



AGENDA ITEM MEMORADUM

Item No. 17d

Administration

Pat Himelberger, Asst. to the TM *ph*

Department

Department Director

| COMMISSION MEETING DATE (*) - 7:00 PM | Deadline to Town Clerk |
|---|------------------------|
| <input type="checkbox"/> May 22, 2012 | May 11 |
| <input checked="" type="checkbox"/> June 12, 2012 | June 1 |
| <input type="checkbox"/> June 26, 2012 | June 15 |
| <input type="checkbox"/> July 10, 2012 | June 29 |
| <input type="checkbox"/> July 24, 2012 | July 13 |

***Subject to Change**

- | | | | |
|---------------------------------------|---|---------------------------------------|--|
| <input type="checkbox"/> Presentation | <input type="checkbox"/> Reports | <input type="checkbox"/> Consent | <input type="checkbox"/> Ordinance |
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Quasi-Judicial | <input type="checkbox"/> Old Business | <input checked="" type="checkbox"/> New Business |

FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC

SUBJECT TITLE: Paint Only Program (POP)

EXPLANATION: Last year, economic development consultants RMA recommended that the Town set up incentive grant programs to provide incentives to commercial properties to improve their exterior appearance. The Commission discussed and endorsed the idea, and we budgeted \$35,000 in the marketing budget for a trial program to provide grants for exterior improvements to commercial properties, other than hotels. (There is a separate allocation in the budget for hotels.)

Since we intend to, but have not yet created and adopted design guidelines for the exteriors of commercial buildings, we thought it made sense to limit the grant program at this stage to exterior painting. The City of Hollywood has had success with a program to encourage commercial property owners to improve the exterior of their buildings through a new coat of paint, we modeled our proposed program after their Paint Only Program (a.k a. POP). Guidelines for the program would be:

- Eligibility limited to commercial, non-residential properties located within the Town of Lauderdale-by-the-Sea.
- Funding is for exterior painting only, including prep work for painting including patching & pressure cleaning.
- Project colors and paints must be approved by the TOWN. (We are working on defining a color palette from which property owners may select)
- Grant funds will reimburse the qualified property/business owner for 50% of the cost of an approved exterior painting, patching and pressure cleaning project, up to a maximum grant of \$10,000. The Town will reimburse the applicant directly upon the applicant fulfilling all grant requirements.
- All work must be completed within 60 days of the grant execution date.

After the applicant submits the grant application to staff for review, staff may approve it and forward it to the Town Manager for final approval. Upon final approval, the applicant will be notified, a grant agreement will be executed, and the project may move forward. We are working with the Town Attorney on development of the grant agreement.

Grants would be processed and approved on a first come-first served basis until the funding for the program is depleted. If the Town continued the program for another year, applications that meet the Town's criteria would be placed in a queue based on the date of application and be in line for funding in the following fiscal year.



RECOMMENDATION: Commission approves implementation of Paint Only Program.

Funding Source: \$35,000 budgeted for such a program in Account # 001.519.100. 500.558 Incentive Programs

EXHIBITS: Paint Only Program Application

Reviewed by Town Attorney
 Yes No

Town Manager Initials CU

PAINT ONLY PROGRAM GUIDELINES

ELIGIBLE APPLICANTS

- Owners of commercial use properties located within the Town of Lauderdale-by-the-Sea (TOWN) town limits that have no outstanding code violations, have no TOWN liens against the property, and are not delinquent on their ad valorem taxes or fire assessment fees.

Hotels and other transient lodging facilities are not eligible for this program as there is a different program for such properties.

ELIGIBLE PROJECTS

- Exterior painting; prep work for painting including patching & pressure cleaning.
- Painting projects begun prior to approval of application are not eligible for this program.
- Project colors and paints must be approved by the TOWN.

The **Paint Only Program** was established by the TOWN of Lauderdale-by-the-Sea to encourage property owners to improve the exterior of their buildings in order to improve the aesthetics of the Town and the viability of the Town's commercial districts.

To qualify for the Paint Only Program the property must be located within Town limits. The TOWN will reimburse the qualified property/business owner for 50% of the cost of an approved exterior painting, patching and pressure cleaning project, up to a maximum grant of \$10,000. Property/business owners must submit a completed application accompanied by the required attachments indicated prior to the commencement of any work. The request will be reviewed by Town staff and final approval will be granted by the Town Manager. Review and approval of grant requests may take up to four weeks to process. Reimbursement will not be provided for projects that begin prior to receiving Town approval.

APPLICATION PROCESS

- Obtain a POP application (you're holding it!)
- Get detailed proposals from three painting contractors and submit along with completed Paint Only Program application to TOWN for review.
- Set up an appointment with the Town's Assistant to the Manager to review your proposal, discuss color options and the grant process.
- After staff review, application will be submitted to the Town Manager for final approval.
- Upon approval of the grant by the Town Manager, the applicant will be advised to move forward with the approved project.

GRANT REIMBURSEMENT

- All work must be completed within 60 days of notification of grant approval.
- Upon completion of the work, the applicant must submit (a) a copy of the work contract signed by both the contractor and yourself, (b) copies of the front and back of the cancelled check(s) showing that the contractor has been paid in full for the work; (c) a picture of the property showing the completed project, and (d) a W-9 for the applicant in order to receive the grant reimbursement.
- The TOWN will reimburse the applicant directly for 50% of the project costs, up to \$10,000 once the applicant fulfills all grant requirements.

PAINT ONLY PROGRAM (POP) APPLICATION

Applicant's Name:

Business Name (if applicable):

Property Address:

Mailing Address:

Phone #: _____ **E-mail:** _____

Property Use:

Preferred Color Choices (include color samples)

Building: _____ Trim: _____

Painting Estimates

1. _____

2. _____

3. _____

I have enclosed the following with my application:

- o Completed and signed application
- o Three written estimates from painting contractors with name, address, description of work and cost associated with each item.
- o A photo of your property with adjoining properties to assess their colors in conjunction with your selection.
- o Color samples (swatches from the paint company)
- o If applicable, written permission from the property owner to participate in the program.

I, the undersigned, being an authorized representative of the business applying for a grant under the Paint Only Program, understand that the Paint Only Program is a reimbursement program. To receive reimbursement I hereby agree to acknowledge and provide the TOWN with (a) a copy of the signed contract, estimates or proposal between the painting contractor and myself showing that I have agreed to have the work done and the cost of the work; (b) copies of the front and back of the cancelled check(s) showing that I have paid the painting contractor for the work completed; (c) a picture of the property showing the completed project; and (d) a copy of my W-9 (personal or business). I understand that incomplete applications will not be considered.

I understand that the TOWN will only reimburse the property owner and will not be responsible nor liable for any payments to the applicant's hired paint contractor. Payment of contractors is my sole responsibility as the property owner. I agree to obtain all the necessary Town approvals prior to authorizing or beginning any painting on my property. I understand that in order to receive grant funds, the project must receive TOWN approval before the work begins.

The TOWN is in no way responsible for my choice of a painting contractor or the quality of work that the company I contract with delivers.

The TOWN may, in its discretion; request that I choose new color combinations or direct me in choosing colors in accordance with the Town's recommended paint colors. I understand that this application is not a guarantee and grant funds are subject to budget appropriations in the Town's annual budget.

Applicant's Signature

Date

Printed Name