a maximum of 50% up to \$1000 whichever is less for each grant/rebate type every three years. In the event a project costs less than originally quoted, the grant will be reduced to match the actual cost, minus taxes. In the event the project costs more, the original approved amount will be granted. If all DRI grant funding have been allocated, DRI may file the application to be processed in the next fiscal year. Monthly bills for internet, electricity, taxes, zoning, permits, and administration, legal or financing services are not eligible for reimbursement.
7. The project must be completed and all bills paid to be reimbursed by DRI. The applicant must be operating within the DRI area to qualify for reimbursement.
8. Before reimbursement, a DRI staff member will perform a site visit to confirm the project has been completed.
9. Terms and conditions of the DRI grant are subject to change without notice. All decisions made by DRI are final, disputes will be brought to the management board.



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# Downtown Roanoke Beautification Grant Application

Please read the following information carefully before completing the application.

## ***Applicant Information***

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**Business Name/Property Owner:**

**Type of Business:**

**Address:**

<b>Street:</b>		
<b>Zip Code:</b>	<b>Phone:</b>	<b>Fax:</b>

**Primary Contact Person:**

<b>Name:</b>	<b>Email:</b>
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## ***Project Information***

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**Detailed description (attach extra pages if necessary):**

# Beautification Grant Application Continued

## Project Estimates

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Name of chosen service provider:

**\*\*Two quotes are required. Please attach them to your submission.**

**If you are unable to obtain the necessary quotes, please provide a detailed reason why (attach a separate page if necessary).**

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Signature

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Date

# Agreement

I hereby certify that the information provided in this application is true and accurate to the best of my knowledge and that I have read, understood and agree to the terms and conditions.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

If the property owner is different from above, please provide the following:

Owner's Name:

Address:

Street:

Zip Code:

Phone:

Has the property owner authorized the proposed project?  Yes  No  N/A  
Please attach signed and dated letter of authorization.

Please fill out the following if you authorize Downtown Roanoke, Inc. to publish pictures of your improvement project.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## For Internal Use Only

Business Name:  
Date Received:  
Status:  Approved  Declined  Declined by Applicant  
Reason:  
Approval letter sent via  Email  Mail  
Date Sent:

Grant Amount:  
Total cost of project before tax:  
Authorized Signatures:  
Amount Paid: \_\_\_\_\_ Date: \_\_\_\_\_  
Check # \_\_\_\_\_  
Date of Site Visit:  
Notes:

# Grant Application Check List

**Completed Application**

**Two Quotes**

**Signed letter from property owner of approval for improvements (if applicable)**

**Send your completed application to:**

**Mail: Downtown Roanoke, Inc.**

**Attn: Dani Poe**

**213 Market St**

**Roanoke, VA 24011**

**Email: [DaniP@downtownroanoke.org](mailto:DaniP@downtownroanoke.org)**

**Fax: 540.344.1452**

**Questions? Contact Dani Poe at [DaniP@downtownroanoke.org](mailto:DaniP@downtownroanoke.org) or 540.342.2028 ext. 12**



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