



Town of Johnstown

MEMORANDUM

TO: Honorable Mayor Lebsack & Town Council Members

FROM: Sarah Crosthwaite, Economic Development Manager

CC: Matt LeCerf, Town Manager

DATE: February 7, 2022

SUBJECT: Downtown Johnstown Façade Grant Update

Enclosed for your review are proposed updates to the existing Downtown Johnstown Façade Grant Program description and application. Town staff has met with several stakeholders and internal departments to identify updates and changes to the program that will hopefully increase accessibility of the funds and scope for eligible projects.

The following changes are being proposed to the façade grant program description:

- Façade improvements; a building can only apply every 10 years for façade improvements that have been previously awarded through grant funds
- Signage, a business can only apply once for a signage grant for the lifetime of the business
- All projects must be completed within 6 months or by December 31st of the same calendar year; whichever comes first
- Business license must be on file prior to submitting a grant application
- Priority will be given to projects that incorporate several eligible improvements, structures, owners, and businesses (see purpose section on program description)
- Eligible expenses now include; preference for energy efficiency upgrades, creation of outdoor space/patio, murals, ADA access (see eligible improvements section on program description)
- Businesses are now encouraged to contact the Johnstown Museum to learn about the history of their buildings and appropriate historic preservation
- Business must submit 'after' photos of the complete project prior to receiving a reimbursement check

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The following changes are being proposed to the façade grant application:

- Required documents list has been modified and incorporated into the grant application form which includes project narrative/description and property owner signature
- Itemization of project costs has been added
- Applicant and owner authorization has been modified to ensure compliance of grant program rules, eligibility, and intent.

Staff is asking Council to review the enclosed items and provide feedback to the Town Manager regarding the proposed changes by February 14, 2022. Staff is anticipating to bring a final draft of the changes to the next Council Meeting on February 23, 2022 for consideration and vote.

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