



## APPLICATION FOR RETAIL AND PROFESSIONAL SERVICES GRANT

### GRANT APPLICATION INCLUDING ATTACHMENTS MUST BE COMPLETED AND RETURNED TO:

The Office of Economic and Workforce Development (OEWD) located at  
**807 East Main Street, Suite 5-100, Durham, North Carolina 27701**

**Applications will be accepted in-person or by mail only and will not be accepted by fax or email**

**\*Please submit 1 signed original and 7 copies of the application and all attachments\***

**Note: Prior to applying for these funds, applicants must check with the City-County Planning Department to ensure the location for their proposed project is zoned appropriately.**

### SECTION 1

**Note: Your business must not be a church or religious organization, a government agency or office, a business or private club that excludes minors as patrons, or a residential project.**

#### PROJECT LOCATION

Proposed projects must be within the Ninth Street Commercial Corridor, Downtown Development Tier (including Parrish Street), within the Community Development Area (CDA) outside the Downtown Development Tier, including targeted corridors or targeted areas beyond the CDA or targeted areas outside the CDA .

***Note: To determine whether a project is within an eligible geographic location, use the mapping tool located on the Financial Services page of the OEWD website.***

#### ATTACHMENTS

Attach project area map showing location and PIN number of the parcel on which the project is located.  
Visit <http://www.ustaxdata.com/nc/durham/durhamtaxsearch.cfm> to determine PIN

#### BUSINESS REQUIREMENTS

The project property must be a street level retail business, restaurant or certain professional or personal service such as a childcare center or beauty salon.

The applicant must be the owner of the property or have a fully signed lease and written approval from the property owner supporting the improvements to be made. The business must be open at least five days a week, 8 -hours a day.

Funds will be awarded up to \$20,000 on 1:1 matching basis with funds provided by the applicant. Only funds spent on work performed after City approval of the grant are eligible to be reimbursed.

#### ATTACHMENTS

- Attach lease agreement to application
- Attach Business plan for applicant with at least 1<sup>st</sup> year of operating budget and/or a capital improvement budget. See Appendix A on pages 7-8 for greater explanation about financial information to include.
- Attach current Durham Business Privilege License. License is not required at the time of application, but will be required if awarded funding.
- Attach current W-9 form. Form is not required at the time of application, but will be required if awarded funding.
- Attach a statement of support by the Partners Against Crime (PAC) or Neighborhood community organization in the area saying that your business is of the type desired by the neighborhood.



**City of Durham Office of Economic and Workforce Development**

Application for Economic Development Incentives

*Retail and Professional Services Grant*

<p><b>Note:</b> Funds will be disbursed by cost reimbursement upon completion of project and submission of appropriate documentation (such as: cancelled checks, credit card receipts, etc.) proving compliance with relevant compliance guidelines.</p>	<p>Statement is not required at the time of application, but will be required if awarded funding.</p> <p>To contact your local PAC ( PAC can provide Neighborhood Association info in their PAC area) visit <a href="http://durhamnc.gov/ich/op/DPD/Pages/PAC.aspx">http://durhamnc.gov/ich/op/DPD/Pages/PAC.aspx</a></p> <ul style="list-style-type: none"> <li>• Attach a statement regarding how your business adds value to the neighborhood.</li> </ul> <p><b><u>IF BUSINESS OWNER IS NOT BUILDING OWNER:</u></b></p> <ul style="list-style-type: none"> <li>• Building owner must sign the application confirming approval of proposed project.</li> </ul>
<p><b>ELIGIBLE EXPENSES FOR GRANT</b></p>	<p><b>ATTACHMENTS</b></p>
<p>Funds granted must be spent on interior or exterior improvements (including signs and facades) which will remain on the property and be used for the business. Eligible expenses include but are not limited to security systems, telephone systems, point of sale equipment, kitchen equipment, millwork, built-in display furnishings and shelving, HVAC, coolers, plumbing, demolition, flooring, grease traps, sprinkler systems, electrical, installation of walls, package and labeling equipment and similar items and restoration, repair, or replacement of windows, doors, exterior walls, chimneys, or other architectural elements; exterior painting, signs, awnings, marquees, and related exterior lighting and electrical fixtures, masonry repair and cleaning, property improvements, including paving, and similar items.</p>	<ul style="list-style-type: none"> <li>• Attach quote from contractor or architect for total cost of project with design drawings</li> </ul>
<p><b>TIMELINES/DISBURSEMENT OF FUNDS</b></p>	
<ul style="list-style-type: none"> <li>• Projects would need to be completed no later than 12 months after City approval.</li> </ul>	
<p><b>FUNDING GUIDELINES</b></p>	
<ul style="list-style-type: none"> <li>• OEWD will review select evaluation criteria including viability of project and need for public funds. All efforts will be made to evaluate and determine funding requests and to provide notification to applicants within 45 days after the submission deadline.</li> </ul>	
<p><b>SCORING CRITERIA</b></p>	
<ul style="list-style-type: none"> <li>• Applications will be scored using the criteria stated in Appendices B and C.</li> </ul>	



