**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
* No charge for water, sewer, garbage, and recycling for six (6) months (limit 1 dumpster)
* $1,000.00 advertisement reimbursement
* Signage /façade expense $1 for $1 match; not to exceed $1,000.00

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

* $500.00 per month towards mortgage payment for six (6) months; not to exceed $3,000.00
* No charge for water, sewer, garbage, and recycling for six (6) months (limit one dumpster)
* $1,000.00 advertisement reimbursement
* Signage /façade expense $1 for $1 match; not to exceed $1,000.00
* Waive city property taxes for five (5) years
* $5,000.00 for apartment living space creation – not to exceed $5,000.00

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

* Up to $2,500.00, $1 for $1 match, for improvement or additions, including signage and façade, to existing retail or restaurant space

\*$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.