**CITY OF LONDON DOWNTOWN INCENTIVE PROGRAM APPLICATION**

Project Title (Building or Property Name): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Physical Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Estimated Cost Total: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Detailed Description of Work Attached? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Note: Applications without detailed descriptions, photos, and documentation will not be considered until all information is received).

Is this building property located within the Renaissance Boundary? \_\_\_\_\_\_\_\_\_

(Renaissance boundary is 9th Street to Dixie Streets and one street over East and West parallel to Main Street)

Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Applicant is: Business and building owner \_\_\_\_\_ Business owner only \_\_\_\_\_

Building owner \_\_\_\_\_

Applying for: Incentive A \_\_\_\_\_ Incentive B\_\_\_\_\_ Incentive C\_\_\_\_\_

Mailing Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

IMPORTANT: If applicant is not the building owner, please include a letter from the building owner providing endorsement and permission for the proposed renovations.

PLEASE NOTE: The incentive program will open for application submissions September 1, 2019. Incentives will be retroactive to include any businesses that opened on or after June 1, 2019. This program is for new businesses that lease or purchase property in the London Downtown Renaissance District.

Existing businesses may apply for a matching grant as detailed in Incentive C.

The Applicant is responsible for providing receipts to Brittany Cradic, Co-Director of London Tourism, in order to receive reimbursement.

The Incentive Committee meets quarterly to approve all incentive applications and projects.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CITY OF LONDON DOWNTOWN INCENTIVE PACKAGES**

**Incentive A: New Businesses that Lease or Lease/Purchase Property** (Letter from owner required)

* $500.00 per month reimbursement for lease payments for six (6) months; not to exceed $3,000.00. Applicant must submit a notarized letter from landlord. Reimbursements will be made in two (2) equal payments to ensure business is still in operation. Applicant may be contacted to submit documentation for second half of payment.
* No charge for water, sewer, garbage, and recycling for six (6) months (limit 1 dumpster). Each commercial customer will be limited to 30,000 gallons per month. Usage in excess of allotment will be charged the normal rate.
* $1,000.00 advertisement reimbursement. Work must be completed and expenses incurred to receive reimbursement. Applicant must provide receipts.
* Signage /façade expense 50/50 match; not to exceed $1,000.00. Work must be completed and expenses incurred to receive reimbursement. Applicant must provide receipts.

**Incentive B:** **New Businesses that Purchase Property** (Deed required)

* $500.00 per month towards mortgage payment for six (6) months; not to exceed $3,000.00. Applicant must provide details from lending institution and a copy of deed(s). Reimbursements will be made in two (2) equal payments to ensure business is still in operation. Applicant may be contacted to submit documentation for second half of payment.
* No charge for water, sewer, garbage, and recycling for six (6) months (limit one dumpster). Each commercial customer will be limited to 30,000 gallons per month. Usage in excess of allotment will be charged the normal rate.
* $1,000.00 advertisement reimbursement. Work must be completed and expenses incurred to receive reimbursement. Applicant must provide receipts.
* Signage /façade expense 50/50 match; not to exceed $1,000.00. Work must be completed and expenses incurred to receive reimbursement. Applicant must provide receipts.
* Waive city property taxes for five (5) years
* $5,000.00 for apartment living space creation – not to exceed $5,000.00. Living space reimbursements will be given when a certificate of occupancy is submitted on each unit.

**Incentive C: Existing Retail Shops and Restaurants**

* Up to $2,500.00, 50/50 match, for improvement or additions, including signage and façade, to existing retail or restaurant space. Work must be completed and expenses incurred to receive reimbursement. Applicant must provide receipts.

\*$1 for $1 – one dollar in grant funds for one dollar in private monies spent towards project.

**CITY OF LONDON DOWNTOWN INCENTIVE PROCESS**

Applicants must submit their application and supporting documentation to Brittany Cradic, Co-Director of City of London Tourism, who will submit applications for review at the quarterly Incentive Committee Meeting.

Upon approval, Brittany Cradic, or any other member of the Incentive Committee, will notify the applicant of approval. All receipts for reimbursement must be presented to Brittany Cradic within thirty (30) days, or the Incentive Committee reserves the right to deny such reimbursement request.

The Incentive Program is first come, first served. City of London Tourism has a budgeted amount set aside for the program. Once funds have been exhausted, the Incentive Committee will no longer accept applications.

Applicants are limited to one (1) application per fiscal year. A separate application must be submitted for each individual property. Further, each incentive must be submitted for consideration with the application, i.e., if an applicant if applying for advertisement, signage, living spaces, or payments, all must be submitted as one (1) application.