<b>SECTION 2</b>			
This section of the application is to be completed by the APPLICANT. Complete within the form, as the space will expand as more information is added.			
<b>APPLICANT INFORMATION</b>			
<b>Applicant Name</b>		<b>Name of Business</b>	
<b>Street Address</b>		<b>City, State and Zip</b>	
<b>Mailing Address</b>			
<b>Contact Person &amp; Title</b>		<b>Phone + Ext</b>	
<b>Email Address</b>		<b>Fax</b>	
<b>Company website</b>		<b># of years in business</b>	
<b>Does applicant own or lease the property?</b>	<input type="checkbox"/> <b>Own</b> <input type="checkbox"/> <b>Lease</b>	<b>Tax Status of Business</b>	<input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Corporation (Designation) <input type="checkbox"/> Partnership <input type="checkbox"/> Non-profit <input type="checkbox"/> Other _____
<b>Description of product or service</b>			
<b>Is property currently vacant</b>	<input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>		



SECTION 3			
FINANCIAL NEED			
Estimated total cost of project (must be private, non-residential capital investment)	\$	Amount financed by applicant	\$
Amount of public funds requested	\$		
Statement explaining need for public funds			

SECTION 4			
OVERVIEW OF PROJECT			
Physical address of proposed project		Parcel PIN # of proposed project. Visit <a href="http://www.ustaxdata.com/nc/durham/durhamtaxsearch.cfm">http://www.ustaxdata.com/nc/durham/durhamtaxsearch.cfm</a> to determine PIN	
Is the property located on a public transportation route  To view routes, visit <a href="http://www.gotriangle.org/go-local/partners/durham-area-transit-authority">http://www.gotriangle.org/go-local/partners/durham-area-transit-authority</a>	<input type="checkbox"/> Yes <input type="checkbox"/> No	Is the property designated as historic property or within a historic district:  Visit The Durham City-County Planning Department to determine <a href="http://www.durhamnc.gov/departments/planning/historic_preservation.cfm">http://www.durhamnc.gov/departments/planning/historic_preservation.cfm</a>	<input type="checkbox"/> Yes <input type="checkbox"/> No
Estimated start date and completion date if grant is awarded	Start Date:  Completion Date:	Durham Business License Number and Expiration Date License is not required at the time of application, but will be required if awarded funding.	Lic#  Expiration Date



