



Downtown Storefront Improvement Application

Downtown Duluth is offering an improvement grant up to \$3,500 PLUS (3) hours of professional consulting services for ground floor, sidewalk facing businesses.

The program can offset the costs of: painting storefronts, improving window appearance, introducing transparency, increasing quality of merchandising, adding exterior lighting, enhancing signage with lighting, and improving sidewalk spaces (such as sidewalk cafés). This program is intended to assist ground floor businesses with the creation of storefront experiences that bring customers in the door, improve overall district brand, and foster a 24/7 environment that is light and engaging. This program is open to businesses within the boundaries of the waterfront district: from Canal Park up to Second Street and from 10th Ave East to Mesaba Avenue. Any ground floor business is eligible to apply.

We would strongly encourage membership with Downtown Duluth should you be selected, to continue networking and receiving valuable information and tools on revitalizing our downtown.

Downtown Duluth has created the Storefront Improvement Program to further our revitalization goals. These goals include:

- Drive traffic to individual businesses by showcasing what they do in the windows or making the storefront stand out.
- Introduce transparency downtown, blurring the line between interior/exterior. When you are outside you can see inside, and when you are inside, you can be a part of the sidewalk.
- Improve the experience of being downtown 24 hours a day, 7 days a week.
- Create an engaging environment from the sidewalk using light, color, props, fixtures, and merchandise.
- Make downtown feel more active and visually engaging.
- Recover a higher perception of safety downtown.
- Offer seating or activate adjoining open spaces to foster more engagement.

This application is required for consideration to receive a reimbursement grant as a part of Downtown Duluth's Storefront Improvement Program. This program uses a competitive selection process that scores applications based on criteria detailed in the Guidelines and Requirements section of this application.

Business Name: _____

Property Address: _____

Applicant Name: _____

Applicant Mailing Address: _____

Phone: _____ Email: _____

Square footage of the space to be improved: _____

Briefly describe your business below, including how long you have been in business in downtown Duluth and why this grant would be important to your business.

What improvements are you proposing for your storefront area?

Please describe how participation in this program will help attract customers and drive foot traffic in downtown Duluth.

Please list your hours of operation and customer base.

PLEASE SUBMIT THE FOLLOWING WITH YOUR APPLICATION

1. Photograph(s) of windows/storefront/open space to be improved during the day and evening, including any electrical service to windows. Please include a sidewalk view photo as well as an interior photo.
2. Provide a description or a sketch of your proposed improvements. (This can be hand drawn and informal, see examples below. These sketches will serve as the basis for a Plan.)



Certification by Applicant

The applicant certifies that all information in this application, and all information furnished in support of this application, is given for the purpose of obtaining a reimbursement grant and is true and complete to the best of the applicant's knowledge and belief.

If the applicant is not the owner of the business with windows/storefront/open space to be improved, or if the applicant is not the sole owner of the business, the applicant certifies that they have the authority to sign and enter into an agreement to perform the improvement work on the property. Applicant has brought forth this proposal to the property owner and the property owner has agreed the applicant has the authority to make proposed improvements.

Applicant Signature: _____

Printed Name: _____ Date: _____

Property Owner Signature: _____

Printed Name: _____ Date: _____



Summary of Steps:

1. Applicant submits Grant Application to Downtown Duluth by September 21, 2023.
2. Selection Committee meets September 22, 2023 to make award decision of up to \$3,500 per business. Eligible reimbursements include: paint, lighting, signage, fixtures, props and electrical work completed by a licensed electrician. Up to 8 businesses will be selected for this second round of the program.
3. Downtown Duluth notifies applicant of award decision and sends project agreement.
4. Applicant develops a Plan (including materials, prop and fixture list) for improvements and submits to Downtown Duluth within 20 days of award acceptance.
5. Applicant will sign agreement to implement Plan and obtain necessary regulatory approvals for improvements, if applicable.
6. Applicant will implement the Plan by December 31, 2023. Completed work must conform to the Plan.
7. Applicant submits detailed receipts for reimbursement, as well as before/after photos and a brief summary of work completed.
8. Funds will be disbursed to applicant within thirty days of submission.

Review of Applications

Applications will be reviewed by the Selection Committee on September 22, 2023. The following factors will be considered in selecting a project for funding:

| Factors | MAXIMUM POINTS |
|--|----------------|
| 1. Activity | |
| Business active, open to the public with regular hours, preferably with some daytime hours. | 25 |
| Cross pollinate with other businesses in the downtown. | |
| 2. Downtown Enhancement | |
| Introduce transparency into businesses creating interior/exterior blended edge during the day and evening hours. | 60 |
| Create interesting window viewing for customers on sidewalk/street 24/7. | |
| Sufficient inventory to populate windows, if applicable | |
| Improve perception of safety due to increased lighting or active exterior open spaces | |
| Offers unique products or one-of-a-kind experiences. | |
| <i>BONUS 2 POINTS: Active membership with Downtown Duluth</i> | |
| 3. Experience/Infrastructure | |
| Length of time in business. | 15 |
| Serve the local trade area. | |
| Ability to install track lighting inside the window or gooseneck lighting on the exterior | |