



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

Finance Sub-Committee

November 3, 2022

10:00am

Main Meeting Room, Town Hall, 933 Hopmeadow Street

SPECIAL MEETING AGENDA - Amended

Call to Order

- 1) Approval of Minutes
 - a. October 20, 2022
- 2) COVID-19 Relief 501(c)(3) Non-Profit Program
 - a. Review and recommend applications for approval
- 3) Business Relief Program
 - a. Main Street Partnership Proposal
- 4) New Business

Adjournment



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

Finance Sub-Committee

Special Meeting

Thursday, October 20, 2022

Main Meeting Room, Town Hall, 933 Hopmeadow Street

MINUTES

Members Present: Wendy Mackstutis, Amber Abbuhl, Heather Goetz

Staff Present: Amy Meriwether, Melissa Appleby

Others Present: Liz Peterson, Sarah Nielsen, Melissa Brett, Andrew St. Onge

The meeting was called to order at 9:01am.

1) Approval of Minutes – October 6, 2022

The minutes were approved as presented by consensus.

2) COVID-19 Relief 501(c)(3) Non-Profit Program

a. Review and recommend applications for approval

Ms. Mackstutis said there were six outstanding applications for which the sub-committee had requested additional information. Ms. Goetz said that she would recuse herself from the discussion on Simsbury Youth Football & Cheer, and Ms. Abbuhl said that she would recuse herself from the discussion on the Main Street Partnership request related to Simsbury Celebrates.

The group discussed each application:

- **A Promise to Jordan** – There was consensus to recommend funding this application.
- **Main Street Partnership** – There was consensus to recommend funding this application.
- **Simsbury Meadows Performing Arts Center** – There was consensus to recommend funding this application.
- **The Simsbury Second Chance Shop Auxiliary of The Villages for Families & Children** – There was consensus to recommend funding this application.
- **Simsbury High School Student Parent Teacher Council** – There was consensus to recommend funding this application.

- **Simsbury Youth Football & Cheer** – Ms. Mackstutis said that she would not be in favor of supporting the full amount requested, but that she would be comfortable granting \$1,000 to compensate for the lack of fundraising ability during the pandemic. Ms. Abbuhl said she has reservations about this request since the decrease in participation occurred prior to the pandemic. She said she would be supportive of some funding if they can demonstrate that they experienced a loss in revenue due to the pandemic. There was agreement that this follow-up question should be asked and then reviewed again by the sub-committee prior to making a recommendation to the full Board of Selectmen.

3) Business Relief Program

a. Main Street Partnership Proposal

Ms. Mackstutis said that she reviewed the research on other towns' programs to compare. She also referenced the list of questions she has regarding the proposal; Ms. Nielsen said she would address these questions. She said she is open to merging the two programs into one, but would recommend keeping them separate since they are distinct programs. Discussion ensued regarding the mechanics of how the façade program would work. Ms. Nielsen reviewed the structure for the review panels for both programs. Ms. Mackstutis asked what the impact will be on Town staff and boards and commissions; Ms. Nielsen said that the existing process (such as the process for sign review and approval) is set up to handle this.

The sub-committee further discussed the approval process, and the potential role of the sub-committee, if any. Ms. Goetz said that the criteria needs to be strict enough that there is no subjectivity at any point in the process. Ms. Abbuhl said that if the sub-committee is comfortable with how the process is set up on the front end, then it does not necessarily need to be a step in the process.

Ms. Mackstutis asked about the role of the Finance Director, and Ms. Nielsen reference the Mansfield, CT program as an example. Ms. Meriwether said that she would need the specific criteria and then she would be able to review the financials to determine if the businesses meet the basic criteria.

Ms. Abbuhl noted that some businesses could be left out of these programs as they would not be eligible to qualify. She asked about making the façade program less restrictive such that other improvements, such as improvements to the interior, could be made. She also asked about expanding the grant program to include other service businesses. Discussion ensued regarding the benefits and drawbacks of implementing a more general program versus focusing on the restaurant grant and façade programs as presented. Ms. Nielsen said that the grant program could be expanded to address the staffing issues faced by all service businesses.