**SECTION 5 (LIMIT RESPONSE TO 500 WORDS)**

**PROJECT DETAILS**

<p><b>1. Provide brief description of project, intended use of development, square footage</b></p>	
<p><b>2. Identify any competitors or complimentary businesses within the 3-block radius of proposed project</b></p>	<p>Competitors within 3-block area:</p> <p>Complimentary businesses within 3-block area:</p>
<p><b>3. Is proposed project consistent with relevant design plans approved by City Council? If so explain. Plans are Updated Downtown Durham Master Plan (Dec. 11, 2007), City Center Retail Strategy, RKG Neighborhood Assessment and Plan. To review plans visit <a href="http://durhamnc.gov/ich/cb/oewd/Pages/Publications.aspx">http://durhamnc.gov/ich/cb/oewd/Pages/Publications.aspx</a></b></p>	
<p><b>4. Describe sustainable measures which will be utilized in considering the environment during construction/deconstruction</b></p>	
<p><b>5. Describe any of the following: Enhancement to parks, plazas, greenways, parking, street activity or accommodations for pedestrian amenities such as bike racks, transit shelters, etc</b></p>	
<p><b>6. Do you have a statement of support for the project from the local Partners Against Crime Committee (PAC) or Neighborhood Association? To contact your local PAC,</b></p>	<p><input type="checkbox"/> Yes  <input type="checkbox"/> No</p>



which will have the Neighborhood Associations information, visit <a href="http://www.durhampolice.com/pac/">http://www.durhampolice.com/pac/</a>			
7. Is a hiring plan in place?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
7a. What is the nature of the permanent jobs that will be created by this project to include estimated salary?		7b. What is the estimated number of permanent jobs that will be created by this project?	# of Jobs  Will area residents be considered for permanent jobs? <input type="checkbox"/> Yes <input type="checkbox"/> No
		7c. What is the estimated number of temporary jobs (ex: construction jobs) that will be created by this project?	# of Jobs  Will area residents be considered for temporary jobs? <input type="checkbox"/> Yes <input type="checkbox"/> No

FOR INTERNAL USE ONLY			
Project Location	<input type="checkbox"/> Ninth Street Commercial Corridor <input type="checkbox"/> Downtown Development Tier <input type="checkbox"/> CDA outside of Downtown Develop. Tier	OR	<input type="checkbox"/> In Targeted CDA Corridor <input type="checkbox"/> In Targeted areas beyond the CDA <input type="checkbox"/> In Targeted areas outside the CDA
Date Application Received:		Date Application Complete:	
Reviewed By:		Date:	
Approved By:		Date:	

I certify to the City of Durham that ALL of the information contained in this application is true and correct to the best of my knowledge. I agree to supplement this application with such additional information as may be requested in order to provide the most accurate and complete picture of my company and the timing of the project for which I am seeking incentive funding. I acknowledge the requested incentives constitute a bonafide inducement for my company to undertake this project, without which inducements my company would be less likely to pursue this project.

**\*Please submit 1 signed original and 7 copies of the application and all attachments\***

\_\_\_\_\_  
 Applicant - Print Name/Date

\_\_\_\_\_  
 Applicant - Signature

\_\_\_\_\_  
 Property Owner - Print Name/Date

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



## Appendix A

The Retail and Professional Services Grant Business Plan should be at least three pages describing points 1 thru 6 below:

1. **Outline company goals and the company's purpose, define its mission and explain what it intends to do for its customers.**
2. **Provide business overview including information regarding the company's proposed structure as well as the qualifications and backgrounds of its key people.**
3. Identifies your business' target market as well as your projections for its share of that market. Include a description of your direct competitors and a determination of how you are going to make your business different from those competitors. Indicate how you plan to advertise, price and distribute your product or service.
4. The development strategy details your product's design or service and development, if necessary. Here, include the estimated cost of product or service development as well as any potential obstacles in the product creation process.
5. Operating strategy provides information about the company's facilities needs, such as building or office space. Plus, this section should describe the workforce and equipment needed to get your product or service to the market.
6. **Briefly discuss obstacles and risks to the business plainly in this section, and add potential strategies on how to overcome them.**

***A Finance Plan lists the estimated cost of the actual startup and how those costs are going to be met. Your finance plan should also provide an estimation of the income and cash flow for the company for at least one year, preferably three years. See explanation of components of a finance plan described below in greater detail.***

### The Balance Sheet

The balance sheet is generated solely on an annual basis for the business and is, more or less, a summary of all the preceding financial information broken down into three areas- Assets, Liabilities, and Equity.

