



Urban Revitalization Grant Program

Overview:

The Phoenix Urban Renewal Agency recognizes the importance of Phoenix's local businesses to the wellbeing of the community. In light of the devastation wrought by the 2020 Almeda Fire, PHURA has reinstated its grant program under a new name. The purpose of the Urban Revitalization Grant Program is to support local business owners and empower them to present their business' best face to the community and potential customers.

PHURA will support revitalization by making grant funds available to locally owned businesses located in the Urban Renewal District for capital improvement projects related to the goals of "curb-appeal", "place-making", "access", "greening", "resilience", "practicality", and "foresight".

Participant Eligibility:

This program is for local business owners whose business is located within the Phoenix Urban Renewal District Boundary (see map on pg. 4). National franchises / corporations with multiple locations outside Phoenix are not eligible for this grant program. Franchises that operate solely within Oregon and have fewer than ten locations are eligible to apply.

Eligible Work:

The scope of this program is not intended to cover design and construction of buildings, or extensive structural repairs to buildings.

This program is designed to make funds readily available to Phoenix's business owners and is not intended to be cumbersome. Yet, the purpose of the program is chiefly to combat aesthetic and functional blight in Phoenix's Urban Renewal District. As such, eligible projects must be structured to create a lasting benefit experienced by visitors of Phoenix's downtown or customers of the business, rather than a short-term benefit primarily felt by the business owner or its employees. Routine maintenance of existing assets is not eligible work unless the expected useful life of the maintenance exceeds ten years. Examples of these distinctions follow:

- E.g. A new patio with outdoor seating at a café would be an asset to the café primarily based on increased customer use and enjoyment. New kitchen equipment, while still an asset, would be primarily of benefit to the café's employees and owner, and thus would be less likely to be eligible.
- E.g. Design and implementation of a new front walk and accompanying landscaping would be a long-term functional and aesthetic asset to a business. Routine maintenance (weeding, pruning, mowing, etc.) would have a useful life of less than five years and would not be eligible. Fresh paint for the handrail on the steps would be expected to last five years or more and would be more likely to be eligible.

Due to the complexity and subjectivity of "blight" as a condition, and to PHURA's position as a government agency, projects of certain types will not be eligible for PHURA funding, and projects of a more complex nature will be required to receive direct approval by the sitting PHURA Board.

Funding is not granted retroactively; work completed prior to the submission and approval of an application for U.R.G. funding is not eligible to be funded.

Category One – *funding* of the following work will be automatically approved by City / PHURA staff:

- Fire Resistance / Hardening
- Increased compliance with ADA standards
- Exterior paint (non-mural)
- Signage intended to inform the public of the business' presence and purpose
- Landscaping
- Parking lot resurfacing / painting
- Exterior lighting

The cost to place these assets into service will be included in the amount eligible to be covered by U.R.G. funds. Work is not required to be completed in any particular way as far as PHURA is concerned regarding funding (i.e., owners may complete the work themselves or contract for the work). That said, all work will be subject to building and land use codes and regulation, and must be approved by planning staff or, as applicable, the Planning Commission.

Category Two – *funding* of the following work will be automatically disapproved by City / PHURA staff:

- Advertising (insofar as it exceeds reasonable signage to designate a business' location and function)
- Signage endorsing or promoting an ideology, person, credo, etc.
- Imagery of a violent or sexual nature
- The covering of perpetual / routine costs (e.g. landscape maintenance, payroll costs, property taxes)
- Intangible assets

Category Three – the following work types must be presented to the PHURA Board and approved by majority vote:

Any work that does not meet the above specifications of Categories One or Two, but which the applicant believes furthers PHURA's goals of "curb-appeal", "place-making", "access", "greening", "resilience", "practicality", and "foresight" will be subject to project approval by a majority of the PHURA board. In the case that the work you are interested in using U.R.G. funds for differs from the eligible work specified under Category One, please be aware that you will be required to attend a PHURA meeting to discuss your proposed purchases / project and answer questions about the project's scope, aesthetic and functional value to Phoenix residents, visitors to town, and / or customers of your business.

* Please note that applications which include multiple projects that fall into different categories (e.g. a request for \$500 for exterior paint on the building and a request for \$10,000 in funding to build and furnish an outdoor patio at a restaurant) will only require PHURA approval for that work which falls into Category Three. Any work that falls into Category One or Two will be approved or denied by City / PHURA staff without going to the PHURA Board for review.

** Please further note that approval of funding from Urban Revitalization Grant funding is not the same as project approval by the planning department. Projects that require city permits will be subject to the same process of planning department approval regardless of whether they are funded by PHURA or not. Inquire with the planning department for further detail about the permitting process for your intended project.