Ms. Mackstutis asked how much funding we have remaining from the first round of ARPA; Ms. Meriwether said the amount is \$242,777. Ms. Goetz said that she would be supportive of broadening the program so that more types of businesses could qualify, but the pool of funding would need to reflect that.

Following further discussion on how to set up the program, as well as a potential timeline for funding the program, the sub-committee requested that Main Street submit a revised proposal. The proposal should reflect one program with two separate tracks: a grant program for service businesses, with four qualifying components; and a façade program.

Ms. Mackstutis made a motion to adjourn the meeting at 10:48am. Ms. Abbuhl seconded the motion. All were in favor and the motion passed unanimously.

Respectfully Submitted,
Melissa Appleby
Deputy Town Manager



Town of Simsbury

933 HOPMEADOW STREET ~ SIMSBURY, CONNECTICUT 06070

COVID-19 RELIEF PROGRAM 501(c)(3) NON-PROFIT AGENCY APPLICATION

The Town of Simsbury is accepting applications from non-profit organizations for COVID-19 relief funding, made possible by the American Rescue Plan Act (ARPA). To be eligible, organizations must have a 501(c)(3) tax status and serve Simsbury residents. **The deadline to apply is Friday, September 16, 2022 at 1:00pm.** The funds provided by the Town must be expended within one year of receipt.

Agency: SIMSBURY MAIN STREET PARTNERSHIP, INC

Address: 933 HOPMEADOW ST, PO BOX 3, SIMSBURY, CT 06070

EIN #: 06-1447125

Prepared by: MELISSA BRETT

Title: TREASURER

E-mail: SIMMAINST@SBCGLOBAL.NET

Telephone #: 860-651-8577

Provide a brief description of your agency, the services it provides, and the characteristics of the recipients of your program(s).

WE ARE AN AWARD WINNING, NATIONALLY ACCREDITED 501(c)3 NON-PROFIT THAT FOCUSES ON FORWARD THINKING ECONOMIC DEVELOPMENT, SIMSBURY BUSINESS ADVOCACY, GRANT WRITING, SPECIAL EVENTS AND DESIGN ISSUES THAT IMPACT BOTH SIMSBURY RESIDENTS, BUSINESSES, PROPERTY OWNERS AND VISITORS.

Funds Requested: \$ 10,000 (may not exceed \$10,000)

Specify how the monies requested will be expended, and how this will address a need or negative impact of the COVID-19 public health emergency (may include eligible expenses dating back to March 2020):

\$8000 WILL GO DIRECTLY TO THE OPERATIONAL EXPENSES OF OUR ORGANIZATION. \$2000 WILL GO TOWARDS SIMSBURY CELEBRATES. BOTH SMSP AND SIMSBURY CELEBRATES WERE NEGATIVELY AFFECTED DUE TO COVID. SMSP COULD NOT HOLD OUR MAJOR FUNDRAISER FOR 2 YEARS AND SIMSBURY CELEBRATES HAD LOWER SPONSORSHIP DONATIONS DUE TO LOCAL BUSINESSES HAVING TO CLOSE OR MODIFY HOURS AND INCREASED OPERATIONAL EXPENSES.

Target Population (please check categories):

☒ Children (0-12) ☒ Single Adult (18 – 60)
☒ Youth (12-18) ☒ Seniors (60+)
☒ Families (2+ per household) ☒ Disabled (any age)

Please complete the following table for each service or program that will be provided using ARPA funds:

