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# 2021 William G. Mayne, Jr. Business/Community Enhancement Program

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Developing partnerships for a better Niagara



With special thanks to the Niagara Falls Bridge Commission for their contribution toward the 2021 William G. Mayne, Jr. Business/Community Enhancement Program

# Niagara County Legislature

**2021**

|                      |                         |
|----------------------|-------------------------|
| First District:      | Irene M. Myers          |
| Second District:     | Rebecca J. Wydysh       |
| Third District:      | Mark J. Grozio          |
| Fourth District:     | Owen T. Steed           |
| Fifth District:      | Christopher A. Robins   |
| Sixth District:      | Dennis F. Virtuoso      |
| Seventh District:    | Jesse P. Gooch          |
| Eighth District:     | Richard L. Andres, Jr.  |
| Ninth District:      | Randy R. Bradt          |
| Tenth District:      | David E. Godfrey        |
| Eleventh District:   | Anthony J. Nemi         |
| Twelfth District:    | William J. Collins, Sr. |
| Thirteenth District: | Anita Mullane           |
| Fourteenth District: | John Syracuse           |
| Fifteenth District:  | Michael A. Hill         |

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**John Syracuse, Vice Chairman**  
**Randy R. Bradt, Majority Leader**  
**Dennis F. Virtuoso, Minority Leader**  
**Richard E. Updegrave, Niagara County Manager**

**Alysa Moran, Clerk of the Legislature**  
**Niagara County Legislature**  
**Legislative Chambers**  
**Courthouse**  
**175 Hawley Street**  
**Lockport, NY 14094**

# **Niagara Falls Bridge Commission**

**2021**

## **Commissioners**

Kathleen Neville, Chairperson

Charles McShane, Vice Chairperson

Harry R. Palladino, Secretary

Bart Maves, Treasurer

Francis A. Soda

K. Geoffrey Topping

Michael J. Goodale

## **General Manager**

Kenneth Bieger, General Manager

All correspondence for the Commissioners should be sent to:

Niagara Falls Bridge Commission  
5365 Military Road  
Lewiston, New York 14092  
Phone: 716-285-6322

or

Niagara Falls Bridge Commission  
P.O. Box 395  
Niagara Falls, Ontario L2E 6T8  
Phone: 905-354-5641



**WILLIAM G. MAYNE, JR.**  
**BUSINESS/COMMUNITY ENHANCEMENT PROGRAM**  
**2021**

**INTRODUCTION**

This program is designed to offer cash grants of up to \$5,000 to business organizations in Niagara County for the purposes of enhancing and assisting with their plans for brick & mortar improvements in their communities, as well as marketing and promotional materials (brochures promoting business districts).

The program, **which will require your organization to match the grant dollar for dollar**, is established to enhance and enrich the business climate and overall landscape in Niagara County's communities. **Grants are not to be used for administrative costs, or for rolling stock, and matching amounts must not include in-kind services. Grants MUST be used for 2021 projects.**

**ELIGIBLE APPLICANTS**

All Niagara County Business Associations (dollar for dollar cash match)

Your business organization must submit, with the application, any documentation indicating the business organization has existence, as authorized by law. Examples can be: correspondence from the Internal Revenue Service (IRS), certification of incorporation or certification of assumed name.

(Only one organization can take the lead and have the primary responsibility of administering the program.)

**ELIGIBLE PROJECTS**

Example projects include, but are not limited to:

- |  |   |
|--|---|
| √ Decorative banners   | √ New Signage   |
| √ Landscaping  | √ Curbside benches  |
| √ Curbside planters/hanging flower baskets   | √ Public parking improvements   |
| √ Sidewalk improvements  | √ Other streetscape, trail or park improvements that enhance quality of life in and around business districts |
| √ Promotional brochures/materials  |   |
| √ PPE (face masks, social distancing markers, plexiglass barriers, etc.) to assist members in complying with NYS Business Guidelines |   |

## CRITERIA / EVALUATION

- Project must physically enhance the community (brick & mortar improvements).
- Project must be cost effective.
- Availability of matching funds on the part of the applicant. (Match must be a cash match; amounts must not include in-kind services.)
- Priority of project in relationship to other projects proposed under 2021 BCEP.
- Urgency of need, based on availability of other funding sources.
- Collaboration with another business association or funding partner will boost applicant's score.

