



FACADE FORWARD GRANT GUIDELINES

Pasadena Economic Development Corporation

The **Pasadena Facade Forward Grant is a matching grant funded by the Pasadena Economic Development Corporation** to qualifying businesses for exterior improvements and enhancements.

Details on eligible improvements can be found in the guidelines. An overview of improvements or renovations eligible to receive support include decorative or functional improvements such as exterior signs, lighting, windows, awnings, storefronts and entrances, doors, brickwork, painting, repair to decorative details, and cornices. Grants can also support renovations to improve compliance with the Americans with Disabilities Act.

Interested business owners are welcome to complete the digital application:

Link to apply: <https://form.jotform.com/243254758147059>

Questions? Contact us:

Julianne Echavarría, Marketing Manager
Pasadena Economic Development Corporation
713-920-7966

JEchavarría@PasadenaEDC.com

www.PasadenaEDC.com





OVERVIEW

In 2018, the City of Pasadena Economic Development Corporation (PEDC) adopted the Pasadena Economic Development Strategic Plan. The Plan is a 10-year roadmap to guide Pasadena's growth which outlines goals for the City. To achieve the economic goals, multiple strategies have been identified, including but not limited to:

- Enhancing the visual appeal of major gateways and thoroughfares,
- Encouraging small business development; and
- Stimulating and leveraging private and public investment along six major commercial corridors in the City.

PEDC is committed to helping businesses thrive and be successful. A key part of being successful is the first impression: what the customer sees from outside of the building. Many businesses and storefronts require investment to enhance curb appeal, promote the business, and attract customers.

PROGRAM DESCRIPTION & FUNDING PARAMETERS

The Facade Forward Grant is a grant available to eligible businesses to apply for funds to complete enhancement and improvement projects that improve the appearance and functionality of their exterior. Reimbursable matching grant funds may be provided for 50% of the cost of construction and architectural fees, up to \$50,000 per project for construction and architectural fees combined.

Note: Only those architectural services directly related to the approved improvement project will be reimbursed.

Program funding will be provided in the form of a reimbursable grant upon completion of the project. The applicant must have funding available to cover the total project cost upfront. All funding is required to be committed and available prior to application.

ELIGIBILITY



The following criteria will be used to determine whether an applicant is eligible for a grant.

Applicant

An applicant is defined as an owner, tenant, or combination thereof, who occupies space in an eligible commercial building or structure. A single owner of multiple commercial buildings and structures may apply for grant funds for each individual property.

To be an eligible applicant for this grant program, the applicant:

- a) Must be a legal entity, which is properly registered and/or licensed to operate in the State of Texas.
- b) Must be current on all federal, state, local, business, property, and sales taxes.
- c) Must be the legal owner or tenant that possesses a current lease that will not expire prior to the completion of the improvement project.
- d) If a tenant, must provide written consent of the owner to conduct the improvements.
- e) Must be able to document the availability and commitment of funds necessary for the completion of the project, including matching funds amounting to at least 50% of the total budget.
- f) Businesses and/or commercial building or structure owners which have an ongoing lawsuit or are in any way parties to litigation against the City of Pasadena and/or the Pasadena Economic Development Corporation (PEDC) are not eligible to apply.

Building

Buildings used completely or in part for commercial purposes, and classified as such, may be eligible for a grant, if they also meet the following criteria:

- a) The building must be in the City of Pasadena, Texas.
- b) The building must be used in whole, or in part, for commercial services.
- c) The facade to be improved must provide public access to a business in the building.

Area

Facade Forward Projects must be in the City of Pasadena. Projects may be in Historic Pasadena along Pasadena Boulevard, Red Bluff Road, Richey Street, Shaver Street, Main Street and Shaw Avenue. Projects along corridors with significant public or private investment will be given preference and are strongly encouraged. Projects located on other corridors will also be considered.

ELIGIBLE PROJECTS & EXPENDITURES



- Architecture and engineering fees as part of a comprehensive exterior renovation project
- Exterior demolition or site preparation costs as part of a comprehensive exterior renovation project
- Exterior treatments including painting, murals, siding, and bricking
- Repairs, replacement, and installation of exterior doors, windows, shutters, and trim
- Repair, replacement or addition of awnings and exterior signage, including installation costs
- Sidewalk cafes, including balconies, decks, and planters
- Installation, repair/replacement of building mounted lighting that illuminates the facade or signage
- Structural improvements to the facade
- Repair and re-roofing, where the effects of the repair will be visible from a public street or public parking lot (in general, sloping roofs would qualify, flat roofs would not)
- Repair or replacement of exterior stairs, porches, railings, and exits
- Private walkways – sidewalks, pavers, and other permanent improvements designed primarily for pedestrian use, only in conjunction with front entrance improvements
- Minor repairs to parking lots, parking areas, or parking spaces
- For multi-tenant retail, commercial, or service centers, a minimum investment of \$20,000 must be made to be eligible for the reimbursable grant bringing the total project investment to at least \$40,000