****Your program must benefit Simsbury residents in order to be eligible for funding***

SERVICE/PROGRAM	Total # of Clients Served	# of Simsbury Clients Served	Average Time spent per Client	Cost per Client/ Unit of Service
SMSP BUSINESS ASSISTANCE	ALL BRICK & MORTAR SIMSBURY BUSIN	N/A	N/A	N/A
SMSP DESIGN WORK	ALL SIMSBURY RESIDENTS & BUSINESS	N/A	N/A	N/A
SMSP SPECIAL EVENTS	ALL SIMSBURY RESIDENTS & BUSINESS	N/A	N/A	N/A
SIMSBURY CELEBRATES	OVER 8000	N/A	N/A	N/A

List all state or federal COVID-related assistance received over the last two years:

Income Source	Amount
TWO (2) FEDERAL PPP (PAYCHECK PROTECTION PROGRAMS) GRANTS	\$24,800
1 received in 2020, 1 received in 2021	

Other documentation that must be attached:

1. List of Board of Directors
2. Most recent annual report
3. Most recent financial audit and 990
4. Current organizational Budget Summary identifying revenues.
5. Copy of the IRS 501(c)(3) determination letter

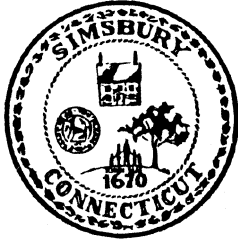
****Additional information may be required upon request of the Town***

Signatures:

Board Chair: Richard Conner Date: 9/14/2022

Executive Director: [Signature] Date: 9/14/2022

Submit to: Amy Meriwether
 Director of Finance/Treasurer
 933 Hopmeadow Street
 Simsbury, CT 06070
OR ameriwether@simsbury-ct.gov



Town of Simsbury

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Agency: _____

Address: _____

EIN #: _____

Prepared by: _____ Title: _____

E-mail: _____ Telephone #: _____

Provide a brief description of your agency, the services it provides, and the characteristics of the recipients of your program(s).

Funds Requested: \$_____ (may not exceed \$10,000)

Specify how the monies requested will be expended, and how this will address a need or negative impact of the COVID-19 public health emergency (may include eligible expenses dating back to March 2020):

Target Population (please check categories):

_____ Children (0-12) _____ Single Adult (18 – 60)
_____ Youth (12-18) _____ Seniors (60+)
_____ Families (2+ per household) _____ Disabled (any age)

Please complete the following table for each service or program that will be provided using ARPA funds:

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Signatures:

Board Chair: _____ Date: _____

Executive Director: _____ Date: _____

Submit to: Amy Meriwether
Director of Finance/Treasurer
933 Hopmeadow Street
Simsbury, CT 06070
OR ameriwether@simsbury-ct.gov



Simsbury Small Business Grant Program

The Simsbury Main Street Partnership Inc. is proposing the Simsbury Small Business Grant Program. This grant program is intended to assist businesses where federal and state programs have not provided funds. SMSP will create two application panels to review and award grant requests. SMSP will work with the Director of Finance to complete any and all close-out reports required through ARPA.

Simsbury Small Business Grant Program: businesses can apply for either the Retail, Restaurant and Services Grant OR the Façade Improvement Grant:

- 1) Retail, Restaurant and Services Grant – available to any small business in Simsbury that provides goods or services directly to the consumer in a commercially zoned district. This includes restaurants, salons and hairdressers, clothing and jewelry stores, grocery and convenience stores, appliance and hardware stores, to name a few. Home-based businesses are not eligible. These funds can be for reimbursement towards any purchases made beginning 3/23/20, or towards a new project request as noted below. The lookback period starts March 23, 2020 when the State of CT shut down non-essential businesses. Maximum total grant request not to exceed \$7500 combined:
 - a. Outdoor patron improvements (temporary or permanent) – this can include but is not limited to rental or purchase of tables/chairs/outdoor furniture, umbrellas and other coverings, outdoor heating equipment, barriers, lighting and such
 - b. Point of Sale (POS) systems - computerized systems that allow for online ordering, contactless order and pay, e-gift cards, marketing and delivery such as Toast, SpotOn, shopPay and more
- 2) Façade Improvement Grant Program – while businesses and property owners have struggled to keep their doors open and keep up with the COVID-related costs of doing business, they have deferred much needed funds for necessary renovations to their signs, awnings, and other exterior needs. This program will provide an economic incentive to renovate building facades within town. Façade is defined as the face of a building, the front, side or rear elevation of a building. First priority will be given to the front of a building. This can include signs and awnings. It also encourages good design projects that capitalize on the rehabilitation of the existing properties paired with the introduction of compatible new design. It provides guidance, incentive and recommendations for tasteful façade renovation and replacement. This is a matching grant (80/20). This grant is only for new projects, not retroactive, although grant funds will be released on a reimbursement basis only.



