

Niagara County Façade Program



Orientation Session

April 5, 2022

Niagara County Façade Program

General Housekeeping

- ❖ Attendees will remain muted throughout the presentation
- ❖ Questions can be asked using the Q&A Panel located at the bottom of your screen. You will find it by clicking on the button with the three dots
- ❖ Please hold your questions until the end, as many of them will be addressed during the presentation



NIAGARA COUNTY

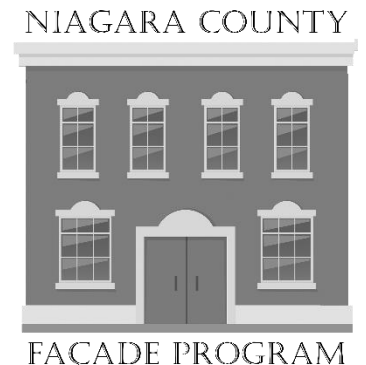


FAÇADE PROGRAM

Niagara County Façade Program

Program Description

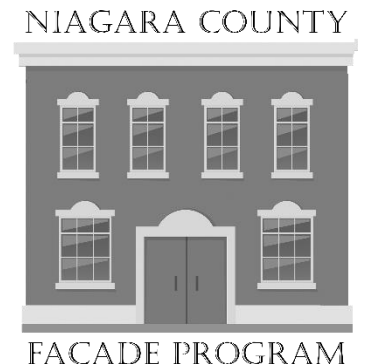
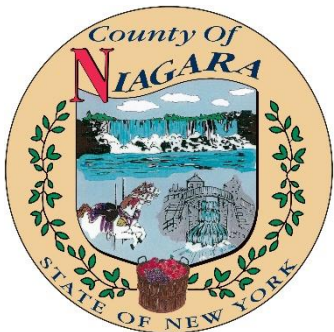
- ❖ Niagara County received funding from the American Rescue Plan Act, Small Business Economic Assistance, which is designed to aid small businesses in response to the negative economic impacts of the COVID pandemic
- ❖ With this funding the Niagara County Legislature created the Niagara County Façade Improvement Program (NCFP)
- ❖ The program will provide dollar for dollar matching grants up to \$50,000



Niagara County Façade Program

Intent of Funding

- ❖ Jumpstart façade improvement projects impacted by the COVID-19 pandemic
- ❖ Support businesses that have been negatively impacted by the COVID-19 pandemic
- ❖ Revitalize existing buildings in our traditional downtowns and main streets
- ❖ Enhance the aesthetics of our community and the economic vitality of our business districts
- ❖ Preserve significant and historic buildings and encourage the adaptive reuse of buildings to accommodate new uses
- ❖ Create an environment that attracts investment, fosters development, and creates new business opportunities
- ❖ Assist property owners in making buildings energy efficient and code compliant, including meeting ADA requirements
- ❖ Leverage private sector investment



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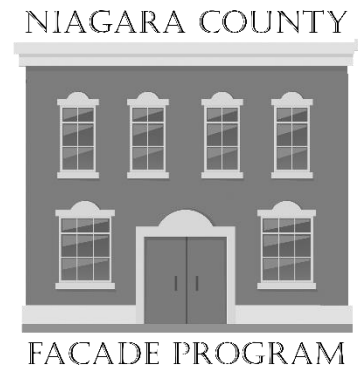
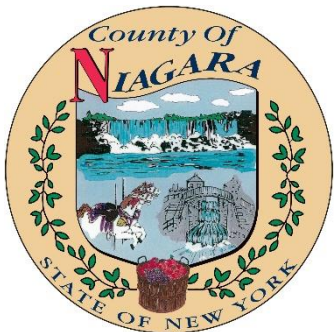
Eligible Applicants and Area

Eligible Applicants:

- ❖ For-profit and nonprofit business owners or property owners that either owned or were established in the proposed project location in January 2020.

Eligible Areas:

- ❖ Project location must be a “Main Street” or well defined business district. A "Main Street" is a major commercial street containing a mix of retail stores, restaurants, services, entertainment venues, and offices. A well-defined business district is an area of commercial activity, broader than a single street, that is also characterized by a mix of these uses. The boundaries of the business district could be defined by a business and professional organization, business improvement district, or commercial zoning district.



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Eligible Expenses Verses Non-Eligible Expenses

Eligible Expenses

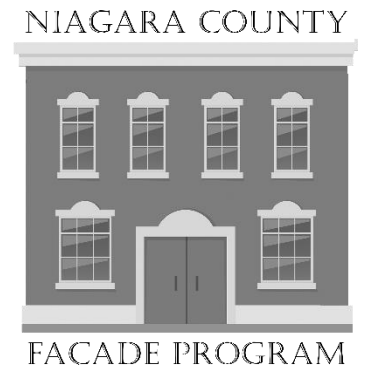
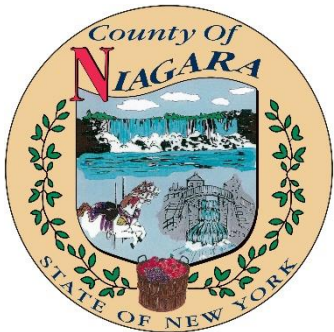
Permanent Improvements to the Business or Façade

- ✓ Signage
- ✓ Siding
- ✓ Windows
- ✓ Exterior Painting
- ✓ Doors
- ✓ Awnings
- ✓ Stairs, etc.

