

# thrive

## CASSELTON STOREFRONT IMPROVEMENT GRANT PROGRAM

### ABOUT thrive

The intent of Casselton Economic Development's Storefront Improvement Program is to:

- Enhance, protect, and promote Casselton's historic building character and unique identity
- Renovate the exterior facades of deteriorating buildings
- Improve the appearance of individual building storefronts including signs and awnings or canopies as well as the overall look of the area, and
- Leverage private improvements while making revitalization affordable, creative and community based.

### WHO CAN APPLY?

Interested commercial property owners or tenants may apply for the matching grant, not to exceed \$10,000 (\$5,000 minimum project application) for up to 50% of their investment in rehabilitating a building façade. The building must be commercially zoned.

### HOW DO WE RECEIVE THE FUNDS?

The matching grant will be disbursed upon project completion. Any building owner or store proprietor/tenant with lease authority or authorization from the owner may apply for funding.

### HOW IS thrive FUNDED?

The program is offered by the City of Casselton and administered by the City of Casselton's Economic Development office. The funding source is a portion of the City's 1 percent sales tax revenue, set aside for economic development purposes. Availability of funds for the program will depend on the balance in the sales tax fund at the time of application. Funding for qualified applicants is encumbered on a first-come, first-served basis.

### HOW WILL THIS HELP MY BUSINESS?

As the first point of contact with your business, your storefront and those of neighboring businesses define the character of your business and as a group, should attract new customers and sales. Your storefront image is critical to advertising quality for both your business and the business district. Within seconds of viewing your storefront, without even stepping foot inside, consumers will determine if your business is credible, reliable, clean, well-stocked, safe and many other initial opinions. As a community, we want to support you. Together we

can ensure your business is selling itself in the best way possible.

### thrive –

1. to prosper or flourish; be successful, esp. as the result of economical management
2. to grow vigorously or luxuriantly; improve physically – syn. SUCCEED

(Webster's New World Dictionary of the American Language)



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For more info and to apply visit: [Casselton.com/incentives](http://Casselton.com/incentives)