SIMSBURY MAIN STREET PARTNERSHIP ARPA FAÇADE IMPROVEMENT PROGRAM POLICIES AND PROCEDURES

I. Purpose: The Simsbury Main Street Partnership ARPA Façade Improvement Program is available to provide owners and tenants of commercial buildings grants to support façade renovations. The objectives of the program are:

1. To stimulate efforts to improve the street appearance of eligible properties;
2. Encourage patronage of local businesses;
3. To provide an incentive to implement town plans;
4. To retain existing merchants and services;
5. To encourage additional merchants to locate to Simsbury; and
6. To encourage revitalization and enhancement to Simsbury commercial areas.

The program is intended assist Simsbury businesses who have suffered covid-related hardships or losses for projects where federal and state programs have not provided funds.

II. Eligibility

A. Eligible Property: Property owners and tenants of commercial buildings within Simsbury

B. Eligible Applicant:

1. Owners of occupied commercial buildings provided that all taxes and liens on the property are current as of the date of the application, and remain current through the project.
2. Tenants or representatives of the building owner, provided the owner of the building has given written approval of the proposed work and application for financial assistance through this program and that all town taxes, liens etc. are current.

C. Eligible Work: Eligible work shall include the improvement of building façades, which enhance the appearance, function, or safety of a commercial property. A façade is defined as that part of a building visible from a public thoroughfare. Eligible work includes such things as:

1. Repairs or alterations designed to enhance the immediate exterior environment of the property.
 2. Painting, cleaning, and repointing of masonry.
 3. Replacement of doors and/or windows.
 4. Overall replacement of architectural elements, which have structural problems.
 5. Correction of exterior building code violations.
 6. Replacement of existing signs with new signage.
 7. Repairs or alterations designed to enhance the exterior environment of the property.
- Landscaping and site improvements are eligible if visible from the street.
8. Other items having significant visual impact.

The above list is not meant to be exclusionary. Other exterior work may be permitted provided it meets the intent and purpose of the Façade Improvement Program and is approved by Panel.



III. Ineligible Work Ineligible improvements include:

1. Interior improvements;
2. Routine or deferred maintenance;
3. Furnishings;
4. Equipment and supplies;
5. Operating expenses;
6. Merchandising signs;
7. Refinancing of any debt;
8. Payment for work done prior to final application approval;
9. Non-street facing façade (rear or side facing);
10. Anything covered by insurance;
11. New building construction.

IV. General Grant Conditions

The amount of the grant and any matching fund requirement will be a function of the applicant. Grant funding is to be matched by a financial contribution from applicants. Applicants are expected to provide 20% of façade improvement costs up to a maximum project amount of \$10,000. (Example: Total project cost of \$10,000 - \$2000 in applicant funding, \$8000 in grant funds.)

Tenants and property owners are strongly encouraged to coordinate facility improvements in order to avoid a potential funding conflict.

Applicants must verify that there are no code enforcement actions currently active against the building or that work undertaken will mitigate code violations.

Applicants shall have no connection or financial interest in the contractor selected to perform the proposed façade improvements so as to create a conflict of interest.

The applicant will have one hundred eighty (180) days from the date of Final Grant approval to begin work on the project (i.e. the final plans and work specifications are complete, a contract with a company or companies has been signed, and/or construction has begun on the subject property). If no work, as defined above, has begun within one hundred eighty (180) days, the façade grant will be de-obligated and returned to the program fund balance.

