

# APPLICATION AND GUIDELINES FOR THE SMALL BUSINESS INCENTIVES PROGRAM



CITY OF EASTON, PA

AND

THE REDEVELOPMENT AUTHORITY OF EASTON, PA

FUNDING PROVIDED BY:



THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

## EDI-4 Purpose and Scope

Grant money for Small Business Development Incentives through the Redevelopment Authority of Easton, PA (ERA) is now available. Funding is made possible through the Department of Housing and Urban Development's (HUD) Economic Development Initiatives (EDI) Program. Grant money can fund a number of projects involved with the upstart and promotion of small businesses. The goal of this project is to assist Easton's unique small businesses achieve their continued success, while helping new entrepreneurs establish themselves in the community.

## Available Funds

This grant program will match fifty percent of a pre-approved project cost by the business owner up to \$5,000. If a business owner spends \$10,000 on an approved business improvement project, the ERA will reimburse the business owner \$5,000. For example, a new website design and merchandising of the front windows may total \$4,000. The business owner is eligible for a \$2,000 reimbursement.

## **Eligibility Requirements**

This grant is available for Easton businesses citywide. Examples of eligible activities may include but are not limited to:

- Merchandising and display features
- Advertising and marketing campaigns
- Website design and creation
- Business related exterior improvements
- Trade specific equipment
- Inventory purchase
- Interior construction and renovation costs

If funds will be used for construction purposes, work must be performed by a licensed professional. Exclusions may include but are not limited to:

- Working Capital
- Payroll
- Rent, lease, or utility costs

## **Guidelines and Application Checklist**

When applying, please include the following:

1. A completed application
2. Contractor bids/quotes for the project if applicable
3. Any other information that might be useful in reviewing your application

## **Additional Information**

1. Complete Permit Application: Some projects may require City permits. To obtain a cohesive list of permits needed for your specific projects call The Codes and Zoning Department on the 3<sup>rd</sup> floor of City Hall or visit: [www.easton-pa.gov](http://www.easton-pa.gov).
2. If a business is in the Historic District and the proposed work includes the exterior of the façade a Historic District Commission (HDC) Certificate of Appropriateness will be required: Every alteration to the façade of a building or home proposed in the Downtown requires a Certificate of Appropriateness application be filed and reviewed by the HDC. The HDC meets once a month and makes recommendation to Easton City Council to approve, with conditions or deny applications that are received. The recommendation is then acted upon by City Council.
3. Properties citywide may be subject to review by the State Historic Preservation Office for potential effect upon both historic and archaeological resources.

4. All applications will be reviewed by the ERA and awarded based on successful fulfillment of the application. If approved, work/ purchases must begin within 60 days from receipt of grant approval letter from the ERA and be completed within 3 months. Completion of the ERA funded projects must be accomplished within said time frame.
5. The ERA reserves the right to decline any or all applications or to waive any informalities in the review process.

### **Payment**

1. When all work is complete and contractors are paid, please forward receipts for work completed to the ERA office for payment. ERA staff will inspect the work for compliance with the application details.
2. The ERA will pay approved contractors directly for compensation of work, or reimburse expenditures made by the property owner for construction projects or to the business owners for business improvements. In no instance will a business owner be paid directly for work not yet completed and approved

Please contact the ERA Office, at 610-250-6721 or Michael Brett at 610-250-6727 for more information or questions.

**APPLICATION FOR  
THE SMALL BUSSINESS DEVELOPMENT INCENTIVES**

Applicant name: \_\_\_\_\_

Property Address: \_\_\_\_\_

Business name: \_\_\_\_\_

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

Do you own the property? \_\_\_\_\_

**PROJECT INFORMATION**

Description of requests including proposed impact on your business (note if attached separately):

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Proposed cost for total project: \_\_\_\_\_

Total requested for reimbursement: \_\_\_\_\_

Timetable for Completion:

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**Submit Application to:** Gretchen Longenbach, Executive Director  
Redevelopment Authority  
1 South Third Street, fourth floor  
Easton, PA 18042

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