

FACADE FORWARD GRANT

Frequently Asked Questions (FAQs)

1. What is the Facade Forward Grant?

- a. The Facade Forward Grant is a matching grant offered by the Pasadena Economic Development Corporation (PEDC) to support small, local, business growth and city revitalization. It helps business and property owners improve the exterior of their commercial properties through a 50% matching grant, up to \$50,000 per project.

2. Who is eligible to apply?

- a. Eligible applicants include small business owners and commercial property owners located within Pasadena city limits. Businesses must be current on all city taxes, permits and fees. **Please note you are only allowed to apply for funding for projects that have not yet commenced.**

3. What types of projects are covered?

- a. Eligible improvements include, but are not limited to:
 - i. Exterior painting and façade restoration
 - ii. Awnings, signage, and storefront upgrades
 - iii. Lighting improvements for visibility and safety
 - iv. Landscaping and planters
 - v. ADA accessibility improvements to the exterior
 - vi. **(Note: interior improvements are not eligible)**

4. How much funding can I receive?

- a. The program provides up to 50% of project costs, covering construction and architectural fees. **The maximum grant award is \$50,000 per project.**

5. What does “matching grant” mean?

- a. It means the grant will cover up to half of your eligible project costs. For example:
 - i. If your project costs \$20,000 or less, the grant may cover up to \$10,000
 - ii. If your project costs \$100,000 or more, the grant may cover up to \$50,000 (the grant maximum)

6. Do I need to hire a contractor or architect?

- a. All projects that include a new build must be completed by a licensed contractor and follow city permitting requirements. Architectural fees associated with approved exterior improvements are also eligible for matching funds.

7. How do I apply?

- a. You'll need to complete an online application form where you will provide project details (including sketches, estimates, or renderings) and submit required documentation such as proof of ownership/lease, and proof of a good standing with the City of Pasadena. Refer to the checklist of documents to gather before you complete the online application.
- b. If your application is approved, you will have 12 months to complete your project and submit documentation for reimbursement.

8. What is the application deadline?

- a. Applications are accepted year-round and are reviewed on a monthly basis at PEDC board meetings held the 4th Thursday of every month.

9. How are applications evaluated?

- a. Applications are reviewed based on eligibility, project impact, design quality, and alignment with Pasadena's revitalization goals. Please see the Grant Guidelines for more information.

10. When will I receive funds?

- a. The grant is reimbursed after the approved project is completed and verified by PEDC. Applicants must cover costs upfront (with proof of funds) and then submit invoices, receipts and any cancelled checks for reimbursement.

11. Who can I contact for more information?

- a. For questions or assistance with your application, contact:
 - i. Julianne Echavarria, PEDC Marketing Manager
 - ii. JEchavarria@PasadenaEDC.com
 - iii. 713-920-7966