



## **Downtown Business Investment Grant (2023 “Plus-Up” Funding)**

This application is open to existing businesses located within Altavista’s Main Street District (bordered by Bedford Ave., 7<sup>th</sup> Street, Main Street, and Charlotte Ave.). Buildings must be located in the designated AOT downtown district.

This program will provide existing businesses with financial assistance, up to \$5,000 per business for the following items:

- Reimbursement for “Storefront activation” (e.g., advertising signage, awning, painting, cleaning);
- Reimbursement for Marketing/E-Commerce (website design/redesign, social media, branding, etc.);
- Reimbursement for Training “designed to educate and empower small business owners.”

The goal of this Downtown Business Investment Grant (DBIG) program is to give existing businesses a boost to help contribute to the success of those businesses who are investing in the community and catalyze our local commercial district’s revitalization efforts. This grant is made possible by the Commonwealth of Virginia’s Department of Housing & Community Development, which delineates what DBIG funds can be used for.

Prior to submitting an application, a **mandatory** meeting with the Main Street Coordinator is required to ensure that all requirements are met prior to beginning the application process. Please note that if you are proposing to improve any signage to your business, you must get a sign permit from the Town of Altavista. The Town’s sign ordinance can be accessed at this link:

[https://library.municode.com/va/altavista/codes/code\\_of\\_ordinances?nodetid=PTIICO\\_CH86ZO\\_ARTVSI](https://library.municode.com/va/altavista/codes/code_of_ordinances?nodetid=PTIICO_CH86ZO_ARTVSI)

The DBIG will be offered on a first-come, first-served basis for existing businesses in the AOT Main Street District. If you have questions, please contact David Green, Main Street Coordinator, at (434) 241-0238, or (434) 369-4979, or at [downtown@altavistaontrack.org](mailto:downtown@altavistaontrack.org)

### **Application Instructions:**

- ◆ Applications are available:
  - From the Main Street Coordinator
  - To download as a PDF at [www.altavistaontrack.org](http://www.altavistaontrack.org).
- ◆ Applications may be submitted in the following manner:
  - Signed and emailed as a PDF to [downtown@altavistaontrack.org](mailto:downtown@altavistaontrack.org)
  - Mailed to P.O. Box 283, Altavista, VA 24517
  - Hand-Delivered (by appointment only) to the Main Street Coordinator

*(Please see next page/other side for additional information.)*

## **Required Prior to Awarding of Funds:**

- Copies of the following from the Town of Altavista: current business license, an approved zoning permit (*if required*) and sign permit (*if applicable*).
- Approved building permit from Campbell County (*if required*)
- Proof that all Town taxes for a building where grant funds are requested must be current and paid in full.
- Note: Only businesses that generate tax revenue for the Town of Altavista will be considered eligible. Non-profit organizations shall not be eligible for DBIG funding.
- All requests for reimbursement of any eligible expenses MUST be accompanied by copies of receipts, along with a substantive description of the material and/or service(s) purchased.
- Grant will not be paid if business moves or discontinues, breaks any provision of their lease agreement with the property owner(s), or fails to comply with any and all building, fire, health, or zoning codes or regulations applicable to the business through 12/31/2023.
- The AOT Board of Directors maintains full discretion to approve or deny grant uses, based on current downtown market needs and policies of the Commonwealth's Department of Housing & Community Development which oversees this DBIG.



**Downtown Business Investment (“Plus-Up”) Grant – Application**

Name of Business: \_\_\_\_\_

Business *Physical* Address: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Applicant *Mailing* Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

1. Do you currently have a valid business license in the Town of Altavista?  
YES                      NO
  
2. Do you have a valid *zoning* and/or *sign* permit from the Town of Altavista for your project?  
YES                      NO
  
3. If you answered “NO” to question 2, have you spoken to the Community Development Director or Assistant Town Manager for the Town of Altavista to discuss *zoning* and/or *sign* requirements?  
YES                      NO
  
4. Do you have a valid *building* permit from the *Campbell County Building Inspection office*?  
YES                      NO                      NOT REQUIRED
  
5. If you answered “NO” to question 4, have you spoken to a staff member at the Campbell County Building Inspection office?  
YES                      NO                      N/A
  
6. What kind of business do you operate in the downtown district of Altavista?
  
  
7. What former business ventures have you participated in?
  
  
8. How many combined years of business experience do you have? \_\_\_\_\_

*(Continued Next Page)*

**9. Please place a checkmark next to the type of qualified project which you are applying for financial assistance:**

Reimbursement for “Storefront activation” (e.g., advertising signage, awning, painting, cleaning);

Reimbursement for Marketing/E-Commerce (website design/redesign, social media, branding, etc.);

Reimbursement for Training “designed to educate and empower small business owners.”

**9. More specifically, please describe what exactly you wish to do for this grant reimbursement. Please attach copies of any proposed plans, renderings, estimates, etc.**

**10. How would a Downtown Business Investment Grant assist you in enhancing or expanding your business?**

**11. From your perspective, how might this project enhance the revitalization of the downtown district in general?**

*(Continued Next Page)*

**12. Please provide four *non-family* references including name, phone number, email, and relationship.**

a) Name: _____ b) Phone: _____ c) Email: _____ d) Relationship: _____	a) Name: _____ b) Phone: _____ c) Email: _____ d) Relationship: _____
a) Name: _____ b) Phone: _____ c) Email: _____ d) Relationship: _____	a) Name: _____ b) Phone: _____ c) Email: _____ d) Relationship: _____

\*\*\*\*\*

*By signing below, I certify that all the information I have provided is true and correct. I also certify that all required information has been attached to this application. Failure to provide this requested information may result in the delay or denial of my application. I understand that I must contact the Town of Altavista to obtain a zoning and/or sign permit and the Campbell County Building Inspection office to obtain a building permit if necessary. Release of grant funds shall not occur until these requirements are met. I further understand that Altavista On Track is only responsible for reimbursing qualified expenditures (up to \$5,000) after receiving all relevant receipts and supporting documentation, and is not responsible for other incurred costs, such as required repairs, permit fees, or legal fees.*

Applicant Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

\*\*\*\*\*