## PROCESS

In order to advance projects for selection, the following process **MUST BE FOLLOWED – NO EXCEPTIONS!** Applications that do not follow this process will not be considered:

- Attendance at mandatory orientation meeting. This year's session is scheduled for **Friday, March 5, 2021, 9:00am** via Cisco Webex
- A cover letter, on the **business organization's "official" letterhead**, with original signature from an executive officer of the business organization **MUST** accompany the 2021 Business/Community Enhancement Program Grant Application.
- A 2021 Business/Community Enhancement Program Grant Application needs to include Form #1, Form #2 and Form #3. Application forms are available in electronic format and are fillable on our website at [www.niagaracountybusiness.com](http://www.niagaracountybusiness.com) under Incentives; Business/Community Enhancement Tab, or upon request. If using the forms included in this document (pages 4-6), please type. No handwritten forms will be accepted.
- **Form #1** must be filled out by an executive officer of the business organization.
- Provide proof of any documentation indicating that your business organization has existence as authorized by law. Also, a list of Board of Directors and most recent meeting minutes. (Use **Form #2**).
- Application must include **a detailed budget and project plan & timeline**. (Use **Form #3**). Grants cannot exceed \$5,000, and must be matched by the same amount in cash. For example, if you are applying for a \$5,000 grant, you must include a detailed budget, project plan and timeline for a \$10,000 project. (\$5,000 grant and your \$5,000 cash match) **You must also attach to **Form #3**, proof of cash match.**
- Upon selection, you will be asked to begin your project with your organization's matching funds. When receipts and cancelled checks that total your grant amount are accumulated, send them to the contact listed on page 3, along with an invoice on your organization's official letterhead for the total grant amount. **Important – receipts must be marked paid in full by the vendor; cancelled checks must show front and back of check; checks must be written out of the sponsoring organization's account; purchase orders are not sufficient back up documentation, and will not be accepted. Also, if you are paying**

**with a credit card or purchasing items online a billing statement needs to be submitted showing the transaction date, amount and corresponding vendor.**

- At that time, a voucher will be prepared and a check will be issued to your organization for project completion. **All projects must be completed in the 2021 calendar year.**
- Your organization must submit a project completion report, and remaining receipts and cancelled checks as proof of project completion, to the contact listed below **no later than Friday, October 29, 2021.** Failure to submit a project completion report will deem your project incomplete and Niagara County will require the return of 50% of the monies previously advanced to your organization. Failure to submit a project completion report may also disqualify the organization from future funding through the William G. Mayne, Jr. Business/Community Enhancement Program.

**PROPOSAL DUE DATE:**

**DEADLINE FOR SUBMISSION OF COMPLETED PROPOSALS, NO LATER THAN:  
4:00 P.M. WEDNESDAY, MARCH 31, 2021.**

To meet the deadline, the Niagara County Department of Economic Development must receive all proposals by the above-referenced deadlines. Proposals can be mailed or hand-delivered to: Samuel M. Ferraro Center for Economic Development, 6311 Inducon Corporate Drive, Suite One, Sanborn, NY 14132.

***Please submit one (1) original unbound and two (2) bound copies of the application.***

**CONTACT**

Applications are to be sent and questions directed to:  
  
Cathie L. Synor, Confidential Assistant to the Commissioner  
Niagara County Center for Economic Development  
Samuel M. Ferraro Center for Economic Development  
6311 Inducon Corporate Drive, Suite One  
Sanborn, NY 14132  
716-278-8750  
E-mail: [Cathie.Synor@niagaracounty.com](mailto:Cathie.Synor@niagaracounty.com)

**\*\* NOTICE \*\***

Grants will be announced at the **Tuesday, May 4, 2021** meeting of the Niagara County Legislature. Ceremonial check presentation will begin promptly at 6:00 p.m. at the Niagara County Courthouse, Legislative Chambers, 175 Hawley Street, Lockport, NY 14094.