



ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF PORTSMOUTH, VIRGINIA  
200 High Street, Suite 200  
PORTSMOUTH, VIRGINIA 23704  
PHONE: (757) 393-8804 – FAX: (757) 393-8392

## LOCAL INCENTIVES PROGRAM

# WINDOWS OF OPPORTUNITY GRANT

## Program Guidelines & Application Process Information

For Fiscal Year 2020 (July 1, 2019 – June 30, 2020)

- I. Purpose
- II. Eligibility
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- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Proposal/quote from vendor   | <input type="checkbox"/> Downtown Design Committee approval   | <input type="checkbox"/> Date received: ___/___/___           |
| <input type="checkbox"/> Itemized invoice from vendor | <input type="checkbox"/> Certificate of Appropriateness   | <input type="checkbox"/> Complete application? Y N            |
| <input type="checkbox"/> Proof of payment             | <input type="checkbox"/> Before and after photographs   | <input type="checkbox"/> Staff verified before & after photos |
|   | <input type="checkbox"/> Applicant notified of meeting date and time and does/does not plan to attend | <input type="checkbox"/> Estimated project cost _____         |

STAFF

**I. Purpose**

A program to assist Portsmouth commercial property owners, within specific business districts as defined in Section VI, with marketing and aesthetically enhancing their street level retail space using window artwork and space advertising with effective messaging. Property owners with vacant space are encouraged to apply.

FOR INTERNAL USE ONLY

**II. Eligibility**

- Property must be within the Portsmouth city limits.
- All City of Portsmouth taxes and fees related to the subject property must be in good standing.
- Property must be zoned for commercial, industrial, office or mixed-use.
- Windows or doors being improved by the grant funds must be on the first floor, ground level, and viewable from the street.
- Occupied businesses are eligible to receive the grant in conjunction with a Façade Improvement Grant application (and related improvements);
- Project granted a Certificate of Appropriateness by the Department of Planning.

**III. Program Overview**

The Downtown Portsmouth Windows of Opportunity Program is made possible through partnership with Downtown Portsmouth commercial property owners, the Department of Economic Development, and the Economic Development Authority (EDA). The maximum award is \$2,000 per applicant.

Funding is available until the funding pool has been exhausted on an annual basis as appropriated.

The Department of Economic Development will work with the property owner (or its agents or representatives) and the City’s internal marketing consultants to produce window advertising art that meets Downtown Design Standards and the spirit of the Windows of Opportunity program; the intent of this program is to aesthetically enhance the Downtown Portsmouth business district.

The EDA will review applications and authorize the reimbursement of grant funds. The EDA will contribute up to \$2,000 per property.

Grants are paid as a single reimbursement payment after the window wrap has been approved by the Department of Planning and any other appropriate City authorities or commissions, purchased by the applicant (verifiable by receipts and proof of payment in the form of canceled checks and/or credit card statements) and installed.

**Image Parameters (By Way of Example)**

- City of Portsmouth landmarks
- Pseudo retail backdrops
- Standard real estate promotional signage, such as “For Lease” with broker name and contact information *in conjunction with* artwork (as seen in the examples below)



**Prohibited:** Off-site signage as indicated by City Zoning Ordinances, any violations of City code or design standards, signage or artwork *not* affixed to the window (lighting, product placement, etc.), boarding, roll gates or bars, signage or improvements executed without a Certificate of Appropriateness

**IV. Grant Funds**

The Windows of Opportunity Program is a reimbursement grant program that covers 100% of the cost of qualified window improvements up to \$2,000 per applicant per property.

Funding is available on a first-come, first-served basis. Grants will be given to applicants who have followed the stated process of the program and submitted a completed, signed application complying with all the terms and conditions contained therein. **Itemized invoices, proof of payment in the form of a canceled check or credit card statement, Downtown Design Committee approval (if applicable), Certificate of Appropriateness, and a post-completion inspection will be required as evidence of compliance.** Grant payments will not be made if the improvements deviate from those outlined in the application and/or not previously approved.

Grants are for use on a single business location as it is identified in the application. Property or business owners seeking to obtain funding for two or more business locations must submit an application for each business location. Applicants can expect to receive grant payment within thirty (30) days of receipt of completed documentation.

**V. Process Flow Chart**



**VI. Application Form (including W-9)**

Property Owner and Information	
Applicant(s) Legal Name:	
Contact Person for Application:	
Contact Information - Telephone Number:	
Contact Information - Email Address:	
Address of Subject Property:	
Most Recent Occupant:	
Length of Most Recent Vacancy:	
Is the Property listed for Lease or Purchase?:	
What is the Lease Rate or Purchase Price?:	
Contractor Information	
Contractor/Vendor Name:	
Summary of Job Tasks to be Completed - Including Square Footage of Window Space to be Covered + Total Window Space Area	
Estimated Cost (as verified with attached 2 quotes:	
Signatures	
<p>All property owners must sign this application form. If the property is owned by a legal entity, organization, or corporation, the applicant must supply corporate legal documents authorizing signer. If there are any questions, please call the Portsmouth Economic Development Authority at (757) 393-8804.</p> <p>If have read and understand the program guidelines and application for the Local Incentives Program Windows of Opportunity Grant Program. I understand that all grant awards are at the sole discretion of the Portsmouth Economic Development Authority.</p> <p>The undersigned understands and agrees that all information furnished in connection with this application for the Windows of Opportunity program involves the use of public funds and as such may be made public pursuant to the statues of the United States of America, the Commonwealth of Virginia, and the City of Portsmouth.</p> <p>I also understand that his form is the application form. In order to receive the requested grant funds, I must adhere to the project work items detailed within this application in addition to following the property procedures through the City of Portsmouth Department of Planning.</p>	
Signature	Signature
Required Attachements	
<input type="checkbox"/> Proposal/Quote from vendor (2)	<input type="checkbox"/> DDC approval
<input type="checkbox"/> Itemized invoice from vendor utilized	<input type="checkbox"/> Certificate of Appropriateness
<input type="checkbox"/> Proof of payment	<input type="checkbox"/> Before and after photographs

