



## BUSINESS RECRUITMENT INCENTIVES AND GRANTS PROGRAM

### I. STATEMENT OF PURPOSE

With the goal of long-term and sustainable economic development, the Community Redevelopment Agency (CRA) of the City of New Port Richey seeks to diversify the market mix of the Redevelopment Area and to meet the current and future demands of the market. A market analysis was commissioned by the CRA in 2016 and again in 2020, both of which have identified a number of retail business types that are experiencing a gap in the amount of goods provided in the community and the amount of those same goods in demand and purchased by local consumers. This represents an opportunity to provide, specifically, those needed goods and, generally, to increase the amount of retail businesses in our downtown commercial district.

The CRA, subject to funding, makes several grants available to further the City's goals for positive development. The determination of appropriations will be at the sole discretion of the City.

Grant specific requirements are detailed in each section for each grant. Grants are approved according to grant requirements and availability of funding. The three enhanced commercial property grant types are as follows:

- A. Commercial Property Façade Improvement Grant
- B. Commercial Property Interior Build-out Improvement Grant
- C. Commercial Rent Reimbursement Grant

### II. PROGRAM ADMINISTRATION

City Staff is responsible for the management of the incentives and grants program. The program is subject to overall policy direction and general oversight by the New Port Richey Community Redevelopment Agency (CRA). Grants will be administered following the City's purchasing policies. The staff will receive applications and process recommendations for approval. Staff will work with the grant applicant to ensure that applications comply with the codes and ordinances of the City of New Port Richey.

#### A. Application Process

City of New Port Richey Incentives and Grants Program

1. General grant information and/or an application is available on the City website [www.CityofNewPortRichey.org](http://www.CityofNewPortRichey.org) or by contacting the Economic Development Department (727-853-1248).
2. Staff reviews the project to ensure compliance with grant program guidelines.
3. If eligible for the grant program and a building permit is required, plans are presented, by the applicant, to the Building Department for review of building regulations. In the event building permits are not required, approval will be granted by the City or its representatives to proceed. It is the responsibility of the applicant to verify if building permits are necessary.
4. Applicant pays for any required permits and licensing and is issued their building permits/licenses.
5. Funding for approved grant applications will be awarded in the order of application approval date. Note: In order to ensure that available funds do not sit idle, projects approved under this grant program, must obtain applicable permits and commence work within 60 days of approval, unless an alternate time period is specifically pre-approved by staff. Projects that are not completed in the required time period will not receive grant reimbursement unless approved by staff.
6. Upon completion of the project, staff inspects and approves the work.
7. Applicant submits final documentation for the project, including copies of any permits & licenses, Business Tax Receipt, certificate of completion, documentation of payment of all project costs including canceled checks and paid receipts, any lien releases and photos. Note: Final documentation must be submitted within 45 days of final inspection and Certificate of Completion.
8. Staff inspects the paperwork to determine compliance with guidelines and processes a request for reimbursement of eligible expenses on behalf of the Applicant.

#### B. Grant Awards Criteria

Grant awards will be based on the following criteria:

1. Business type listed in Section IV as a Targeted Business.
2. Consistency of the project with Development design guidelines.
3. Project includes eligible expenses. Grant funds will be awarded for construction and repair costs as well as cost of materials. Grant funds will not be used to for personal expenses.
4. Project includes all necessary and eligible improvements relative to the grant type whether interior, exterior or both for the unit or building that is the subject of the application. The project must meet applicable code requirements, addressing appearance and function, and Development standards.

4. Any changes or additions to the original grant application must be approved by Economic Development prior to starting the work or will not be eligible for reimbursement.

#### C. Permits and Contractors

1. Depending on the scope of the project, appropriate permits must be obtained. No permits are needed for painting. In general, any work involving the following will require a permit:

- a. Electrical
- b. Awnings
- c. Signage
- d. Building Renovation
- e. Structural Changes

2. A licensed Contractor must be used for any work that requires such. Work completed by unlicensed contractors will not be eligible for reimbursement.