Grant funds will be released on a reimbursement basis only.

V. Application Process

1. Completed application is submitted to SMSP. Applications shall include a current photograph of the property to be improved, drawings of proposed improvements (if applicable), written description of proposed improvements, including materials and colors, and an estimate of costs.

2. The Panel will review applications for the eligibility, completeness and planned scope of work. Other eligibility criteria that may be considered include the impact of the project to improve the appearance of the building and surrounding structures in the business corridor; leveraging additional economic activity; projects to enhance ADA compliance.



3. The property owner is notified by SMSP's Executive Director of preliminary application acceptance or denial based on meeting the basic eligibility criteria described above.
4. Successful preliminary applications are forwarded to the SMSP Panel, which creates a list of projects for grant award. Town Manager receives list and has staff review (ex. that taxes are up to date). The Town Manager will report to the Board of Selectmen on name and amount of award, and a brief one sentence description of the project. Board of Selectmen approve list.
5. The applicant is notified by SMSP's Executive Director of final application acceptance or denial after Board of Selectmen approval. If a project is awarded, the notification includes the dollar amount of the grant and a letter of agreement to be executed by the applicant.
6. Applicants are responsible for obtaining all necessary governmental permits, including zoning approvals (if necessary) and building permits.
7. SMSP will authorize reimbursement payment after completion of the project in accordance with the approved project. SMSP will not contract to perform any of the work, but will reimburse the applicant for approved expenses based on submitted receipts. Building Official to sign-off at time of project completion and prior to reimbursement. Satisfactory proof of payment is required for reimbursement.

VI. General Program Guidelines

Applications will be reviewed and awarded based on a firm deadline; no late entries will be accepted. All project work must be completed within one hundred and eighty (180) days from the date of execution of the Façade Improvement Program Letter of Agreement. One extension of one hundred and eighty (180) days may be granted by the Panel, on a case-by-case basis, depending on the project scope and reason for the delay.

By accepting grant funds, the Applicant commits to properly maintain all improvements and to keep storefronts, as well as sides and back of buildings clean and presentable for a minimum of four (4) years at the Applicant's own cost and expense. Any damage to the façade is to be repaired immediately by the Applicant so that the building remains in good condition and positively contributes to the business area.

No funds will be granted to any applicant who has outstanding debts to the Town of Simsbury including fees, taxes, etc.

VII. Program Administration

Each grant application will be evaluated in terms of consistency with the façade program guidelines, the economic feasibility of the request, the availability of program funds and other review criteria as established by the Panel.



SIMSBURY MAIN STREET PARTNERSHIP INC.
FAÇADE IMPROVEMENT PROGRAM
APPLICATION FORM

Date of Application: _____

Business Name: _____

APPLICANT INFORMATION

Name: _____

Address: _____

Phone: _____

BUILDING OWNER INFORMATION (If different from Applicant)

Name: _____

Address: _____

Phone: _____

Taxes Paid to the Town of Simsbury (*businesses with Simsbury addresses that do not pay taxes to the Town of Simsbury are not eligible*): Y N

Municipal Liens: Y N

Pending Code Enforcement Action on Site (i.e. zoning, building, health: Y N

If yes, please describe: _____

CONTRACTOR INFORMATION

Firm: _____

License: _____

Principal: Address: _____

Phone: _____

Written description of proposed façade improvements, including materials and colors:

List of any other Federal or State Covid Relief Funds or Loans Received, Date of Disbursement and Amount Forgiven (if any):



Description of how COVID19 affected your business (financial or otherwise):

Why this project should be chosen, including benefit(s) to the business/plaza or area/Town as a whole:

Veteran Owned Business Yes No

Woman/Minority Owned Business Yes No

Date Business Opened: _____

Business experienced reduced hours or closed for a period during pandemic:

 No Yes, reduced Yes, closed for period

Facade Improvement Work Items (attach design plans, specifications and bid or itemize here):

WORK TO BE PERFORMED	COST

Please attach copies of two bids.

