

Purcell Tourism Committee

Storefront Beautification Grant Program

INTRODUCTION & INSTRUCTIONS

The Storefront Beautification Grant is offered by the Purcell Tourism Committee. It is offered to business and property owners who desire to make eligible small-scale improvements to the entrances of their buildings. The Purcell Tourism Committee works to promote revitalization and offers technical, as well as financial assistance to assure our historical buildings and district are preserved, maintained, and rehabilitated properly. The program is managed by the Purcell Tourism Committee with direction and assistance from the City Planner. These beautification efforts and improvements will enhance the physical image of Purcell as a quality place to shop, work, walk, invest in, and live. Improvements result in a reinvestment of public and private dollars.

A. Who is eligible?

1. Owner(s) of a business - Each business is eligible for up to 50% match of improvement costs including design, to a maximum of \$5,000.00 total grant funds;
2. Owner(s) of a commercial building - Each building is eligible for up to 50% match of improvement costs including design, to a maximum of \$5,000.00 total grant funds;
3. If a property is leased or purchased under contract, all parties to the lease or contract must agree in writing to the improvements.
4. Eligibility is based on property. A property owner with multiple properties may apply for funds to improve each property. A business owner with multiple storefront business storefronts may apply for funds to improve each business.
5. Business/building must be located within Purcell City Limits.

B. What is eligible?

Eligible storefront expenses may include, but are not limited to landscaping (soil, flowerpots, etc.), signage, sandwich boards, art, exterior lighting, exterior cleaning, and window storefront display improvements that are visible from rights-of-way.

C. When will grants be available?

Applications will be accepted year-round.

D. What are the limitations?

1. Funds are intended for improvements to exterior facades of buildings only. The term “improvement” in this program also includes: rehabilitation, restoration, maintenance, as well as new improvements.
2. Facades must be visible from right-of-way. Interiors, roofs, and facades not visible from public right-of-way are not eligible for a grant.
3. Funds are intended for future work to be performed, not work completed. Only those costs for project design completed may be included in the project budget submitted for the grant.

E. What is the Commitment & Project Schedule?

1. The applicant (building or business owner) must agree to complete the project in a timely manner. Purcell Tourism Committee approval of an application qualifies a project for reimbursement.
2. The applicant has *60 days* from the date of acceptance to commence work on the project. If the work has not commenced by that time, the applicant must notify the Purcell Tourism Committee in writing of the delay and the intent to either:
 - a. Withdraw from participation in the program without reimbursement for any out-of-pocket expenses;
or
 - b. Initiate work by a proposed date (if agreed to and accepted by the Purcell Tourism Committee) with a project completion date no later than 90 days from the revised date of acceptance.
3. The project must be completed within *90 days* of project start date unless a time extension is approved.
4. A project started before the design is approved and grant awarded will not be approved, in which case the applicant must bear the full cost of the project or the cost of a redo that meets the design guidelines.
5. Changing the design without Purcell Tourism Committee and City of Purcell City Planner approvals voids the agreement and leaves the applicant(s) totally liable for the cost of the project, including reimbursement for architectural fees.

G. What is the application process?

1. Applicants are encouraged to talk to the City Planning Department early on regarding their project if necessary to determine what City applications and permits are needed for their project.
2. Submit Grant Application and materials to info@desinationpurcell.com.
3. The Purcell Tourism Committee makes final decision for award of grants. The Chairman notifies grant applicants of the grant awards.

4. If not already in hand, the applicant is required to obtain all approvals, permits and/or letters of exemption from the City prior to the beginning of work. Failure to obtain City approvals, permits, or letters of exemption prior to beginning work will likely jeopardize some or all of the grant reimbursements for project costs.
5. Within 30 days of project completion, the applicant must submit photographs of the completed project and receipts showing payment for all project expenses to the Purcell Tourism Committee who reviews and makes a recommendation for payment.
6. A reimbursement check equal to 50% of the approved project expenses (not to exceed \$5,000.00 per project) will be made payable in the name of the applicant(s) as stated on the grant application form.
7. The Purcell Tourism Committee may vote to issue a reimbursement check equal to 50% of an individual line item of the project, provided that part of the project has been completed.

H. What is included in the application?

Initial application submitted must include:

1. Grant application completed,
2. Grant agreement with signatures of the building owner (or owners) and applicable business/tenant with a designated storefront,
3. Contractor bid estimates or estimates for proposed work.

I. Program Administration

The Purcell Tourism Committee is responsible for overseeing design review of all applications and is responsible for administration of the Storefront Beautification Grant Program. The Purcell Tourism Committee awards grants and has final authority for the disbursement of funds.

