



MEMO

Date: December 10, 2020
To: Applicable Funding Assistance Applicants
From: Renée A. Jadusingh, Esq., Executive Director
Subject: Changes to CRA Funding Assistance Programs

The Board approved modifications to the funding assistance program guidelines at the October 27, 2020 CRA Board Meeting. In order to make the programs relevant to current needs, part of those changes include broadening the types of businesses eligible for funding, thus expanding the CRA's impact. Permanent and temporary changes are outlined below.

Temporary Changes: Within CRA sub-areas #1 and #2, temporary eligibility is available through the following programs:

- **Site Development Assistance:** eligibility will be opened temporarily to include *retail businesses*.
- **Paint Up & Signage:** eligibility will be opened temporarily to include *any business type*.

Permanent Changes:

- **Project Consultancy & Design Services:** maximum funding amount of \$15,000 established.
- **Site Development Assistance:** *Personal Services* such as salons and barbershops added to the list of *Current Eligible Businesses*; funding and award limit for Tier 1 now restricts the first \$10,000 that is reimbursable at 100% to *new businesses only*.
- **Paint-Up & Signage:** *Personal Services* such as salons and barbershops added to the list of *Current Eligible Businesses*; now requires proof of historic designation to required application documents, if applicable; repeat awards limited if previously funded under the Site Development Assistance program in the last 10 years.
- **Rent Subsidy:** *Personal Services* such as salons and barbershops added to the list of *Current Eligible Businesses*; employee requirement for new businesses allows for 2 full-time and/or at least 1 part-time W2 employees.
- **Historic Façade Improvement:** funding award is now limited to a maximum of \$50,000 regardless of type of business entity; improvements are for building exterior only and does not include landscaping; the façade easement was removed; now requires proof of historic designation as a historic structure or contributing structure to required application documents; house relocations were removed from eligible expenses, but can be reviewed on a case-by-case basis; and City approval is required for exterior improvements prior to application submission.

Sincerely,



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