

# MESSAGE FROM CHAIRPERSON BOSWORTH



The Town of North Hempstead is a wonderful place to live, raise a family, and own a business. These businesses, located in our many beautiful downtown districts play a key role in driving our local economy. They are the lifeblood of our communities. In order to keep our businesses attracting consumers from near and far, it is essential that we continue to beautify our commercial corridors. That is why we are offering this unique opportunity that allows non-profit organizations, such as Chambers of Commerce, civic associations, and business improvement districts, the ability to apply for matching fund grants to help with streetscape enhancements. We are fully invested in the success and the future of our downtowns and we know that you share that mission with us. We encourage you to apply for our downtown beautification program today!

## Chairperson Judi Bosworth

### Board Members

Peter J. Zuckerman, Vice-Chair  
Viviana L. Russell, Treasurer  
Lee R. Seeman, Secretary  
Dina M. De Giorgio  
Angelo P. Ferrara



# TOWN OF NORTH HEMPSTEAD BUSINESS & TOURISM DEVELOPMENT CORPORATION DOWNTOWN BEAUTIFICATION PROGRAM MATCHING FUND GRANT OPPORTUNITIES



*What can you do to beautify your downtown?*

The Town of North Hempstead Business and Tourism Development Corporation's **Downtown Beautification Program** is an initiative designed to assist Town of North Hempstead not-for-profit and quasi-governmental organizations in the revitalization and beautification of the Town's commercial and mixed use downtown

districts. The program is making available matching fund grants up to \$10,000 for eligible downtown beautification projects.



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### **ELIGIBLE APPLICANTS & AREAS**

Non-profit 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. The eligible applicant must develop a detailed plan that must be submitted as part of the application process.

### **ELIGIBLE USES OF PROGRAM FUNDS, FUNDING AND MATCHING REQUIREMENTS**

*Downtown Beautification Program* funds may be utilized for streetscape improvements, such as street furniture, tree planters, trees and other landscaping, trash receptacles, signage and other improvements solely within eligible program areas. Program assistance will be in the form of grants, not to exceed \$10,000, in each Councilmatic District. 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.



## **PROCEDURE FOR REQUESTING FUNDS, APPROVALS AND DISBURSEMENT OF AWARDS**

Applicants seeking *Downtown Beautification Program* assistance may apply by completing an official *Downtown Beautification Program* application form. 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. *Downtown Beautification Program* funds will be awarded on a competitive basis, and all applications must be received by 9/30/19. Decisions regarding approval of applications are at the sole discretion of the Board of Directors of the North Hempstead Business and Tourism Development Corporation. Approval of proposals is also subject to availability of funds. Upon approval, an award letter will be issued to the applicant. 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.



### **CORPORATE RECOGNITION**

Successful applicants will be required to acknowledge the receipt of financial assistance from the Town of North Hempstead BTDC 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 BTDC.