



Commercial Façade Improvement Matching Grant Program Guidelines

I. PROGRAM OVERVIEW

Santa Monica wants to invest in your storefront. The Commercial Façade Improvement (CFI) Matching Grant Program is an endeavor of the City of Santa Monica to promote public/private investment to small businesses. The City wants to partner with small businesses to bridge access to capital to make exterior storefront improvements of existing and new businesses with community safety in mind. The City of Santa Monica will match your investment dollar per dollar, in an amount up to \$10,000.

II. PROGRAM COMPONENTS

The Program focuses on enhancements to the physical appearance and safety of small businesses in low-income and moderate-income (LMI) areas that benefit LMI clientele and households. This round of grants will be focused on supporting LMI areas and clienteles along Pico Boulevard. This grant opportunity will be for small business owners who have historically experienced higher barrier to assessing capital; inclusive of minority-owned, women-owned, and LGBTQ+-owned businesses. Additional selection consideration will be weighed for small businesses who choose local Santa Monica vendors for material and labor.

Businesses will identify exterior improvements that can elevate store appeal and business operation through repair and replacement of signage, lighting, glass, door, ADA entryway, and security equipment. The grant can help fund external security enhancements. These should be based on the recommendations of Santa Monica Police Department (SMPD) Crime Prevention Team. To schedule your complimentary safety assessment contact Halima via halima.barreto@santamonica.gov with your name, contact email, phone number, business name, and address.

III. ELGIBILITY

- a. Must be an existing Santa Monica brick-and-mortar shop located on Pico Boulevard with a valid business license with the City of Santa Monica.
- b. The annual revenue for the small business will be under \$2,000,000.
- c. Priority will be given to minority-owned, female-owned, LGBTQ+-owned businesses.
- d. Consideration will be given to applicants who choose Santa Monica merchants and trades to support the local economy.
- e. Qualifying grantees will be chosen through an online, randomized application system.
- f. Applicants will need to serve the most vulnerable in our communities, specifically LMI serving areas established by HUD per the 2020 LMI Census tract. (map attached)

IV. GRANT PROCESS - Please submit Items No. 1 to 4 to econdev@santamonica.gov

1. Submit a complete and signed CFI Grant Program application
2. Submit photos of existing condition of the proposed work areas.

3. Submit supplemental information to illustrate the proposed improvements through sketches, specification sheets, and other methods.
4. Submit a minimum of 2 cost estimate with vendor name, vendor address, cost breakdown for both labor and material.

V. TIMELINE

- a. Grant Application Submittal Start Date – January 15, 2025
- b. Information Meeting – January 15, 2025, at 4pm in the Annex at Pico Branch Library located at 2201 Pico Boulevard, Santa Monica, CA 90405
- c. Application Deadline – Until funds are exhausted
- d. Grantee Selection – TBD
- e. Project Completion – One year from grant award date
- f. Project Inspection – At Project completion
- g. Reimbursement – At Project completion

VI. MATCHING FUND

The CDBG Funds are for small business owners to enhance visual appeal and improve security to storefront. This grant is a reimbursable matching grant for one-half of the total project cost in a reimbursement amount not to exceed Ten Thousand Dollars (\$10,000) per project. The total cost of the façade and security remodel could be any amount; however, the reimbursement is limited to Ten Thousand Dollars (\$10,000) in matching contribution. The improvements must be completed within twelve (12) months and detailed invoices will be reviewed prior to reimbursement. Proof of payment to the vendors and materials will be submitted for review for consistency with awarded project prior to reimbursement. The City has the discretion to not reimburse if the built project is not consistent what the awarded proposal.

The CFI Matching Grant Program is made possible through the Community Development Block Grant (CDBG) from the U.S. Department Housing and Urban Development (HUD). CDBG funds are at the discretion of HUD therefore future funding is not guaranteed. If funds are exhausted at the time of application submittal, staff will retain the application for 12 months in the event further funding is made available.