INELIGIBLE PROJECTS & EXPENDITURES

- ***Project costs incurred/improvements made prior to grant approval***
- Building permit fees and related costs
- Acquisition of land or buildings
- Temporary improvements (i.e., plants, sandwich boards)
- Interior building improvements
- Inventory, furniture, equipment, moving expenses, and working capital
- Routine building or site maintenance projects such as power washing
- Purchase of a business
- Non-permanent signage
- In-kind services or donated services
- Any other maintenance-related expenditure that does not increase the value or useful life of the building.
- Correction of any code violations



- Grant funds will not be allocated to a private or commercial entity whose principal business is adult entertainment, a racetrack or other facility used for gambling, and/or sale of alcohol for off-premises consumption.

APPLICATION PROCESS & REVIEW CRITERIA

Potential applicants are encouraged to contact Pasadena Economic Development Corporation to discuss their project and their potential eligibility for the program as well as to ask any questions about the program, and how to complete the application process.

Applicants are accepted on a rolling basis and must follow the adopted grant application process to be considered for a grant award. The Facade Forward Grant application must be completed in its entirety (including all required supplemental materials and data) and submitted to Pasadena Economic Development Corporation. Submission of a completed application is not an assurance of project funding. All decisions of the PEDC Board of Directors are final with no appeal process available. These guidelines are subject to review annually by the PEDC Board of Directors.

Submission Process

All the following are required to be submitted, and determined to be sufficient by PEDC, to be deemed complete:

1. Completed application.
2. Project plan including:
 - Concept for facade, showing the design aesthetic or “feel” (photos/images of similar projects)
 - Detailed scope of work and/or architectural drawings and/or renderings of the improvements, reflecting placement, materials, and colors
3. Color photographs of the existing exterior conditions of the building (including photos of the building facade, specific items to be addressed within the scope of work, and of the property’s location within the district)
4. A copy of the property tax bill or deed to confirm ownership of the property
5. Documentation that all taxes are current – federal, state, local, business, property, sales, payroll
6. For lessees, a legally valid and binding lease for a period that, at a minimum, does not expire prior to anticipated project completion date
7. Documentation of commitment of funds for the project (bank statement and/or commitment letter(s) per the discretion of PEDC)
8. If the applicant is a lessee, Property Owner Declaration and Consent Form



Review Process

PEDC staff will conduct a completeness and eligibility review on all received applications to determine whether each application is complete, and whether the applicant and the project are eligible under the program guidelines. Applicants will be notified of any missing items in the application and encouraged to submit the remaining documentation within 14 days. If missing documentation is not received within the 14-day period following notification, the application may be deemed incomplete and not subject to further consideration under this program. All eligible, completed applications will be reviewed by PEDC staff and voted on a case-by-case by the Board of Directors at their monthly PEDC Board Meeting. PEDC reserves the right to share the project information with other City of Pasadena departments as needed. PEDC reserves the right to reject any project.

Scoring Criteria

The Facade Forward Grant program seeks to provide funding to eligible applicants to support qualifying enhancement and improvement projects that will reinforce and enhance the identity of the commercial districts and the City of Pasadena. PEDC is looking for projects that will have a significant aesthetic impact on the City's commercial districts. Projects are intended to reflect principles of superior design and will be evaluated by PEDC on their individual and relative merits.

Generally, project applications will be reviewed based on the following criteria:

- **Alignment with the Program's Eligibility Requirements & Overall Goals**
Is the applicant eligible? Is the building eligible? Is the project in a priority area of the city? Does the project support the program's goals to enhance the visual appeal of major gateways and thoroughfares; encourage small business development; and stimulate and leverage private and public investment along the identified corridors? Has the applicant successfully completed an enhancement project in the past?
- **Quality & Completeness of the Application**
Did the applicant complete the application and provide all the required supporting documents?
Did the applicant show due diligence in preparing the application?
- **Extent & Quality of Project**
Does the project promote superior design and create a clean, safe, accessible environment?
Does this project reverse the deterioration of the structure? Will this project stimulate new private investment and economic growth? Has the applicant/building owner made recent/additional improvements, aside from maintenance, in the property or business?

POST-AWARD PROCESS & REQUIREMENTS



Upon award, applicants will be required to execute a grant agreement and other security documents, as determined by Pasadena Economic Development Corporation at its discretion.

Included within the grant agreement/security documents will be commercially reasonable indemnification/insurance obligations on the part of any applicant awarded funds intended to protect the Corporation from any potential liability related in any manner to this grant.

The maximum amount of the reimbursement grant for a specific property will be set forth in the grant agreement between the Corporation and the grantee. If upon project completion, costs exceed the original estimates, the grantee shall be solely responsible for the payment of the full amount of the excess.

