



**City of Charleston**  
**Small Business Investment Fall Grant Program**

**GUIDELINES AND APPLICATION**



## **Small Business Investment Fall Grant Program**

### ***Grant Guidelines, Requirements & Application***

The City of Charleston's Small Business Investment Grant program is designed to aid small businesses and merchants in the community. It is intended to incentivize and motivate small business owners to:

1. repair/renovate a building's exterior or interior and make physical enhancements in a manner that keeps with the historically appropriate feel of the surrounding area; or
2. aesthetically enhance the small business making it more attractive for current and future customers; or
3. enhance a small business's marketing and customer service capabilities via e-commerce, web development, social media marketing, etc.

Under this program, an eligible small business in the City of Charleston is defined as having no more than 25 full-time employees or \$1 million in annual gross revenues. Grant funding will be provided on a reimbursement basis, and all grant awards must be matched by 25%. No business may be awarded more than \$5,000.

### **GRANT PROGRAM OVERVIEW**

1. A total of \$80,000 in grants may be awarded under the Fall 2020 program, and grant awards may be prioritized based on documented opportunities to grow a small business's profitability and enhance sustainability.
2. The maximum annual grant award for any one business is \$5,000, and grant recipients must match any award by 25%. Grant funds will be issued on a reimbursement basis once the approved project is completed, and sufficient project documentation is reviewed and accepted.
3. An applicant must submit a written request summarizing the original budget, previously received funds, and a brief description of the project. Project must be approved by the City before work can be completed. Upon request for the final (total) distribution, applicant shall also include (as applicable) before and after photos of the project.
4. A review committee will receive and consider all grant applications. The review committee will make award decisions based on established program criteria and objectives.

## **GRANT PROJECT ACTIVITIES**

An application will outline one of three project activities:

Construction/repair projects: These projects are defined as any outward facing surface or interior surface of a building, or any exterior elevation impacting a public space or right-of-way.

Examples of elements eligible for funding are:

Doors	Pilasters	Painting
Windows	Plinths	Siding Repair
Framing	Columns	Stucco Repair
Kick Paneling	Capitals	Removal of Retaining Walls
Entryway Ceilings	Accent Bands	Ramps/Lifts
Lighting	Belt Courses	Awnings
Cornices	Masonry Repair	Tile Repair
Fences	Stairs	Signage
Repair of Historic Materials	Roof	Flooring

Demolition Projects: A demolition project must include a contract outlining work to be performed, rehabilitation of affected property, and prior review and approval from all necessary City agencies – including any applicable State and City historic preservation reviews. Residential structures are ineligible.

Broadband Connectivity or Marketing and Advertising Enhancement Projects: This project shall be a one-time need and must include a description of service specifications and an explanation of how this will benefit the small business in its operations, web development, e-commerce/marketing, customer service, etc.

## **GRANT STIPULATIONS**

All applicants must be in good standing with the City Collector’s Office. If you have questions regarding your status, call the City Collector’s office at 304-348-8024.

1. General Design Considerations for Construction/Repair Projects:
  - a. The visual prominence of the building and its location;
  - b. The aesthetic quality and historic accuracy of the design proposal;
  - c. The potential impact on the attractiveness of the city streetscape, the particular building, and the economic development of the designated project area; and

- d. The comprehensive approach of the design and the long-term maintenance plan.
  - e. Grant monies or matching monies shall not be used for foundation and structural work, administrative/operational costs or inventory purchases.
  - f. Where applicable, proposed designs must comply with a CURA district Renewal Plan of the City of Charleston and must be approved by the City.
  - g. All storefronts and lighting shall be designed, constructed and maintained to complement and accentuate the architectural features of the building. All accessories, signs and awnings shall likewise harmonize with the overall character of the building and the area around it.
2. Work started prior to receiving a written grant award notice will not be included in the reimbursement.
  3. Grant recipients must demonstrate project expenses incurred prior to receiving reimbursement.
  4. The Grantee must provide proof of financial match.
  5. The applicant may be the property owner or tenant. Tenants must submit the property owner's signed consent (see attached Owner Authorization form).
  6. If project work has not commenced within six months of a grant award, the award will expire. Moreover, if any project is not complete within one year of a grant award, the grant will expire.
  7. Appropriate building permits must be obtained from the City of Charleston, and building code violations must be corrected prior to grant reimbursement.
  8. By submitting an application, the applicant grants permission to the City to take and use before and after photos of the project for publicity, educational and promotional use.
  9. The completed project must be left in its approved design and colors for a period of two years from the date of completion, or as otherwise agreed up between the grant recipient and the City.

### **APPLICATION DEADLINE**

**All applications must be received in the MOECD office by Friday, October 30, 2020.**

For more information please contact: Larry Malone, Director, Mayor's Office of Economic & Community Development, at 304-348-8035 or [Lawrence.Malone@cityofcharleston.org](mailto:Lawrence.Malone@cityofcharleston.org).



# Small Business Investment Grant Program Fall 2020

## APPLICATION FORM

### **Applicant Information:**

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (     )     -     (     )     -

Year business was established \_\_\_\_\_

### **Project (please select only one)**

- Construction/Repair Project
- Demolition Project
- Broadband Connectivity or Marketing and Advertising Enhancement Project:

### **Property Information:**

Name and/or address of property to be renovated:

\_\_\_\_\_

\_\_\_\_\_

- Own      Lease

*(If lease, please provide proof of building owner approval by having the attached Owner Authorization form completed and notarized.)*



**RELEASE AND HOLD HARMLESS AGREEMENT**

Release execute on the \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_

by (Property Owner) \_\_\_\_\_

And (Tenant – if applicable) \_\_\_\_\_

Of (street address) \_\_\_\_\_

City of Charleston, County of Kanawha, State of West Virginia, referred to as Releasor(s).

In consideration of being granted monies for restoration, modifications, signage, or other physical changes to the property located at the above address, the Releasor(s), understands that they are solely responsible for providing their own contractors, and to assure that those contractors are fully insured and licensed and have obtained all necessary permits in accordance with City of Charleston regulations. The Releasor(s) waives, releases, discharges, and covenants not to sue the City of Charleston, its employees, contractors, officers, agents, volunteers, or affiliates for loss or damage, and claims or damages therefore, on account of any work that has been performed as part of the Small Business Investment Grant Program.

Releasor(s) agrees that this release, waiver, and indemnity agreement is intended to be as broad and inclusive as permitted by the laws of the State of West Virginia and that if any portion of the agreement is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Releasor(s) further states that Releasor has carefully read the above release and knows the contents of the release and signs this release as its own free act.

Releasor’s obligations and duties hereunder shall in no manner be limited or restricted by the maintaining of any insurance coverage related to the above referenced event.

This release contains the entire agreement between the parties to this agreement and the terms of this release are contractual and not a mere recital.

Dated this \_\_\_\_\_ day of \_\_\_\_\_

\_\_\_\_\_  
Property Owner Signature

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Property Owner Name Printed

\_\_\_\_\_  
Tenant Signature (if applicable)

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Tenant Name Printed