### III. GENERAL FUNDING AND REQUIREMENTS

Funding for City grants is a matching format. The Applicant is required to document and keep records of the expenses and paperwork of the project. If the project is approved and designated to receive funding, the eligible actual expenses for the project will be awarded up to applicable limits for the grant type. Only fully documented expenditures are eligible for match and award. Credit card statements, debit card receipts, canceled money orders, bank drafts and processed checks are appropriate documentation. Cash payments are not eligible. In order to be eligible, expenditures must be in funds (not in-kind, barter or donation). Business must be licensed in the City of New Port Richey. No funds will be disbursed until applicant has completed a W-9 form and all City application forms. Awards will take up to 30 business days to process. All awards will be mailed to the recipient at the address supplied on the W-9 form.

### IV. GENERAL ELIGIBILITY

Grants available in this program are for commercial/business properties located in specific development areas of the City of New Port Richey provided:

- A. Business conducted on the property is a conforming use.
- B. Ad valorem taxes for the subject property are current.
- C. Property owner or business tenant does not owe the City money.
- D. Business has a current City of New Port Richey Business Tax Receipt.

## V. PROJECT DESIGN GUIDELINES

- A. Changes to the property must not remove, alter, damage, or cover up significant architectural features of the building which are original or which reflect a major alteration or addition that has historic architectural value in its own right, or which help create a unified and attractive appearance to the building.
- B. Colors harmonious with the character of the Community Redevelopment District where the property is located are required.
- C. The size, color and shape of signs and features shall compliment the building, and meet applicable city regulations and design guidelines.
- D. All work and materials are to be of good quality.

## VI. TARGETED BUSINESSES

### Downtown Zoned Redevelopment Area

The Downtown Zoned Redevelopment Area is a general center of activity for both business and leisure pursuits. As such, the City's objective is to attract increased retail businesses that meet the findings of the market analysis.

This translates into a need for a range of unique shopping and including:

1. Home Decor & Home Gifts
2. Jewelers
3. Art & Music Galleries
4. Stationary & Flower shops
5. Clothing, Apparel, Shoes and Accessories
6. Sporting Goods
7. Book Stores
8. Specialty Brewers
9. Wine Shops
10. Bicycle Repair, Sales, Rental
11. Hobbies
12. Gifts

## BUSINESS RECRUITMENT COMMERCIAL FACADE AND IMPROVEMENT GRANT

### A. STATEMENT OF PURPOSE

This grant provides incentives to property and business owners, in the form of a grant award, for improving the exterior of commercial buildings including signage, awnings, parking lots and landscaping to encourage retention and relocation of businesses to target areas within the Redevelopment Area, increase occupancy, improve appearance, and meet commercial codes.

### B. ELIGIBILITY

Existing or new targeted businesses (relocating or starting a business) in the Downtown Zoned Redevelopment Area with a targeted business type as described in Section VI are eligible to apply for assistance.

### C. ELIGIBLE PROJECTS

In general, grant assistance is restricted to visible improvements of the exterior and for building code upgrades to commercial buildings. The following improvements are eligible, but not limited to:

1. Removal of a false material that may cover the original building appearance, such as plywood, metal or deteriorated stucco.
2. Decorative exterior façade improvements
3. Pressure cleaning
4. New stucco or stucco repair
5. Painting that is consistent with approved color scheme
6. New windows or replacements
7. New doors or replacements
8. New or replacement woodwork
9. Masonry work (new or repointing of mortar joints)
10. Signs (including the removal of old signs and the design, production and installation of new signs)
11. Awnings (including the removal of old awnings and installation of new awnings)
12. Tear out required to build a new entrance into the building
13. Landscaping and planters, repaving
14. Irrigation
15. Patio decks connected to the building
16. Lighting of the exterior
17. Brick or textured pavement, parking lot, driveway and sidewalk repairs/upgrades.
18. Visual or physical improvements that make the building more inviting
19. Demolition of structure and re-sodding of vacant property
20. Fencing (excluding: chain link, barbed wire, and wood panels)
21. Electric vehicle charging stations

22. Use or designs that CRA staff or CRA Board determine will support the redevelopment of the CRA District
23. Solar electricity and water heating
24. Building Code upgrades such as, but not limited to, fire alarm, fire walls, air system handlers (air conditioning/heating units), ADA requirements and electrical.

