



*...to champion a healthy, vibrant downtown community!*

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## DEVELOPMENT INCENTIVE PROGRAM GUIDELINES

The Development Incentive Program (DIP) provides partial funding to Lee District property owners and new or expanding Lee District business tenants. The intent of the DIP is to strengthen the economic viability of the Lee District by providing financial incentives in these categories:

- FAÇADE IMPROVEMENT PROGRAM
- NEW BUSINESS RECRUITMENT LOANS
- CLUSTER MARKETING GRANTS

The DIP promotes the intent by focusing on these reimbursement programs as primary business recruitment and retention tools.

### DIP FAÇADE PROGRAM

The DIP Façade Program focuses on improving the exterior of existing buildings and constructing new commercial buildings.

**Funds:** The DIP Façade Program has two levels of funding:

- **Mini Grants** (up to \$3,499 per award) – requires \$2 applicant funds for every \$1 grant funds. SDI has a maximum of \$15,000 to award in 2010.
- **Forgivable Loans** (up to \$15,000 per award) – requires \$1.50 applicant funds for every \$1 loan funds. SDI has a maximum of \$35,000 to award in 2010.

**Eligibility:** Any Lee District property owners and/or tenants of structures located within the Lee District, who are in good standing (Lee District Service Fees current), may apply for DIP funds. Priority will be given to Lee District members. However, non-profit Salina Downtown, Inc. partner businesses whose principal location lies within the Lee District boundary are also eligible to apply for DIP funds. The building's eligibility is renewed annually.

**Application Period:** Applications are accepted twice annually in March and August.

*See the DIP Façade Improvement Program Guidelines and Application for complete details.*

## **DIP NEW BUSINESS RECRUITMENT**

**DIP New Business Recruitment** promotes the recruitment of new businesses or relocation of existing businesses into the historic Salina downtown Lee District.

**Funds:** This is a revolving loan fund. The New Business Recruitment will accept applications for a minimum of \$1,000 to a maximum of \$5,000. SDI has a maximum of \$5,000 to award on a competitive basis in 2010. Awarded funds will NOT be released until the business has opened for business in the Lee District.

**Eligibility:** All applicants must be a participant in Project Open and must plan to locate in the Lee District within twelve months of application.

**Application Period:** Applications are accepted quarterly (if funds are available).

*See the DIP New Business Recruitment Grant Guidelines and Application for complete details.*

## **DIP CLUSTER MARKETING**

**DIP Cluster Marketing** promotes cooperative marketing of two or more Lee District businesses.

**Funds:** The DIP Cluster Marketing will accept applications for a minimum of \$250 grant to \$1,000 grant – requires \$2 applicant funds for every \$1 of grant funds. SDI has a maximum of \$5,000 to award on a competitive basis in 2010.

**Eligibility:** Any Lee District business in good standing (Lee District Service Fees current), may participate in an application for DIP Cluster Marketing funds. The cluster must include at least two eligible businesses. Applications are NOT accepted from businesses located outside the Lee District.

**Application Period:** Applications are accepted twice annually in July and October (if funds are available).

*See the DIP Cluster Marketing Grant Guidelines and Application for complete details.*