Ineligible Expenses

Items that could be considered

- x Temporary
- x Seasonal
- x Removable
- x Plans
- x Studies
- x Routine Professional Services



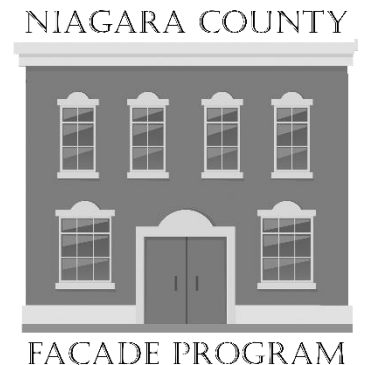
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Application Process and Procedure

Application deadline is May 6, 2022

Application submissions **must** include all of the following in order to be deemed complete and eligible for funding consideration:

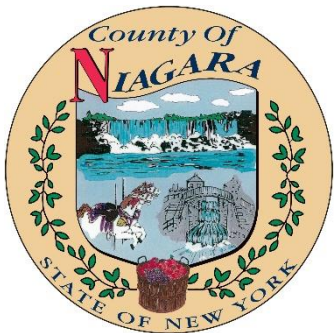
- ❖ Application
- ❖ Letter of support from local elected official
- ❖ Letter of support from building owner, if owner is not the applicant
- ❖ Minimum of two bids/proposals for project work
- ❖ Proof of matching funds



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Project Review and Award Process

- ❖ Committee will complete the review process by May 27, 2022
- ❖ Award letters will be sent out by June 1, 2022
- ❖ Grant agreements need to be signed and returned by June 10, 2022
- ❖ Applicants will be provided a Niagara County Façade Program project sign upon submission of grant agreement



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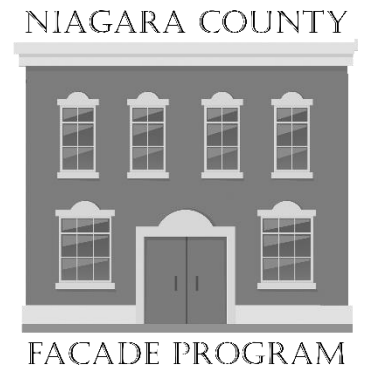


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Obligations of Grant Recipient

- ❖ Provide a dollar-for-dollar match of the grant funds awarded
- ❖ Post Niagara County Façade Program sign at project site
- ❖ Make site available for Niagara County Façade Program site tour and/or photos
- ❖ Maintain ownership of the property for three (3) years following completion of the program



Niagara County Façade Program

Potential Banking Options

Five Star Bank

Jose Mendoza, Senior Business Banking Manager

jjmendoza@five-starbank.com

(845) 943-0719

Pursuit Lending

Sherri Falck, Assistant Vice President

(716) 364-2081

Sfalck@pursuitlending.com

PathStone

Yahaira Zapata, Business Development

yzapata@pathstone.org

(585) 340-3334



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Frequently Asked Questions

What if my application is submitted late?

Late applications will not be considered for funding.

What if my application is determined to be incomplete?

Incomplete applications will not be considered for funding. Applicants should carefully review their application packet before submitting.

Which elected official should I contact for a letter of support?

The letter of support can come from a mayor, supervisor, city/town/village council member, county legislator, state assembly member, or state senator representing the district in which your project is located.

What is acceptable proof of matching funds?

Proof of matching funds can include a bank statement, credit card statement, loan document, personal financial statement, etc. with account numbers redacted for security purposes.

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Additional Frequently Asked Questions

Are buildings owned by nonprofit organizations eligible for this program?

The focus of this program is largely for-profit businesses. However, buildings owned by nonprofit organizations that are located on a "main street" or within a "well-defined business district" are eligible. Applicants should explain how the project contributes to the economic vitality of the area.

Are apartments eligible for this program?

Apartment buildings that are located on a "main street" or within a "well-defined business district" are eligible. Applicants should explain how the project contributes to the economic vitality of the area.

Who should I contact to get bids for my project?

Niagara County cannot recommend or supply a list of contractors, but applicants are strongly encouraged to use local companies wherever possible. Applicants can choose to either 1.) get a minimum of two bids from general contractors that will oversee all of the work, or if not using a general contractor, 2.) get a minimum of two bids for each type of work to be performed. For example, if the project involves installing a new awning and replacing a roof, the applicant must get a minimum of two bids from awning contractors and a minimum of two bids from roofing contractors, unless the contractor is capable of performing both types of work.

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Additional Frequently Asked Questions

Can funding be used for sidewalks and parking lots?

Funding can be used for sidewalks and parking areas if the applicant can successfully demonstrate how this work will help to grow the business and contribute to the vitality of the area.

Can funding be used to make improvements to side and rear façades?

This program focuses on front façades. However, side and rear façade projects are eligible, especially if they can be seen from the street or during the regular conduct of business, for example the rear patio of a restaurant.

Will partial funding be considered?

At its sole discretion, Niagara County may choose to award partial funding based upon application review. Funding requests may be reduced to exclude ineligible project costs or project costs that do not fully advance the goals of the program. Funding awards may also be reduced based on limited funding availability.

Niagara County Façade Program

Additional Frequently Asked Questions

When I can I start my project?

Do not start any work until *after* you have received a grant award letter from Niagara County. Expenses incurred prior to receiving an award letter will not be eligible for reimbursement. Once you have received the award letter, you can begin incurring expenses to be covered by the grant.

Who should I contact if I have questions about this program?

Send all questions via email to info@niagaracountybusiness.com or use the Contact Us form on our website www.niagaracountybusiness.com. Please also check out the updated FAQs for the program which can be found at www.niagaracountybusiness.com/facade-program.

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Questions????



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Thank You