#### D. PROJECT FUNDING

Eligible projects may receive grant award of up to 75% of the cost of materials and professional contracted labor for pre-approved and completed exterior renovations. Each store front/business address is eligible for a maximum of \$25,000 over a two year period. Once an application has been submitted for reimbursement, it will take up to 30 business days to process.

#### A. BUSINESS RECRUITMENT COMMERCIAL INTERIOR BUILD-OUT GRANT

##### A. STATEMENT OF PURPOSE

The Commercial Interior Build-Out Program is designed to provide financial assistance to new and existing businesses in the form of a grant award intended to reduce the initial costs associated with the repair and rehabilitation of buildings or other improvements in accordance with the CRA Community Redevelopment Plan. Improvements paid for by the CRA must be permanent and stay with the building.

##### B. ELIGIBLE PROPERTIES

Existing or new targeted businesses (relocating or starting a business) in the Downtown Zoned Redevelopment Area with a targeted business type as described in Section VI are eligible to apply for assistance.

##### C. ELIGIBLE PROJECTS

Projects and items eligible for funding under the program are limited to:

1. Fixed improvements to interior spaces
2. Interior Walls
3. Interior painting
4. Ceiling improvements
5. Grease Trap Installation
6. Interior Electrical System, including lighting
7. Interior Plumbing
8. Flooring (tile, carpet, wood)
9. HVAC

10. Hood and Fire Suppression
11. Installation of kitchen equipment for food establishments
12. The CRA will consider and reimburse additional improvement provided they are beneficial to the CRA's Mission.

#### D. PROJECT FUNDING

The Commercial Interior Build-Out Grant Program offers financial assistance in the form of a (75%) grant up to \$25,000 to the landlord or business owner for eligible expenses associated with the construction or renovation of the interior elements of the commercial operating space. Each store front/business address is eligible for a maximum of \$25,000 over a two year period.

### B. BUSINESS RECRUITMENT COMMERCIAL RENT REIMBURSEMENT GRANT

#### A. STATEMENT OF PURPOSE

The Commercial Rent Reimbursement Grant Program is designed to help facilitate the establishment of new businesses and aid in the expansion of existing businesses within the New Port Richey Community Redevelopment Agency (the "CRA") District. The program is designed to provide financial assistance to new and existing businesses in the form of rent reimbursement intended to help businesses during the critical first year of operation.

#### B. ELIGIBLE PROPERTIES

Existing or new targeted businesses (relocating or starting a business) in the Downtown Zoned Redevelopment Area with a targeted business type as described in Section VI are eligible to apply for assistance.

For purposes of this application, the term "new targeted business" means a company identified in Section VI of this document, in operation for less than six months or relocating to New Port Richey. The term "existing business" means a company identified in Section VI as a "Targeted Business" that has been in operation within the CRA District for a minimum of two years at the time of application and has at least two years remaining on its existing lease.

#### C. ELIGIBILITY REQUIREMENTS

1. Applicant must be the business entity (or d/b/a) named and the principal owners named on the corporation documents, and must be the landlord or business owner of the company occupying the property to be improved.
2. Must be located within the CRA District
3. Must provide proof that the business is properly licensed by all necessary levels of government and professional associations or agencies.

4. An existing business must expand to occupy more than 50% of its current square footage size. Applicant must have an executed multi-year lease with at least two years remaining on the lease.
5. Proposed leases must be executed within 30 days of CRA approval or the grant award is terminated.
6. The Commercial Rent Reimbursement Grant Program may only be used one time by any one specific business entity or business owner.

#### D. PROJECT FUNDING

Businesses are eligible for reimbursement for 100% of the business' base monthly rent or \$2,000 per month (whichever is less) for the first three months; 75% of the business' monthly rent or \$1,500 (whichever is less) for the second three months; 50% of the business' monthly rent or \$1,250, whichever is less (maximum amount of the grant is \$18,000 distributed in four quarterly payments).