



**Reedsport Main Street Program**

451 Winchester Ave Reedsport, OR 97467

541-271-3603 x1013

[mainstreet@cityofreedsport.org](mailto:mainstreet@cityofreedsport.org)

**THE 2020 REEDSPORT MAIN STREET BUSINESS IMPROVEMENT GRANT  
GUIDELINES AND APPLICATION PROCESS**

**WHAT IS THE BUSINESS IMPROVEMENT GRANT?**

Buildings are the most important physical component of a business district, economically, functionally, and aesthetically. Recognizing this, the Reedsport Main Street Program, herein referred to as “RMSP”, and the City of Reedsport’s Urban Renewal Agency have partnered to offer the Business Improvement Grant, herein referred to as “BIG” to local business owners. The purpose of the grant is to assist in preserving and enhancing the buildings of Reedsport by providing financial assistance to those engaging in projects to develop their businesses through structural improvements.

The essential goals of the BIG are to:

1. Improve the structural integrity of buildings in the City of Reedsport.
2. Restore the functionality of these buildings.
3. Make the business and commercial districts more useful to local business owners and clientele.
4. Encourage additional business investment opportunity improvements.
5. To provide financial assistance to property owners for structural rehabilitation and restoration.

**ELIGIBLE PARTICIPANTS & PROJECTS**

Any commercial property or business owner within the Reedsport limits may apply; however, funding options may vary by location and are only available for small independently-owned businesses. Large corporations, banks, and franchises will not be eligible. Award is not limited to a single building - can be multiple buildings under one owner or jointly between adjoining properties.

Unapproved changes to the project that affect the eligibility criteria will make the grant invalid. If changes are desired, reevaluation and approval must first be obtained from RMSP.

The site proposed for any grant-funded improvements must not have any pending code enforcement action or be in violation of the adopted International Property Maintenance Code



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or any other City Code and Land Development Code regulations. The applicant is required to obtain all necessary permits as required for the project.

*The Reedsport Main Street Program reserves the right to request additional information if necessary for evaluation of the funding request and to modify the guidelines and rules as needed.*

*All projects must comply with all relevant local, state and federal laws and codes.*

**GENERAL ELIGIBLE PROJECTS**

1. Professional design and engineering services, provided the project is completed within the terms of the agreement.

2. Exterior and interior improvements intended to restore and rehabilitate, include but are not limited to:

- Repair of Roofing
- Insulation
- Brick façade tuck pointing (involves repairing the mortar joints by coordinating the color of the mortar to match the brick, creating the illusion of very fine joints within the wall, and is ideal for historical buildings and brick structures where the mortar is noticeably wearing away)
- Window painting or repair
- Door painting or repair
- General storefront rehab or restoration
- Removal of false façade
- Upper façade restoration
- General cleaning
- Accessibility improvements
- Restoration projects, including removal of slip sheathing or other treatments
- Exterior and Interior lighting
- Landscaping/planter boxes
- General painting or paint removal
- Murals



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- Improved visibility of window displays

**GENERAL INELIGIBLE ACTIVITIES**

- Ineligible projects and activities include, but are not limited to:
- Working capital
- Financing or inventory
- Financing of building acquisition
- Refinancing existing debt
- Inappropriate restoration activities such as adding a false façade, restorations that reduce the integrity and the strength of building structures, and changes to structure that can be disruptive to other businesses
- Sidewalk or parking improvements
- Inappropriate or non-approved design or materials such as bright colors that are distracting and materials or design elements that are not true to the original design approved
- Professional design and engineering services except as part of an approved project

**MATCHING FUNDS**

Private matching funds are required and can be matched with in-kind contributions (In-kind contributions are services, materials, equipment, or labor committed or received at a conservative value that would otherwise be paid from the project budget). Projects can be up to \$5,000 including grant, funded by 1:1 match (RMSP 50% Contribution/up to \$2,500). There is no minimum amount for total project cost.

Labor will be paid where licensed contractors perform the work. Otherwise labor will contribute towards the application match (\$24.69/ hour according to the Independent Sector's value of volunteer time). Grant money is subject to the RMSP Board of Directors' approval. Funding is contingent on available funds; thus, less expensive projects may receive preference.

**REIMBURSEMENT**

Funds will be disbursed on a REIMBURSEMENT basis ONLY; accurate and timely receipts are required to receive funds. Receipts can include, but are not limited to, bills, invoices and receipts with proof of payment. Disbursement requests older than six months or from expenses



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incurred prior to application approval will not be honored. Applicant must pay for the total costs of materials and labor and then apply for reimbursement.

90% of reimbursement funds will be available in this manner, with 10% being withheld until the final completion of the project and the fulfillment of the following Participation Criteria:

*Applicant must participate in at least 2 Main Street Board or Committee meetings OR at least 1 meeting and 1 Main Street Program Event approved by the Board in order to receive last 10% of funding.*

**REEDSPORT DESIGN STANDARDS AND STYLE**

The intent of the design standards is not to require all building improvements to look the same, but rather to require buildings to contain certain design elements in common to create a more unified overall appearance. (Please see "The Secretary of the Interior's Standards for Rehabilitation" at <https://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm> .)

When selecting colors, the selection should be chosen from the "Historical Colors" by Sherman Williams (See <https://www.sherwin-williams.com/homeowners/historic-collection/interior-historic-colors> for interior colors and <https://www.sherwin-williams.com/homeowners/exterior-historic-colors> for exterior colors). **Paints do not need to be sourced from Sherman Williams, but must match colors.** Color schemes are available through our local hardware store or through a paint company. The BIG values high design standards and creativity while encouraging solutions that achieve these goals affordably so that business and property owners are benefited rather than burdened by the revitalization process.

**SELECTION CRITERIA**

- The RMSP will consider the following criteria when reviewing applications:
- Will the project add jobs?
- Will the project cause an unusable space to become useable?
- Is the project visible from Highway 101 or 38?
- Has applicant been awarded the BIG in the past?
- Is the project vital to the operations of the business?



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**APPLICATION**

An agreement between the building owner and the RMSP must be included in the application. Use of local qualified contractors and suppliers is highly encouraged. Projects should generally be ready to proceed at time of application approval by RMSP. Applicants may apply only one time per year as the funds are limited.

**HOW TO APPLY**

1. Contact the Reedsport Main Street Program Coordinator for information.
2. Complete the brief application and agreement.
3. With your application, provide a description of the project, including color photos of the existing building conditions and sketches/photos/plans of the proposed improvements.
4. Provide a project budget, including grant amount, in-kind donation, and additional funding needed for each project item.
5. The RMSP will work with you to study possible solutions for your project. Design assistance must occur before the project begins.
6. After reaching final design plans, complete the application and submit it to the Main Street Board of Directors for approval.

The Reedsport Main Street Design Committee will review applications for completeness and determine if funding is to be recommended. Recommendations on grant applications will be made prior to the meeting of the Main Street Board of Directors. The Design Committee may approve qualifying grant applications and present those awards at the Main Street Board meeting. Applications are due by March 27, 2020 and grant decisions will be made by mid-May.

Please contact the RMSP Coordinator with any further questions on the BIG at 541-271-3603 ext. 1013, or at [mainstreet@cityofreedsport.org](mailto:mainstreet@cityofreedsport.org)

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