Grant Awards: Each property is eligible to receive up to \$15,000 of grant funding, based on a sliding scale of matching as follows:

- Base Grant (up to \$5,000) – no match is required for the first funding level
- 2:1 Matching (up to \$5,000) – for the second level of funding (given in addition to the base grant) the recipient will be required to match every \$2 spent by PHURA with \$1 of their own
- 1:1 Matching (up to \$5,000) – for the third level of funding (in addition to funds received in the first two levels of funding) the recipient will be required to match each \$1 spent by PHURA with \$1 of their own

Properties are eligible to reapply for funding 5 years after finishing an approved project. Property owners with multiple business properties are only eligible for the first level of funding for one property. They may apply to receive funding for multiple properties, and their overall cap per-property will also be \$15,000, but the first \$5,000 will be a 2:1 match, with the remaining \$10,000 subject to a 1:1 matching structure. The five-year limit on reapplication will be on a per-property basis.

Examples of the Funding Structure:

Urban Renewal Spends	Recipient Spends	Total Investment Value
\$5,000 + \$3,000 (2:1 match)	\$1,500 (2:1 match)	\$9,500
\$5,000 + \$5,000 (2:1) + \$2500 (1:1)	\$2,500 (2:1) + \$2,500 (1:1)	\$17,500

Application Process:

Business owners interested in receiving grant funds should complete the attached paperwork with their contact and business information. One element of the application is a short answer regarding the applicant's intended use of the funds. It is important for the applicant to be thorough and accurate about their intentions in this section of the application. While the grant program is designed to be open and accessible for business owners to use it for the work they see as most important or pressing for their business, PHURA reserves the right to rescind funding if the applicant's use of PHURA funds differs from the stated purpose given on their application and approved for funding.

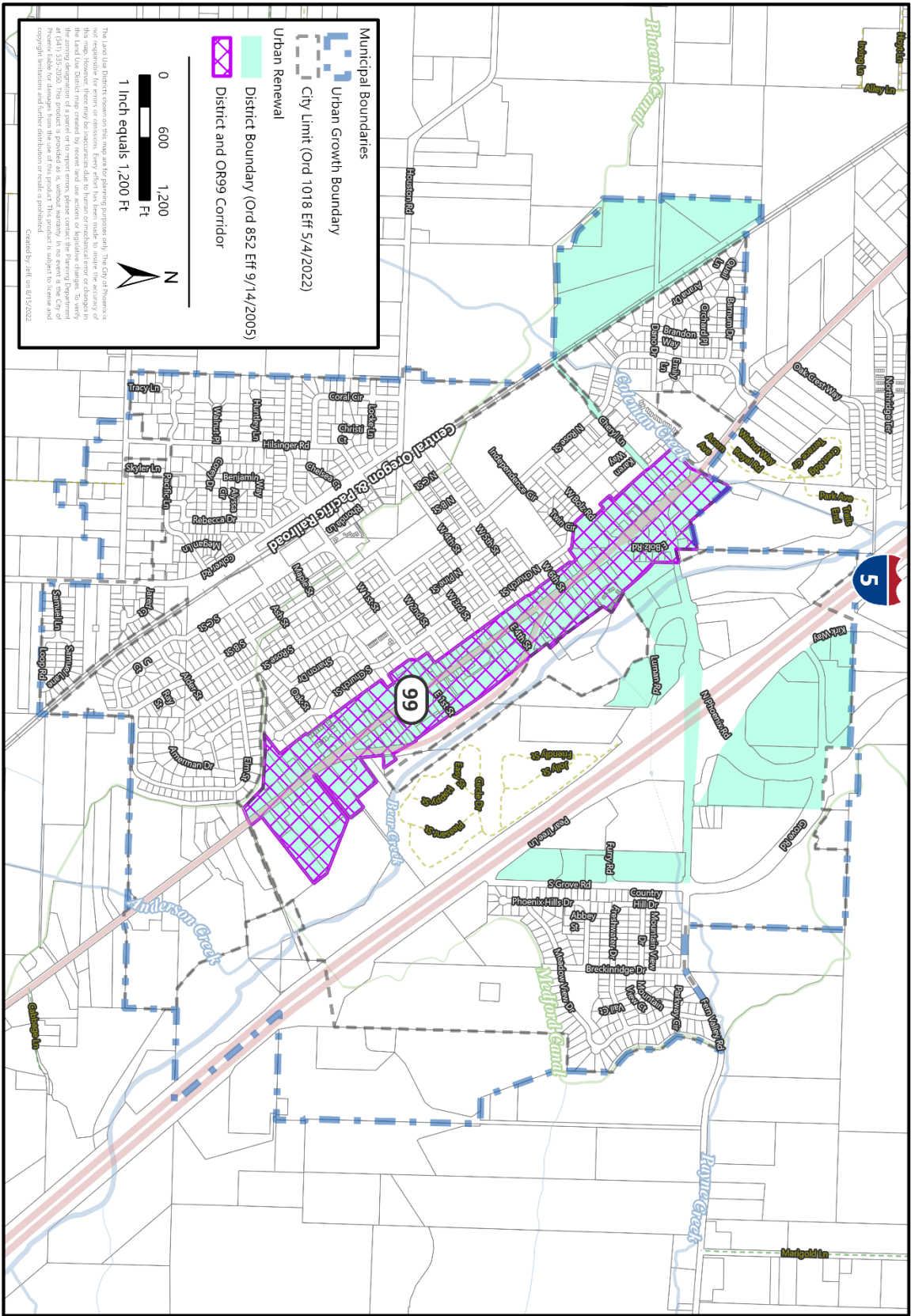
Funding Process:

