



**DAVIDSON MAIN STREET BUSINESS GRANT
OPERATING GUIDELINES
FY2020-21**

I. GRANT

A grant to be known as the Davidson Main Street Business Grant (the "Grant") is established in the Town of Davidson (the "Town") through N.C. Gen. Stat. § 143B-472.35 (the "Act"). This grant shall be administered by the Town of Davidson. The Town of Davidson shall be responsible for disbursement of all funds as provided in the legislative language and in these guidelines.

The Davidson Main Street Solutions Grant is a reimbursable, matching grant program. The Town of Davidson is authorized to award grants totaling not more than ten thousand dollars (\$10,000) to each eligible participant. Private funds must be committed to match the amount of any grant from the Davidson Main Street Solutions Grant on a basis of a minimum of two dollars for every one dollar provided from the Town of Davidson.

II. PURPOSE OF THE PROGRAM

The Program is intended to strengthen the local economy and the town's role as a regional independent business and employment hub. The goals of this Program are:

- To provide direct financial benefit to small businesses.
- To retain and create jobs in association with small businesses.
- To spur private investment in association with small businesses.

III. ELIGIBLE APPLICANTS

Grant money shall be available to designated retail businesses in Davidson's local historic district defined in the Town of Davidson's planning ordinance as retail: Uses in which the principal use of purpose is the sale of goods, products, merchandise, or services directly to the consumer. Retail establishments promote high walk-in customer counts, are shopping destinations, provide visual interest and create active street life but are not detrimental to the district in which it is located. Uses include but are not limited to: alcoholic beverage retail sales; art or antique shop, including art supplies and framing materials; automobile accessories and supplies (excluding installation); bar/tavern/nightclub, beer or wine shops, and brewpubs; book, stationery, card store, or newsstand; clothing, shoe, dry goods or notions store; cosmetic and beauty supply store; department, furniture, home furnishings and small appliances, interior decorating store (with incidental interior service); jewelry store; kitchen store; leather goods/luggage; music/video sales or rental; optical/auditory store (with incidental exam); pet shop; restaurant, coffee shop, or

delicatessen; vintage or consignment shop; specialty food store, including bakery, fruit, vegetable, fish, or meat market; sporting goods store; and variety store. Please see attached addendum for uses NOT considered as retail.

IV. ELIGIBLE ACTIVITIES

Local historic district economic development initiatives that do the following:

- Funds may be used to support the rehabilitation of properties or for new construction.
- Funds must be used for exterior or interior improvements that are permanent. For example, funds may be used for windows, floors, etc. but not used for tables and chairs.
- Projects must spur private investment.
- Projects must provide direct benefit to small business retention, expansion or recruitment.
- Projects must retain or create jobs in association with small business.

V. GRANT AMOUNTS

The Davidson Main Street Business Grant is a reimbursable, matching grant program. The Town of Davidson is authorized to award grants totaling no more than a maximum of ten thousand dollars (\$10,000) to each eligible business. The minimum grant that may be requested is one thousand dollars (\$1,000). Private funds must be committed to match the amount of any grant from the Davidson Main Street Solutions Grant on a basis of a minimum of two dollars for every one dollar provided from the Town of Davidson.

The grant match may constitute a combination of any of the following public or private funding which may include:

- Cash, and/or
- Local community grant, and/or
- Investments, and/or
- The donation of property (an appraisal completed by a licensed appraiser must be submitted to document value)

VI. APPLICATION DATES

Applications will be accepted beginning January 8, 2021. The first application period will be from January 8, 2021 through January 31, 2021. Additional application periods will be on a 90 day rolling basis until all funds are exhausted. Money can't be withheld on the hope that a future application may be submitted.

VII. GRANT AWARDS AND GRANT ADMINISTRATION

A panel of Davidson citizens and town staff will be established to:

- Review all applications.
- Determine whether the activities listed in the application are eligible for a grant.

- Select applicants to receive funds and determine the amount of funding that they will receive.

