

# Haverford's facade grant program brightens business districts

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Cutting the ribbon at the Ivy Inn dedication are, from left, owners John McMeniman, Bill Kelly Jr. and Bill Kelly Sr. (COURTESY OF DISCOVER HAVERFORD)

On Oct. 24, the owners of the Ivy Inn at 37-39 Brookline Blvd. in Havertown celebrated their recent façade renovation with a dedication and ribbon cutting.

According to Discover Haverford:

They were joined by representatives from Haverford Township's administration and board of commissioners, Discover Haverford, the Matching Façade grant committee, the mural artist and one of the contractors who worked on the project.

The Ivy Inn project included cleaning, painting, masonry repair, new windows and doors, new awnings and signage, and a mural depicting Brookline Boulevard in the 1950s by Jared Bader.

Bill Kelly, one of the owners of the Ivy Inn, explains "We could not have done this work without the financial support from this program, especially after the negative financial impact of the COVID pandemic."

The Bakery House at 604 W. Lancaster Ave. in Bryn Mawr was another business that managed a complete façade makeover.

"Every day since its completion, customers have been raving about how great it looks," notes owner Sandy Stauffer. "And it was made possible, in part, by grant monies that I received."

To promote economic recovery and community revitalization, Haverford Township and Discover Haverford

launched the Haverford Township Façade Improvement Matching Grant Program in March 2022.

The program provided matching grants to 20-plus businesses and commercial property owners for the purpose of improving the curb appeal of buildings.

The township matched the applicant's investment in improvements dollar for dollar, with grants ranging from \$1,000 to \$25,000. Grants covered masonry work, cleaning, painting, awnings, signage, lighting, windows and doors and landscaping.

"Haverford Township used funding from the American Rescue Plan Act to create a number of programs to help businesses," explains Commissioner Judy Trombetta. "In addition to the matching façade grant program, we offered back-to-business grants and grants for women and minority-owned businesses, and we are working on another matching grant program that will roll out in 2024."

The program administrator for the Façade Improvement Matching Grant program on behalf of the Township of Haverford was the not-for-profit agency, Discover Haverford.

"This program was a wonderful way to help our businesses make a great impression, bring in new customers and beautify our community," explains Jeanne Angell, executive

director of Discover Haverford.