

 **Bona Fide Bellevue**

 **BUSINESS SIGNAGE AND FAÇADE GRANT PROGRAM**

Bona Fide Bellevue has created a grant program to encourage downtown business owners and building owners to participate in energizing Bellevue’s business district with new and well-designed business signage and lighting.

Businesses can be energized, too! Studies by Fed Ex and the University of Cincinnati have shown that roughly 60% of business reported that enhancing signage led to an average increase of 10% in sales, numbers of transactions, and profits.

Bona Fide Bellevue highly recommends that applicants view [www.DowntownProperties.net/Bellevue](http://www.DowntownProperties.net/Bellevue) to see examples of attractive and creative signage and facades.

**Eligibility:** All businesses located on Lincoln Avenue, Bellevue, between the side streets South Fremont and North Starr, or on the first block on either side of Lincoln Avenue of any street that intersects Lincoln Avenue on or between South Fremont and No. Starr.

Business signage and lighting grants under this program will be awarded at the sole discretion of Bona Fide Bellevue.

**Grants For:** Business or building signage

 New awnings with appropriate business lettering

Business sign lighting – grant may be applied to lighting with a new sign or with pre- existing lighting subject to Bona Fide Bellevue’s approval of existing business signage.

**Grant Amounts:** Up to $1,500.00 to cover any of the following: signage, lighting, awnings with lettering.

**Award Criteria:** Consideration for approval shall include, but not be limited to, the following criteria to be applied to all proposed signage:

1. Overall appearance
2. Appropriate and creative design
3. Placement and integration into facade
4. Legibility and communication of concept
5. Conformity to existing signage requirements
6. Poor condition of sign being replaced

Changeable-letter signs, and electronic signs are not eligible.

**Permitting:** After grant approval, the applicant is required to secure all applicable permitting from the Borough of Bellevue. The applicant shall have 45 days after the grant approval date to secure all required permitting and present same to Bona Fide Bellevue. If that deadline is not met, Bona Fide Bellevue may terminate the grant, at its sole discretion.

**Use of Funds:** After grant approval, the signage must be installed within four (4) months. If that deadline is not met, Bona Fide Bellevue may terminate the grant, at its sole discretion.

**Payment of Award:** Before proceeding with any fabrication or installation, the applicant must present to Bona Fide Bellevue a firm and fully executed contract with the applicant’s selected provider(s). Bona Fide Bellevue will pay to the provider(s) a deposit of one-half the grant amount or one-half the contract amount (whichever is less) at the beginning of the contracted work. The applicant must present evidence that all work as approved has been completed. Upon confirmation of same, the remaining grant award will be paid by Bona Fide Bellevue to the provider(s).

**Application Deadline:** April 30, 2021