A local grantee shall agree to release, indemnify and hold the Town of Davidson harmless with respect to any Davidson Main Street Business Grant. Additionally, grantees are required to ensure compliance with all applicable laws, rules, regulations, requirements and policies. Such requirements apply to all Project activities, whether or not the work is performed by the grantee or some other third party and whether or not Grant funds have been awarded or distributed to any third parties or sub-recipients. To the extent that applicable laws, rules, policies or requirements are not followed (including, but not limited to representations made by a grantee in its application), the Town can take a variety of corrective actions. Among other things, this includes the right of the Town to (1) withhold or deny reimbursement of the full amount of the Grant to grantee where there is noncompliance with any applicable law, rule, policy or requirement (even when such noncompliance is the result of a third party's action) and/or (2) require the grantee to repay all or part of a Grant where improper use of the funds or non-compliance with any law, rule, regulation or requirement has occurred.

VIII. REVIEW CRITERIA

All project applications will be reviewed to ensure that they meet the minimum eligibility requirements and that proposals are complete. Complete proposals will include the following:

- _____ Completed Town of Davidson Main Street Business Grant application
- _____ Copy of applicant's business plan
- _____ Copy of applicant's marketing plan
- _____ Copy of any building and/or site plans (if applicable)
- _____ Timeline for implementation of project
- _____ Copy of project budget including how grant funds will be used

IX. PROJECT SCORING

Each application is scored competitively. Ratings are based on general review criteria, performance and timeliness, and application and response materials received as a result of these guidelines.

Grant Selection Criteria:

1. Develops innovative solutions that directly address the needs of small business
2. Spurs private investment
3. Creates or retains jobs
4. Outlines benefits and impact on the community
5. Contributes to the vision of Davidson as regional independent business hub
6. Contributes to downtown Davidson as a regional shopping/dining destination
7. Complete and thorough application

ADDENDUM TO DAVIDSON MAIN STREET BUSINESS GRANT

Services NOT considered Retail:

- **Business Support Services:** These establishments provide any of the following: document preparation, telephone answering, mailing (except direct mail advertising), court reporting, and steno typing. They may operate copy centers, which provide photocopying, duplicating, blueprinting, or other copying services besides printing. They may provide a range of support activities, including mailing services, document copying, facsimiles, word processing, on-site PC rental, and office product sales.
- **Commercial Services:** Uses that provide personal services often in small storefronts, such as appliance, equipment, or computer repair; cosmetic services, including hair and nail salons and barber shops; clothing alterations, tailoring and dressmaking; day spa; dry cleaning or laundry services, including coin-operated laundries, but not including industrial dry cleaning or laundry; locksmith; massage therapy; pet grooming; shoe repair; weight loss centers; and non-permanent make-up services.
- **Commercial, Large-scale:** Uses that by their nature, size or service characteristics are auto dependent, may have potential for environmental degradation, or are otherwise incompatible with nearby uses. Uses include animal hospital or veterinary clinic with outside facilities; automotive repair and service, catering establishment; contractors, plumbers and electricians, supply yards with office and service as auxiliary uses; funeral home/mortuary; kennel, commercial; marina, commercial; nursery/garden center; and wholesale establishments.
- **Commercial, Restricted:** A retail of personal service establishment that may tend to have a blighting and/or deteriorating effect on surrounding areas and that may need to be separated from other similar uses to minimize its adverse impacts. Uses include check-cashing services, internet gaming establishments; piercing and tattoo parlors, and similar services; palmistry; and pawnshop, including lending of money on security of pledged goods. These uses may also include accessory retail sales of product related to the services provided.
- **Professional Services:** Services that make available the knowledge and skills of their employees to sell expertise and perform professional, scientific, and technical services to others. Uses include accounting, tax, bookkeeping, and payroll services; advertising, media, and photography services; animal hospital or veterinary clinic with no outside facilities; architectural, engineering, and related services; bank, credit union, or financial institution; broadcast facilities (without towers); business support services; consulting services; employment agencies; financial consulting, including investment banking securities, brokerages, and insurance-related services; graphic, industrial and interior design services; health care, medical, dental, optical or auditory clinics (outpatient only) or laboratories; legal services, personal trainers, real estate services; research laboratory and development facilities whose products or waste products entail no special environmental handling requirements; studio, travel agency; and tutoring services.
- **Wholesale Establishment:** A building, property, or activity the principal use of which is the sale of goods, products, or merchandise stored on the premises to persons who are intermediaries between the producer and the consumer.