PROJECT COSTS

Construction cost \$ _____

Professional fees \$ _____

Total Cost of the Project: \$ _____

Facade Improvement Grant (80% of cost): \$ _____

Private financing: \$ _____



ADDITIONAL REQUIRED INFORMATION (These items will not be shared publicly)

Attach the following items to this application form:

- Photograph of property
- Final plans and specifications
- Copies of at least two bids (including successful bid)
- Copy of the contract between the business or building owner/representative and the contractor
- Proof that taxes on the subject property are current
- Three most recent tax returns or audited financial statements

AFFIDAVIT

As a program funded with Federal funds, it is understood by all parties that applicants and owners shall have no connection or financial interest with an official or employee of the Town of Simsbury and the contractor selected to perform the façade improvement work. It is further understood that any changes to the above application must be reviewed and approved by Simsbury Main Street Partnership Inc.'s Panel to maintain eligibility in this program.

APPLICANT: I certify that the above information is true and accurate and I agree to participate in the Facade Improvement Program as described in the program "Policies and Procedures."

Applicant Signature

Date

OWNER (complete even if applicant and owner are the same): I give permission to the Applicant to conduct the building facade improvements as described in this application to the identified property owned by me.

Owner Signature

Date

*****To Be Completed by SMSP Staff Only*****

Date received: _____

Application review: Complete Incomplete

Date of Preliminary Approval/Denial by Panel: _____ Approved Denied



FAÇADE IMPROVEMENT PROGRAM
RANKING CRITERIA

Maximum 30 Points:

How COVID-19 affected the business:

1 – 10 points

Impact project has on business/area/town:

1 – 10 points

Veteran and/or Woman/Minority Owned Business:

1 point each, maximum 2 points

Length of Business:

1 point for business opened three or more years

2 points for businesses opened ten or more years

Business experienced reduced hours of operation during pandemic:

1 point

Business experienced a period of closure during the pandemic:

2 points

Business did not receive any COVID-19-related grant funds (federal or state, grants or loans):

1 point

Project addresses ADA compliance or code correction issue

2 points

Project to be completed by Simsbury-based business

1 point



SIMSBBURY MAIN STREET PARTNERSHIP RETAIL, RESTAURANT AND SERVICES GRANT PROGRAM POLICIES AND PROCEDURES

I. Purpose: The Simsbury Main Street Partnership ARPA Retail, Restaurant and Services Grant Program is intended to provide much needed financial support for small businesses.

II. Eligibility

A. Eligible Applicant: any retail, restaurant or service business that provides goods or services directly to the consumer in a commercially zoned district. Home-based businesses are not eligible.

B. Eligible Costs:

- Outdoor dining improvements (temporary or permanent) – this can include but is not limited to rental or purchase of tables/chairs/outdoor furniture, umbrellas and other coverings, outdoor heating equipment, barriers, lighting and such.
- Point of Sale (POS) systems - computerized systems that allow for online ordering, contactless order and pay, e-gift cards, marketing and delivery such as Toast, SpotOn, shopPay and others

III. General Grant Conditions:

Applications will be reviewed and awarded based on a firm deadline; no late entries will be accepted.

No funds will be granted to any applicant who has outstanding debts to the Town of Simsbury including fees, taxes, etc.

Grant funds will be released on a reimbursement basis only.

IV. Application Process

1. Completed application is submitted to SMSP. Applications shall include a written description of eligible costs along with any applicable photos (strongly encouraged for outdoor dining improvements) and supporting receipts if necessary.

2. The Panel will review applications for the eligibility, completeness and scope of request. Other eligibility criteria that will be considered include the impact COVID-19 on the business and why the request is critical to the continued success of the business.

3. The business is notified by SMSP's Executive Director of preliminary application acceptance or denial based on meeting the basic eligibility criteria described above.