PLEASE ADDRESS THE FOLLOWING IN YOUR GRANT APPLICATION

J. What are the criteria for rating grant applications?

Award of a grant is a discretionary decision by the Purcell Tourism Committee based on the criteria below. Award of grants may also be competitive should there be more quality projects than funds available.

1. **Consistent Design.** The applicant must demonstrate that the design is consistent with all grant applications associated with that building. A single building with more than one storefront business or facade is eligible for funds for only one design, but each independent tenant business' storefront (must have a separate mailing address and direct entrance off the street) is eligible for grant funding. A store with a front and a back door counts as just one storefront.

2. **Historic Character.** The project will rehabilitate a building or business storefront in keeping with the historic character of Purcell.
3. **More bounce for the ounce.** Project will make a noticeable improvement to the city.
4. **Location.** Project is in the Purcell city limits.
5. **Qualified Professionals and Contractors.** It is preferred that the project will include qualified professionals and contractors with experience. However, sweat equity may be considered in the total project costs, if the applicant demonstrates the knowledge, skills and experience in performing work associated with the project. A third-party estimate would be needed to validate sweat-equity value.
6. **Completed Application.** Those grant applications that are complete will have preference over those that do not; first-come, first-approved.
7. **Ready for Start.**
 - a) If a sign and/or building permit is required, a project that has received a sign and/or building permit approval or a determination that the project is exempt from a sign and/or building permit will have preference over those that do not yet have approval or exempt determination.
 - b) The project is shown to have a viable schedule for completion within 150 days of award of grant.
 - c) All signs should comply with the codes listed in Purcell Municipal Code.

Need more information or resources?

- Heart of Oklahoma Chamber of Commerce Director Elisabeth Baker
 - 405-527-3093
 - info@destinationpurcell.com
- City Manager Dale Bunn
 - (405) 527-6561
- State Historic Preservation Office for potential tax credit information:
 - <https://www.nps.gov/subjects/nationalregister/state-historic-preservation-offices.htm>

Purcell Tourism Committee - Storefront Beautification Grant Program Application

DATE RECEIVED	/ /		
PROJECT NAME			
TOTAL PROJECT ESTIMATE		PROJECT MATCH: UP TO \$5,000.00	
PROJECT DESCRIPTION			
SITE ADDRESS			
APPLICANT INFORMATION	<input type="checkbox"/> BUILDING OWNER <input type="checkbox"/> BUSINESS OWNER / TENANT		
NAME			
MAILING ADDRESS			
CITY, STATE, ZIPCODE			
PHONE NUMBER			
EMAIL ADDRESS			
CONTACT PERSON	<input type="checkbox"/> APPLICANT <input type="checkbox"/> CONTRACTOR <input type="checkbox"/> OTHER: _____		
NAME			
MAILING ADDRESS			
CITY, STATE, ZIP			
PHONE NUMBER			
EMAIL			
PROJECT INFO			
START DATE	/ /	DESIGN FEES	\$
COMPLETION DATE	/ /	CONSTRUCTION AND MATERIALS	\$
MATCH AMOUNT	Up to \$5,000.00	OTHER COSTS	\$
MATCH REQUEST		PROJECT ESTIMATED COST	\$

**Clarify other costs in your application.*

PLEASE INCLUDE THE FOLLOWING AS PART OF YOUR APPLICATION:

1. Application and Agreement with signatures of the building owner (or owners) and applicable business/tenant with a designated storefront,
2. Contractor bid estimates for proposed work and actual invoices for costs project.

Purcell Tourism Committee - Storefront Beautification Grant Program Application

The undersigned building owner(s) and business owners/tenants(s) acknowledge the applicant as

_____ and affirms that:

1. The information submitted herein is true and accurate to the best of my (our) knowledge.
2. I (we) have read and understand Purcell Tourism Committee - Storefront Beautification Grant Program introduction, requirements, and conditions.
3. I (we) agree to comply with all requirements and conditions.
4. Grant award may be noted in Purcell Tourism Committee social media and press releases.

A. Property Owner Name (*as determined by the McClain County Clerk*)

Name: _____

Address: _____

Phone: _____ Email: _____

Property Owner Signature: _____ Date: _____

B. Business Owner/Tenant

Name: _____

Address: _____

Phone: _____ Email: _____

Business Owner/Tenant Signature: _____ Date: _____

Business License #: _____

C. Business Owner/Tenant

Name: _____

Address: _____

Phone: _____ Email: _____

Business Owner/Tenant Signature: _____ Date: _____

Business License #: _____

D. Business Owner/Tenant

Name: _____

Address: _____

Phone: _____ Email: _____

Business Owner/Tenant Signature: _____ Date: _____

Business License #: _____

Official Use Only Below This Line

Project Received Date: / /

All Required Forms Have Been Included: YES NO

Project Approval Date: / /

Tentative Amount Awarded: _____

Actual Amount Awarded: _____