All rehabilitation work and design features must comply with all applicable city codes and ordinances, as well as state and federal law. All applicable permits and licenses must be obtained, including all state and local permits. Failure to do so will render the application ineligible to receive grant funding. Compliance with permits will be reviewed. In addition, work must follow plans and specifications as approved by PEDC.

Improvements as presented in the application must be completed in their entirety. After approval, any changes to the project scope, no matter how minimal, must be approved by PEDC before project completion. Failure to complete all stated improvements without notice of changes to scope, if any, shall render the application ineligible to receive grant funding. Grant recipients must work closely with PEDC staff to communicate the project progress and resolve any issues or questions. PEDC reserves the right to conduct site visits and should anything be discovered that is not consistent with the approved application, PEDC has the right to withhold the grant award, recapture all grant funds, or take any other available remedy to maintain compliance with these program guidelines.

Once the grant is approved, the applicant has 90 days to begin construction and must notify staff that work has begun. If the work does not begin within the 90-day period, the applicant will be notified in writing that the grant may lapse, and the agreement may be terminated with no grant funds awarded or available to the applicant. Once construction has started, the applicant has one year to complete the project. If the project has not been completed at the end of the one (1) year period, the applicant will be notified in writing that the grant may lapse, and the agreement may be terminated with no grant funds awarded or available to the applicant. If an approved project is nearing the six (6) month construction commencement notification deadline or one (1) year project



completion lapse point, an opportunity will be provided for the applicant to request a 90-day extension via the Extension Request Form.

Release of Funds

The program will offer grants on a reimbursement basis only. Under no circumstances will grant funds be disbursed as a cash advance prior to project costs being incurred, the applicable scope of the project completed, and the small business identified within the application is fully operational to the satisfaction of Pasadena Economic Development Corporation. Funds are disbursed only *after* a reimbursement request is submitted with photographs of all completed work, copies of receipts and invoices, cancelled checks, and/or certified checks for eligible project costs are submitted and approved by PEDC, and has met all requirements in the contractual agreement. Generally, the full (100%) grant will be provided to the grantee in a single payment.

Eligible receipts and invoices must, at a minimum, include the invoice date, scope of work, contractor name and contact information, cost, and be marked as paid or a zero balance must be indicated. The invoices must be itemized and clearly indicate the nature of the expense and that such expense is related to the approved project and business. PEDC will only be obligated to reimburse applicants for which eligible reimbursement requests are received within 60 days following the project completion. If eligible project costs are less than the original grant approval, PEDC has the right to reduce grant awards. Awards may be pro-rated down accordingly.

PROGRAM DISCLAIMERS

- The grantee hereby agrees to indemnify, defend, and hold PEDC as well as any of their officers, directors, employees, and from any claims, damages, losses, and expenses, including but not limited to attorneys' fees, asserted against the Parties related in any way to a project.
- The grantee will be required to give to PEDC, the unrestricted right to use, for any lawful purpose, any photographs or video footage taken of the property at the approved project location, and the grantee owns and/or for which the grantee has the authority to grant such permission, and to use the grantee's name in connection therewith if it so chooses.
- The grantee will further be required to notify PEDC of any public announcements or events to be held at or in relation to the completion of the project, and PEDC will have the right to participate in and/or publicize the event in coordination with the grantee, if PEDC so chooses.
- The grantee will consent to display signage at the project location indicating participation in the Facade Forward Grant Program prior to project commencement (PEDC to provide sign specifications).
- Funding is not transferable, no exceptions.



- Not all properties and/or projects meeting the eligibility requirements of the Facade Forward Grant Program will be able to receive reimbursement grants. Should your application for funding be rejected, there is no appeal or protest process. Eligibility and awards under this program will be determined and voted on by Pasadena Economic Development Corporation's Board of Directors.
- Businesses that have previously received a Facade Forward (previously named Business Enhancement Program) reimbursable grant are eligible to apply again after a minimum of two (2) years from the date of their most recent grant award.

PROGRAM DEFINITIONS

- Reimbursable Grant: The grant is reimbursed after the 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 once the project is complete.

Thank you for your interest in the Facade Forward Grant Program.

For any questions, please contact:

Julianne Echavarria, Marketing Manager
Pasadena Economic Development Corporation
713-920-7966
JEchavarria@PasadenaEDC.com

About the Pasadena Economic Development Corporation (PEDC)

PEDC was created in 1998 as a nonprofit, type B corporation under the Texas Development Corporation Act. It is financed by a half-cent sales tax collected in the City of Pasadena, TX. State law allows the city to collect this sales tax to pursue specifically authorized economic development activities in the city. The seven members of PEDC's Board of Directors are appointed and serve at the discretion of the City of Pasadena Mayor and City Council. The Corporation's annual budget is also approved by City Council.