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## 2021 BUSINESS IMPROVEMENT GRANT PROGRAM Basic Grant: Guidelines

### SCOPE/PURPOSE

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This is a 50/50 reimbursed matching grant program designed to encourage and assist with business improvement in Marceline, Missouri. The purpose of this grant program is to improve aesthetics, safety and/or function of existing businesses, with an end goal of sustaining and growing those businesses. The Marceline Industrial Development Authority (MIDA) funds this program.

The grant amount will equal up to 50% of the cost of eligible improvements, up to a maximum of \$1,000. For example, if a total project cost is \$1,200, MIDA's reimbursed share is \$600 and the business will provide \$600 of their own funds. If a total project cost is \$2,200, MIDA's share is \$1,000 and the business will be responsible for \$1,200. [In-kind donations (labor, etc.) **do not** count toward the applicant's match.]

MIDA could award up to \$10,000 for the 2021 grant cycle, depending upon number of applications and project selection. Once the grant cycle is closed, remaining applications will be discarded.

### GUIDELINES

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Applications will be accepted via U.S. MAIL beginning February 1, 2021. Applications will be date-stamped by postmark upon receipt and will be considered in the order they were received. This grant application process will close with applications postmarked no later than April 2, 2021. Once the \$10,000.00 limit is reached the application process will close.

Only new projects are eligible. Expenses incurred prior to approval of a project are not eligible for reimbursement. Projects must be completed by November 30, 2021, or the funding may be withdrawn and returned to the grant pool. Grant recipients will receive funds upon completion of the project and the submittal of all required documentation, including permits if required by the city.

The application should indicate what vendors would be used. If a local vendor cannot be used, a justification is necessary. Explanations might include that a particular vendor does not exist in Marceline, or local vendors could not provide service/products in a timely manner, or local vendor bids are more than 25% higher than an external vendor's bid, etc. If, after a grant is awarded, the project begins and a local vendor is unable to complete the project, MIDA must be notified in writing (via email or mail) of the change, the reasoning for the change, and the proposed solution must be approved.

At the discretion of the GRANT committee and/or MIDA staff, exceptions to any of the guidelines may be approved due to special conditions or situations.

## ELIGIBILITY

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Businesses that have a valid tax ID number, are current with their taxes, and possess a current business license can apply. Nonprofits and governmental entities are not eligible. Businesses that were approved for 2020 and were unable to complete their projects due to Covid are preapproved by sending an email stating such to [marcelineida@gmail.com](mailto:marcelineida@gmail.com). No pre-approval is required by these businesses. They are simply required to notify us they want to participate.

Businesses that are making a first-time application will receive priority consideration.

Businesses can apply once per location per calendar year. Multiple businesses that share a single location may apply together if a project is mutually beneficial. For example, two businesses would be eligible for a maximum of \$2,000 toward a \$4,000+ project. Also, a building owner could apply for a \$1000.00 grant and a business owner renting that same location could also apply for a separate \$1000.00 grant.

## PROJECTS ELIGIBLE FOR FUNDING

**Qualifying projects will be relevant to business operation and function.** Below are examples of approved expenses related to business growth and the **preservation / beautification** of businesses (two of the primary goals of this grant program), but the application committee will consider anything that is a business improvement. A ranking points system will be used with brick and mortar, location, time in business and other factors being considered before grant approval.

### • GROW BUSINESS

- ◇ This project should result in new/improved services or additional employees.
  - o Additional equipment for new hires or services
  - o New business-specific equipment
  - o Technology upgrades
- ◇ This grant project should result in additional traffic/business.
  - o Signs (new, repair, replacement); vehicle signage/decals
  - o Exterior building and sign lighting, display area lighting
  - o Shelving/display upgrades/drive thru windows
  - o Marketing: plan development, website creation

### • PRESERVE/BEAUTIFY BUSINESSES

- ◇ This project will assist in building preservation.
  - o Stairs, railing, walls, floors, roofs, foundations
  - o Utility upgrades (water, gas, electric, HVAC)
  - o Refinishing of exterior, including painting
- ◇ This project will improve the look of the storefront, facade or property.
  - o Awnings (installation of new, repair, replacement, removal)
  - o Repair or replacement of window systems, entryway, sidewalks
  - o Landscaping and beautification efforts

### **INELIGIBLE Expenses Include:**

- Operating costs (including mortgage/rent/lease payments, taxes, wages, salaries, etc.)
- Inventory

## POLICIES

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### COMMITTEE

The grant committee will be comprised of the MIDA Board of Directors. Decisions will be made by a simple majority vote. MIDA Executive Director will only vote to break ties.

### CONFLICT OF INTEREST POLICY

MIDA board members and the director will be unable to apply for the grant. If a MIDA board member is affiliated with an application, they will not participate in the MIDA board approval conversation and will abstain from the vote.

