



Town of North Hempstead
BUSINESS & TOURISM DEVELOPMENT CORPORATION
220 Plandome Road, Manhasset, NY 11030

Board Members
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**DOWNTOWN BEAUTIFICATION
MATCHING GRANT
2019 PROGRAM RULES**

1. Qualified Applicants

Nonprofit organizations (including, without limitation, civic associations, local development corporations and other not-for-profit corporations) and business improvement districts are eligible to apply for Downtown Beautification Program funds.

Retail or mixed use corridors are eligible for assistance.

2. Eligible Uses of Program Funds, Funding and Matching Grant Requirements

Downtown Beautification Program funds may be utilized for streetscape improvements such as street furniture, tree planters, trees and other landscaping, trash receptacles, signage, other improvements solely within eligible program areas. Program assistance will be in the form of grants not to exceed \$10,000. Eligible applicants must match every dollar of Downtown Beautification Program funds awarded with funding from another source. In-kind services, including general operating and administrative expenses of an eligible applicant do not satisfy the matching funds requirement. Professional and/or consulting services may only amount to fifteen percent (15%) of the total project cost reflected in an application for grant funding.

3. Application

Applicants seeking Downtown Beautification Program assistance must apply by completing an official Downtown Beautification Matching Grant Program application form developed by the Corporation. The application must include a description or a pictorial representation of the proposed improvement. The application must also include documented cost estimates of the improvement, and documentation regarding matching fund source commitments.

A total of \$10,000 is available to be awarded in each Council District.

Downtown Beautification Program funds will be awarded on a competitive basis, and all applications must be received by Monday, September 30, 2019.

All submitted applications must be completed in full, signed and attested to by a Notary Public on page 6 (Part J – Affirmation) and page 8 (Disclosure Form) of the application.

Decisions regarding approval of applications and amounts to be awarded are at the sole discretion of the Board of Directors of the North Hempstead Business and Tourism Development Corporation. Upon approval, an award letter will be issued to the applicant. The decisions of the Board shall be final and non-appealable. In the event that the Board approves project funding in an amount less than the amount requested by an applicant, the applicant will be required to submit, for staff approval, a revised budget showing only the amount awarded by the Board.

Prior to disbursement of program funds, the applicant will be required to enter into an agreement with the North Hempstead Business and Tourism Development Corporation specifying procedures for receipt of program funds and the ongoing improvement maintenance by the applicant. The contract must be signed by the applicant within six (6) months of the Board of Directors' award of a grant and the grant funded project must be completed within two (2) years of the execution of the grant contract. Costs incurred for project activities taking place prior to the execution of a grant agreement will not be reimbursed by the Corporation.

Approval of proposals is also subject to availability of funds.

4. Scoring

Each application will be evaluated by a scoring committee comprised of the following: BTDC Chair or her/his designee, the Executive Director of the North Hempstead Community Development Agency (CDA) or her/his designee, a minimum of two (2) staff members of the Town's Department of Planning and Environmental Protection, the TNH Council Person from whose Council District the application was submitted (or her/his designee).

Each Proposal will be scored by the committee on a 100 point scale, as follows:

Understanding of Program Goals	10%
Qualifications of Key Personnel	10%
Project Experience	15%
Technical Merits of Proposal	15%
Financial Strength	25%
Proposed Impact on the Community	25%

Amounts awarded on each application will be based on the score the application receives, as follows:

Application Score	Percentage of Requested Amount Awarded
Less than 50	10% of the Requested Amount
50 – 69	25% of the Requested Amount
70 – 79	50% of the Requested Amount
80 – 89	75% of the Requested Amount
90 – 100	100% of the Requested Amount

To the extent that the total amount to be awarded based on the above scoring methodology exceeds the total amount available to be awarded for the Council District, each award shall be reduced by an amount representing the pro rata percentage of each applicant's award in relation to all awards made for that Council District based on the following equation.

Award = A - [A/B (B-10,000)], rounded down

A = Award based on scoring

B = Sum of all awards

Example:

$2,000 - [2,000/14,000 (4,000)] = 2,000 - 571.42 = \$1,428.58$

$7,000 - [7,000/14,000 (4,000)] = 7,000 - 2,000 = \$5,000.00$

$5,000 - [5,000/14,000 (4,000)] = 5,000 - 1428.57 = \$3,571.42$
 $\$10,000.00$

5. BTDC Recognition

Successful applicants will be required to acknowledge the receipt of financial assistance from the Town of North Hempstead Business and Tourism Development Corporation to purchase or make the approved improvement. Acknowledgement may be by posting a small recognition plaque on the improvement, acknowledging the financial assistance in a press release or newsletter, or some other method acceptable to the Town of North Hempstead Business and Tourism Development Corporation, as stated in the applicant's agreement with the Corporation.