### Cash Flow/ Operating Statement

It shows a schedule of the money coming into the business and expenses that need to be paid. The result is the profit or loss at the end of the month or year. It is a strong indicator to indicate if you will need additional cash in order to meet expenses. Provide detailed yearly cash flow projections for at least 1 year; 3 years is preferable.

### Income Statement (If Available)

The income statement is a simple and straightforward report on the proposed business's cash-generating ability. It's a score card on the financial performance of your business that reflects when sales are made and when expenses are incurred. The income statement illustrates just how much your company makes or loses during the year by subtracting cost of goods and expenses from revenue to arrive at a net result--which is either a profit or a loss.



## **Appendix A (continued)**

### **Development/Capital Budget**

Development/Capital Budget, need to take into account all the expenses required to renovate the building. Clearly state the capital needed to start the business or to expand. It should detail how the capital will be used, and the equity, if any, that will be provided for funding. If a bank loan is required please submit a firm conditional commitment outlining the term and conditions signed by the bank and you, as well as an estimated detailed development project schedule with a project timeline of project.





## Appendix B

### Evaluation Criteria for Proposed Retail and Professional Services Grant Projects within the Downtown Development Tier

CRITERIA	SCORE
1. Analysis has determined profitability and viability of project	<b>Max of 25 pts</b>
2. The Project has elements that are aligned and consistent with the following 3 plans that have been approved by City Council – Updated DT Master Plan, City Center Market Study, RKG Study	<b>Max of 15 pts</b>
3. Appropriate rehabilitation of contributing building in a designated historic district or individually listed historic property	<b>Max of 10 pts</b>
4. Rehabilitates a blighted property	<b>Max of 10 pts</b>
5. Reuses a vacant or underutilized property	<b>Max of 15 pts</b>
6. Business has a strong plan for hiring residents for permanent jobs	<b>Max of 10 pts</b>
7. Project is located in or in close proximity to one of the three major retail nodes (Five Points, West Main Street, Orange Street/East Chapel Hill Street/Roger’s Alley) or in the Parrish Street Project Area	<b>Max of 15 pts</b>
Bonus (Max of 5 points each)	
8. Rehabilitation of an environmentally impaired building	<b>Max of 5 pts</b>
9. Project is either a restaurant, food or arts related business	<b>Max of 5 pts</b>
10. High quality and environmentally friendly building materials	<b>Max of 5 pts</b>
11. Project has leveraged funds 2:1 - 1 Points 3:1 - 3 Points 4:1 - 5 Points	<b>Max of 5 pts</b>



## Appendix C

### Evaluation Criteria for Proposed Retail and Professional Services Grant Projects Outside the Downtown Development Tier

CRITERIA	SCORE
1. Analysis has determined profitability and viability of project	<b>Max of 25 pts</b>
2. The Project has elements that are aligned and consistent with the following 3 plans that have been approved by City Council – Updated DT Master Plan, City Center Market Study, RKG Study	<b>Max of 15 pts</b>
3. Extent to which market is already supporting similar projects in the area (within 3 block radius) <ul style="list-style-type: none"> <li>- No other similar projects in area – 11 points</li> <li>- One other similar project – 6 points</li> <li>- Multiple similar projects – 1 point</li> </ul>	<b>Max of 11 pts</b>
4. Provides neighborhood businesses and services to underserved areas	<b>Max of 10 pts</b>
5. Rehabilitates a blighted property	<b>Max of 12 pts</b>
6. Reuses a vacant or underutilized property	<b>Max of 12 pts</b>
7. Business has a strong plan for hiring residents for permanent jobs	<b>Max of 10 pts</b>
8. Located in a designated transit route or corridor	<b>Max of 5 pts</b>
Bonus (Max of 5 points each)	
9. Rehabilitation of an environmentally impaired building	<b>Max of 5 pts</b>
10. Appropriate rehabilitation of contributing building in a designated historic district or individually listed historic property	<b>Max of 5 pts</b>
11. High quality and environmentally friendly building materials	<b>Max of 5 pts</b>
12. Project has leveraged funds 2:1 - 1 Points 3:1 - 3 Points 4:1 - 5 Points	<b>Max of 5 pts</b>