### APPLICATION/APPROVAL/REIMBURSEMENT PROCESS

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1. Applicant contacts MIDA to obtain application packet, which will include the guidelines and application. They may also be downloaded from the city web page.
2. **Applicant reads all guidelines and conditions**, then completes and signs the application.
3. Applicant mails application packet to MIDA, c/o Marceline IDA Grant Committee, 107 North Main Street USA, Marceline, MO 64658. Applications must be postmarked on/after February 1, 2021, in order to be considered. Applications will only be considered if received via mail. Application packet will include:
  - Expense estimate paperwork (bid/vendor statement/cost estimates)
  - Other documentation as requested
4. MIDA contacts City to confirm that the business entity is in possession of valid business/merchant licensure and is current on all taxes.
5. Applicants will be notified via email of their application status 3-5 business days after the committee approves the application. In this letter, grant recipients will be notified of amount of their award.
6. **Grant recipients may commence work on their project as soon as they receive grant approval. They must not start the project prior to approval.**
7. Grant recipients may submit copies of reimbursable receipts to MIDA as soon as the project is completed. MIDA will then reimburse the grant recipient for amount allotted to them, once the following have been received:
  - receipt of proof of payment
  - photographic proof of completion
  - completion of a post-grant survey
8. Failure to submit receipts and forms by November 30, 2021 may result in grant disqualification.



Current Landlord: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

**PROPOSED IMPROVEMENTS:** \_\_\_\_\_

Estimated Start Date: \_\_\_\_\_ Estimated Completion Date: \_\_\_\_\_

**PROJECT EXPENSES:** Please provide itemized work estimates for proposed improvements (attach separate sheet if necessary) and provide supporting documentation (i.e., bid paperwork or other vendor statement). Estimates will be used to determine maximum grant amount.

VENDOR	ITEM/SERVICE	AMOUNT
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____

If a local vendor will not be utilized for this project, provide reasoning.

\_\_\_\_\_  
\_\_\_\_\_

### PROJECT FINANCING

Total cost of project: \$ \_\_\_\_\_

Amount requested through Business Improvement Grant: \$ \_\_\_\_\_

Amount to be paid for by business: \$ \_\_\_\_\_

### CONDITIONS

1. I (the applicant) have read the guidelines for the Marceline Industrial Development Authority (MIDA) Business Improvement Grant and understand the criteria required for approval of my application.

2. I understand the following process for this grant:

- Applicant mails application and supporting documents to Marceline Industrial Development Authority, 107 North Main Street USA, Marceline, MO 64658 on or after February 1, 2021 and prior to April 2, 2021. The committee has authority to accept, reject OR make further recommendations. If rejection occurs, the committee may notify the applicant with recommended changes and allow applicant to resubmit the application.

3. I acknowledge that this is a grant program and this application is not a guarantee of funding. In addition, I acknowledge that MIDA may or may not elect to fund a Business Improvement Grant based upon this application purely as a matter of discretion, and that there is no legal right to rely on any previous actions taken on the same or similar applications, or previous actions taken on other applications concerning the same or similar property.

4. I certify that all the information given to MIDA is truthful and has been given freely by me, and further acknowledge that no rights or privileges may be relied on as a part of any application.

5. I certify that I am in good standing with the State of Missouri and that I am current on all taxes and in possession of valid business/merchant licensure, as required for my business.

**6. I understand that work completed prior to grant approval is ineligible for funding.**

7. I acknowledge that, should my project be approved, it must be completed, with reimbursable receipts submitted to MIDA, by November 30, 2021. I understand that this is a reimbursement grant, whereby MIDA reimburses the grant recipient for the amount allotted to them, based on receipts, photographs and/or other assurance of the completion of the project. I also acknowledge that failure to submit the above by November 30, 2021, may result in disqualification.

8. I understand that MIDA may file appropriate IRS documentation as applicable for any funding I receive, and I have provided an accurate Tax Identification Number or Social Security Number for this purpose.

9. I shall be solely responsible for all safety conditions and compliance with all safety regulations, building codes, ordinances, and other applicable regulations. I shall be responsible for maintaining sufficient insurance coverage for property damage and personal injury liability relating to this program.

10. I will not seek to hold MIDA or its employees, officers or directors liable for any property damage, personal injury, or other loss related in any way to this program. I agree to hold MIDA harmless from any liability, injury, claim, expenses and attorney's fees arising out of a contractor, builder or contract for performance of improvements, or repair to buildings and facilities.

11. I authorize MIDA to promote the approved project by displaying signage on site and using photographs and descriptions of the project in MIDA materials and press releases.

12. I acknowledge that the laws of the State of Missouri shall govern interpretation, validity, performance and enforcement of this application. If any provision of this application should be held to be invalid or unenforceable, the validity and enforceability of remaining application provisions shall not be affected.

Applicant Name (print): \_\_\_\_\_ Date: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_

*If the applicant is not the property owner, the property owner or an authorized owner's representative must ALSO review the application and sign below.*

As owner of the property at \_\_\_\_\_ (address), I have reviewed the above application and authorize the operator of \_\_\_\_\_ (business) at said address to perform the improvements described above as part of the MIDA Business Improvement Grant Program.

Applicant Name (print): \_\_\_\_\_ Date: \_\_\_\_\_

Property Owner Signature: \_\_\_\_\_