

Core Area Business Assistance Program

PURPOSE

The purpose of this policy is to establish program criteria and parameters for the administration of a property tax increment grant program provided by the Bend Urban Renewal Agency (BURA) for the Core Area Tax Increment Finance (TIF) Area. This Business Assistance Program is a matching grant program intended to support upgrades to building facades and frontage areas that will improve the experience for customers and/or people walking, biking, rolling, and/or using transit, area aesthetics, and the opportunity for customer-facing business success in the Core Area.

Applicants for the program will be able to apply for either design assistance up to \$7,500 or construction assistance up to \$50,000 in a single funding cycle. Prior recipients of grant assistance may apply in subsequent application cycles.

ELIGIBILITY

Upgrades or improvements to existing buildings or building frontage including necessary internal building improvements in order to improve, expand, or attract new customer-facing businesses.

Proposed projects must:

- Be located within the Core Area Tax Increment Finance Area (the “District”)
- Be located on a site with an existing or planned ground floor commercial use
- Business tenancy must be demonstrated either through ownership of site, a current lease, or letter of intent to enter into a lease
- Proposed improvements must comply with all applicable City of Bend standards, and are a permitted or conditional use in the zone
- Applicant must be building owner or tenant with owner authorization

Eligible use of funds includes:

- Building façade or exterior upgrades (doors, windows, lighting, signage, siding, awnings, paint, murals)



- Frontage improvements (sidewalks, landscaping, signage, accessibility upgrades, pedestrian amenities and utilities including utility undergrounding)
- Internal or external building renovations (accessibility upgrades, improvements to older building to meet current codes, mechanical/electrical or building safety upgrades such as fire suppression/seismic upgrades, energy efficiency improvements)
- Permit fees
- Design services such as architectural or engineering costs

EVALUATION SCORING

Core Area Advisory Board (CAAB) will serve as the scoring team for applications and make funding recommendations to BURA. BURA will make final funding award decisions. To limit potential conflicts of interest, CAAB members may not serve on the scoring team if an applicant is a business with which they, a family member, or a client are associated, or if an applicant is located directly adjacent to a business or property of the CAAB member, may not participate in funding deliberations or evaluate project applications. For purposes of this determination, the definitions at ORS 244.020 apply.

The following evaluation scoring will support reviews of applications by the scoring team prior to recommending any allocation of funding awards to BURA. Individual bullets listed under each scoring evaluation criteria are intended to demonstrate a variety of metrics that could be used to determine how the project meets the intent of the overall scoring criteria (ie. each bulleted item is not intended to equate to a certain number of points).

Projects applying for design assistance will not be evaluated using the Near-Term Impact scoring criteria.

1) CATALYTIC POTENTIAL: Project has catalytic potential (0-30 pts)

- Project improves the experience of customers and/or people walking, biking, rolling, and/or using transit, the aesthetics of the district, and the opportunity for customer-facing business success
 - Customer facing businesses include public facing businesses (ie. Retail, not office)
- Improvements will stay in the district/building and will last 10 or more years
- Project is likely to attract other redevelopment to the area
- Project or improvements are located on a street facing location and/or visible from the street or public sidewalk
- The project is located in the Bend Central District as defined by **Bend Development Code 2.7.3205**



- Project is within two blocks of other planned investments (Franklin Avenue, 2nd Street, Hawthorne Avenue, Greenwood Avenue, and/or major private development)

2) EQUITABLE OUTCOMES: Primary beneficiaries of the project are a program priority (0-30pts)

- The business is local (headquarters are, or will be located, in Core TIF Area), small (10 or fewer employees), and/or customer-oriented (ie. retail, not office)
- Business has been in district for 5 or more years (measured by date application is received)
- The business ownership includes 50% or more ownership by a person or people who identify as at least one of the following or the mission of the business is to support one of the following identities:
 - Lower socioeconomic status ($\leq 80\%$ Area Median Income)
 - Woman
 - Black, Indigenous, and/or Person of Color (BIPOC)
 - Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, Asexual, Two-Spirit (LGBTQIA2S+)
 - Veteran
 - Person with a disability
 - Non-English Speaking
 - Non-citizen
- The business includes one of the following uses or provides the following services:
 - Customer facing business (public facing including retail; not office)
 - Food and/or beverage
 - Entertainment/art
 - Childcare
 - Makers (art, craft, design, or production related businesses including but not limited to artisanal foods, baked goods, brewing, decorative arts, glassblowing, pottery, printmaking, textiles, traditional crafts, reuse, and woodcrafting)
- Business has multi- year lease and/or options for renewal

3) PROJECT NEED: There is a demonstrated need for financial assistance (0-20 pts)

- The business is undercapitalized (any business that is unable to access equity and/or traditional debt resources) or at risk of leaving the Core Area or won't be able to start operations in the Core Area if improvements aren't made. The need for funding assistance is demonstrated by information provided by the applicant

4) NEAR-TERM IMPACT: Investments can be made soon (0-20 pts)?

- "Soon" is measured by whether the applicant has a design concept or completed design, and/or architect or contractor secured





APPLICABILITY

All projects shall be reviewed and deemed eligible by BURA and/or City staff in conformance with this policy and the Core Area Tax Increment Finance Plan and shall be approved for reimbursement by BURA.

PAYMENT

DESIGN ASSISTANCE TRACK

Grants may be between \$5,000 to \$7,500 depending on the scope of work for the applicant, or as determined by BURA. No match requirement. Applicants will be able to utilize BURA contracted firms to develop a concept and cost estimate for desired internal and/or external building improvements. If proposed by the applicant and approved by BURA, the design service grant can be issued as a reimbursement for work completed by certified professional design firms.

CONSTRUCTION ASSISTANCE TRACK

Grants up to \$50,000 with the following match requirements:

Grant Award	Match Requirement
≤\$10,000	0% match
\$10,001-\$25,000	25% match
>\$25,000	50% match

BURA will provide assistance in the form of a grant made through reimbursement payments as described in a grant agreement between BURA and the recipient. The full amount of the grant will be paid, following completion of the agreed upon improvements.

Funding recipients must enter into a Grant Agreement with BURA prior to the disbursement of funds. The Grant Agreement will include the total project costs, total amount of financial assistance to be reimbursed, the total amount of required match, the estimated reimbursement and match amounts, the estimated payment schedule, and the remedies for BURA in the event that the recipient fails to meet the terms and conditions of the Grant Agreement.





Accommodation Information for People with Disabilities

To obtain this information in an alternate format such as Braille, large print, electronic formats, etc. please contact Allison Platt at corearea@bendoregon.gov or 541-388-5580; Relay Users Dial 7-1-1

