

Community Revitalization: Main Street (SB21-252)

Grants, Eligibility, Process



COLORADO
Department of Local Affairs

The Colorado Department of Local Affairs (DOLA) with funding from SB21-252 supports efforts by local governments and regional collaborations to engage in small business relief. This Initiative supports façade improvements and energy efficiency projects for businesses in the state's traditional downtowns. Projects funded by this Initiative should respond to needs and opportunities as identified by the local government.

The program is designed to:

- increase property values and visual appeal
- increase sales and revenues in rehabilitated buildings
- reduce energy consumption and lower utility bills
- increase job retention/creation

Grants under SB21-252 are prioritized toward communities who bundle multiple projects in their applications that will provide a catalytic ripple effect of investment in downtown districts.

Applications for Main Street: Open for Business projects may be submitted at any time once the application opens in July. Questions may be directed to: Gayle Langley, Colorado Main Street Program Coordinator, gayle.langley@state.co.us; or Traci Stoffel, Colorado Main Street Specialist, traci.stofel@state.co.us.

SB21-252 Funding

- Funds are made available from legislation created in SB21-252
- \$5,970,000 in funding is available for the Main Street: Open for Business program
- Local match required is 20% of the project cost, although an applicant who can demonstrate financial hardship may request a reduced level of matching funds
- Communities may apply for no more than \$1 million.
- *All funds must be fully expended by June 30, 2022.*

Eligibility

Municipalities, counties, and Councils of Government. We encourage partnerships with Main Street programs, business improvement districts, downtown development authorities, economic development districts, etc to facilitate speedy and effective programs for businesses.

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Municipalities or counties that are not already an official or Affiliate community will be required to submit a Colorado Main Street Affiliate application, including a letter of support from the local government, to be eligible to receive funds. Check with your local municipality or visit the Main Street Program's website cdola.colorado.gov/join-main-street for details. (Note: There are no requirements as a program Affiliate; Affiliates simply receive regular information from Colorado Main Street staff and joining this program gives communities additional resources to support your subgrant program.)

Main Street: Open for Business applications

- A. Applications for grants should consider the following in project development.
- How does the project foster economic development in the community?
 - What specific, measurable outcomes will the project achieve? For example:
 - o Better aesthetics in the downtown core to encourage customer traffic
 - o Reduced utility bills for small business owners in the downtown core

Main Street: Open for Business grants are not intended for vacant buildings, unless a business is opening by June 30, 2022, nor are the funds intended for chains. Grants are intended to support small business owners in traditional downtowns with projects that will spur additional investment.

Main Street: Open for Business Application Review Process

Applicants are encouraged to work with the Colorado Main Street team during the application process. Applications for implementation grants are made through the Division of Local Government Online Grants Portal per the Notice of Funding Available published on the DOLA Main Street website. The application window will be open continuously until all funds have been awarded.

A. Application Review

The review process for completed and accepted applications is anticipated to take up to four weeks as identified below.

- Review by Colorado Main Street team, DOLA Regional Managers, Colorado Energy Office representative for energy projects, and a History Colorado representative
- Review and recommendation by Division of Local Government Director
- Review and action by DOLA Executive Director

B. Award

The DOLA Executive Director, upon completion of the review process, will make all award decisions. Contracts may take up to two months to be finalized so that work may begin.

Application will open in July 2021.

Please contact the Colorado Main Street team for more information on the application process:
cdola.colorado.gov/main-street.