Approval of a project will set a grant cap for the project(s). The award letter will specify the maximum amount that PHURA will fund based on the initial application. As the recipient completes work relevant to the project, (s)he should submit receipts for reimbursement. PHURA will only disburse funds up to the amount approved in the award letter or the total cost of the project(s), whichever is lower. The grant recipient does not have to wait until the project is complete to submit receipts. However, all receipts for reimbursable expenses must be submitted for reimbursement within 18 months of the date of the award letter. Any reimbursable expenses not submitted within 18 months may still qualify for reimbursement, based on availability of funds, but reimbursement is not guaranteed outside of the 18-month window.

Examples of the funding process follow:

- E.g. The two owners of a restaurant are approved for a grant to replace the siding on their building, including the cost to paint the new siding. They decide to complete the work themselves. After purchasing the siding, they submit receipts and are reimbursed. They install the siding. Later, they buy paint, submit those receipts, and are reimbursed.
- E.g. Rather than build the patio themselves, the business owners' contract for the work. When the contractor sends an invoice for the work completed, the owners pay the invoice and request a receipt. They submit the receipt and are reimbursed for the cost according to the sliding scale.

*Please note that PHURA will not disburse funds directly to contractors or any party besides the grant recipient(s) named on the grant documents. Further, after the first \$5,000 of grant funding is disbursed, PHURA will only fund further costs at 66.7% and 50%, according to the matching scale.





**PHOENIX URBAN
RENEWAL AGENCY**

Urban Revitalization Grant Program

PO Box 330 • Phoenix, OR 97535
(541) 535-2050 • FAX (541) 535-5769

PROPERTY OWNER/APPLICANT INFORMATION

Property Owner Name: _____ Phone: _____ E-Mail: _____

Address: _____ City _____ Zip _____

Applicant's Name: _____ Phone: _____ E-Mail: _____

Address: _____ City _____ Zip _____

Business Name: _____ Phone: _____ E-Mail: _____

Address: _____ City _____ Zip _____

PROPERTY INFORMATION

1. Location (address): _____

2. Assessor's ID: Township: _____ Range: _____ Section: _____ Tax Lot(s): _____

3. Present Zoning: _____

4. Grant Category: One; Two; or Three (circle all that apply)

PROJECT DESCRIPTION

Please provide responses to the following questions on a separate sheet:

1. Describe in detail the improvements / repairs you would like to receive funding for in detail.
2. Describe in detail the benefit that the above work will provide to your customers and the Phoenix community.
3. Describe how you intend to complete the work detailed above.
4. Describe your method for estimating costs of the work detailed above.

PROJECT COSTS/BUDGET

Please provide a comprehensive list of all costs you anticipate for the completion of your project(s) that you are interested in receiving PHURA funding for. Please note that (if approved) you will only receive funding based on your actual costs. If you intend to complete the work in-house, please note that your time, and the time of any of your employees who complete the work, are not eligible for reimbursement and should not be counted below as an anticipated cost.

Provide amounts in the left column, and descriptions of each cost in the space to the right.

\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____

\$ _____ Total Anticipated Costs for which Funding is Requested

By signing you affirm that the application and any attachments submitted as supplement to this application are accurate to the best of your knowledge. The statements made in this application and its attachments are true and constitute a thorough account of all appropriate information as of this date. Applicant understands that PHURA will retain this application and any further information provided by applicant, regardless of whether the applicant's project(s) is funded. Applicant understands that this grant application may become public information, but that applicant's financial information, tax returns and business information will be kept confidential. Applicant recognizes that in order to obtain funding, they may be required to appear before the PHURA Board to present their project(s) in detail and answer questions or make adjustments to their project plans in order to receive funding. Applicant agrees to work cooperatively with PHURA / City staff and elected representatives throughout the course of the application and funding process.

Applicant _____
Signature _____ Print Name _____

Property Owner _____
Signature _____ Print Name _____

FOR OFFICE USE ONLY

RECEIVED BY: _____ DATE: _____

FILE NO. ASSIGNED: PHURA - _____