

Facade Grants

MUSKEGON HEIGHTS



INTRODUCTION

Muskegon Heights holds immense potential for growth and vibrancy. This proposal outlines a Facade Grant Program, a collaborative effort between Greater Muskegon Economic Development (GMED), the Community Foundation for Muskegon County (CFFMC), and local banks, to revitalize the commercial corridors of Muskegon Heights. By improving the exteriors of buildings, this program will enhance the overall aesthetic, attract new businesses and customers, and ultimately stimulate economic development.

PROGRAM OBJECTIVES

- Enhance the visual appeal of commercial districts in Muskegon Heights.
- Encourage property owners to invest in their buildings, fostering a sense of pride and community.
- Attract new businesses and customers, leading to increased commercial activity.
- Improve property values and generate tax revenue for the city.



THANK YOU CURRENT INVESTORS!



PROGRAM STRUCTURE

FUNDING FROM LOCAL BANKS & ORGANIZATIONS

- Local banks partner to contribute \$10,000 each. GMED will explore potential grant opportunities and matching funds from the Downtown Development Authority (DDA) and the Community Foundation for Muskegon County.

ELIGIBILITY

- Commercial property owners within designated areas of Muskegon Heights will be eligible.
- Grant applications will be reviewed based on a set criteria, prioritizing projects with high visibility and community impact.

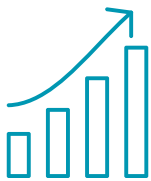
GRANT AWARDS

- Grants will cover a portion of approved façade improvement projects, with a maximum award of \$10,000.
- Applicants are required to contribute at least 20% of the total project cost.
- Maximum grant funding given to one business cannot exceed \$10,000.00 per year. New applicants will be given priority over applicants that have previously received grants from the DDA.

PROGRAM ADMINISTRATION

- GMED will manage the application process, grant selection through a committee, and provide technical assistance to property owners throughout the application process. CFFMC will manage the fund account and the distribution of funds.

ECONOMIC IMPACT



Improved facades will help **property values to rise** and will **increase foot traffic**.



Community vibrancy and safety will be enhanced, creating a **welcoming atmosphere**.



Investor confidence will renew and increase furthering **commitment to revitalization**.

LET'S JOIN FORCES!

The Facade Grant Program presents a collaborative and impactful approach to revitalizing Muskegon Heights. By working together, we will create a program that fosters economic growth, enhances community pride, and paves the way for a more vibrant future for Muskegon Heights.