4. Successful preliminary applications are forwarded to the SMSP Panel, which creates a list of projects for grant award. Town Manager receives list and has staff review (ex. that taxes are up to date). The



Town Manager will report to the Board of Selectmen on name and amount of award, and a brief one sentence description of the project. Board of Selectmen approve list.

5. The applicant is notified by SMSP's Executive Director of final application acceptance or denial after Board of Selectmen approval. If a project is awarded, the notification includes the dollar amount of the grant and a letter of agreement to be executed by the applicant.

6. SMSP will authorize reimbursement payment after completion of the project in accordance with the approved project. Satisfactory proof of payment is required for reimbursement.



SIMSBURY MAIN STREET PARTNERSHIP INC.
RETAIL, RESTAURANT AND SERVICES GRANT PROGRAM
APPLICATION FORM

Date of Application: _____

Business Name: _____

APPLICANT INFORMATION

Name: _____

Address: _____

Phone: _____

Taxes Paid: Y N Municipal Liens: Y N

Pending Code Enforcement Action on Site (i.e. zoning, building, health): Y N

If yes, please describe: _____

Written description of grant request reimbursement project AND why it is critical to the longevity of the business:

List of any other Federal or State Covid Relief Funds or Loans Received, Date of Disbursement and Amount Forgiven (if any):

Description of how COVID19 affected your business (financial or otherwise):



Veteran Owned Business Yes No
Woman/Minority Owned Business Yes No
Date Business Opened: _____
Business experienced reduced hours or closed for a period during pandemic:
 No Yes, reduced Yes, closed for period

Grant Program Itemized List of Reimbursements (attach design plans, specifications and bid or itemize here):

REIMBURSEMENTS	COST

PROJECT COSTS

Outdoor Patron Improvements \$ _____
Point of Sale Systems \$ _____

Total Grant Request: \$ _____

ADDITIONAL REQUIRED INFORMATION (These items will not be shared publicly)

Attach the following items to this application form:

- All documentation and receipts related to grant request
- Proof that taxes on the subject property are current
- Three most recent tax returns or audited financial statements

AFFIDAVIT

As a program funded with Federal funds, it is understood by all parties that applicants and owners shall have no connection or financial interest with an official or employee of the Town of Simsbury and the contractor selected to perform the façade improvement work. It is further understood that any changes to the above application must be reviewed and approved by Simsbury Main Street Partnership Inc.'s Panel to maintain eligibility in this program.

APPLICANT: I certify that the above information is true and accurate and I agree to participate in the Facade Improvement Program as described in the program "Policies and Procedures."

Applicant Signature

Date



OWNER (complete even if applicant and owner are the same): I give permission to the Applicant to conduct the building facade improvements as described in this application to the identified property owned by me.

Owner Signature

Date

*****To Be Completed by SMSP Staff Only*****

Date received: _____

Application review: Complete Incomplete

Date of Preliminary Approval/Denial by Panel: _____ Approved Denied

RETAIL, RESTAURANT AND SERVICES GRANT PROGRAM



RANKING CRITERIA

Maximum 30 Points:

How COVID-19 affected the business:

1 – 10 points

Why grant project is critical to longevity of business:

1 – 10 points

Veteran and/or Woman/Minority Owned Business:

1 point each, maximum 2 points

Length of Business:

2 point for business opened three or more years

4 points for businesses opened five or more years

Business experienced reduced hours of operation during pandemic:

1 point

Business experienced a period of closure during the pandemic:

2 points

Business did not receive any COVID-19-related grant funds (federal or state, grants or loans):

1 point

Project to be completed by Simsbury-based business

1 point



ARPA Funding Request Breakdown:

Restaurant Program - \$350,000

Façade Improvement Program - \$550,000

Administrative Fee to SMSP five percent (5%) - \$45,000

Total request - \$945,000

The Administrative Fee includes all reporting requirements and coordination with the Director of Finance. The Simsbury Main Street Partnership has a long and successful history of acquiring, managing and closing out federal and state grants with the Town of Simsbury.