



## **G.R.O.W. Guidelines**

### ***Granting Revitalization and Opportunity for the Workplace Initiative***

(Approved by the Greenwood Redevelopment Commission on October 11, 2016)  
(As Amended and Approved on March 14, 2017)

#### **Context**

The City of Greenwood Redevelopment Commission (RDC) established the “G.R.O.W. Greenwood Initiative” in July 2016. Following the RDC’s capital investment in the downtown façade improvement program, G.R.O.W. is designed to further accelerate private investment along key corridors in the City’s historical core.

In 2018, the RDC selected the Greenwood Community Development Corporation (GCDC) to review applications and administer project grants. GCDC promotes the social welfare of Greenwood residents by enhancing and improving the social, cultural and economic conditions in and around the city.

#### **Programmatic Consideration**

GCDC will utilize the following factors to prioritize potential investments within the G.R.O.W. initiative. Projects will receive higher consideration that:

- Upgrade the aesthetic appeal of a significant building (i.e.. located at a prominent location and/or impactfully defines a view-scape);
- Facilitate retention of a critical use in the revitalization district/community;
- Promote retail foot traffic
- Are part of a critical mass of improvements in a micro-area; and
- Promote job creation/retention.

#### **Geographic Area**

Eligible projects must be located:

- Within the corridor study performed by Rundell Ernstberger Associates. This includes:
  - Madison Avenue (from Main Street to County Line Road)
  - Main Street (From U.S. 31 to Graham Road)

#### **Eligible Improvements**

Only improvements to non-residential properties will be eligible for incentives.

Eligible improvements include, but are not necessarily limited to:

- Facades, windows, cornices, awnings and architectural details
- Signage
- Decorative lighting
- Decorative fencing
- Patio Improvements
- Exterior art
- Landscaping improvements (investments beyond local requirements)
- Voluntary demolition of blighted structures
- Sustainability-driven infrastructure (environmental focus)
- Masonry improvements

## **Exclusions**

Ineligible improvements include:

- New buildings
- Construction in progress
- Residential buildings (except for demolition)
- Improvements exempt from property taxes
- Buildings constructed in the last five years
- Structural remediation
- Abatements of City Code Violations
- HVAC improvements
- Roof replacement or repairs
- Routine maintenance/repairs
- Interior improvements
- Improvements intended to be temporary in nature

## **Financial Incentives**

- An applicant may receive a one-for-one matching grant totaling no less than \$10,000 and no more than \$50,000 in public investment (total project investment must be between \$20,000 and \$100,000)
- Applicants may only receive one grant, per parcel, per year

## **Applicant Requirements**

Applicants must submit:

- A short narrative outlining the nature and impact of the proposed project
- Detailed cost estimates of work by input (labor, materials, etc.) and project component (signage, landscaping, painting, carpentry, etc.)
- Confirmation that mortgage, property insurance, property tax payments, sanitation and stormwater fees are current and in good standing

- Photographs of existing project site conditions
- Sketches or conceptual drawings of improvements that will be funded by the program
- Evidence demonstrating Applicant's ability to fund Applicant's share of project cost
- Ability to complete the project within 12 months of an executed project agreement

### **Award Process**

- Applicants shall submit project applications to the Office of the Deputy Mayor (digital, mail or hand deliver)
- Projects will be reviewed for eligibility and completeness by the Office of the Deputy Mayor and Legal Department
- Once approved by the two (2) departments, eligible projects that receive a "favorable" recommendation from staff will be submitted to GCDC and placed on the agenda of their next scheduled public meeting;
- If the GCDC approves, the applicant will be required to enter into a Project Agreement with GCDC, invite quotes from at least three (3) contractors known to deal in the class of work proposed to be done, and contract with the lowest responsive and responsible bidder
- GCDC grant funds will be disbursed upon completion of the project work
- Applicants with projects that are deemed ineligible by staff or that receive an unfavorable recommendation will receive written notice via U.S. Mail
- The applicant will have 90 days after GCDC commits funds to the project to memorialize a professional service agreement with City legal or the fund commitment will be rescinded
- If the property is sold within THREE years to an entity that is tax exempt, 100% of the GCDC funds received by the GROW recipient must be returned to the GCDC within sixty (60) days of the sale of property