Town of North Hempstead
Business & Tourism Development Corporation
Downtown Beautification
Matching Grant
2015 Program Rules

I. Qualified Applicants

Nonprofit organizations (including, without limitation, civic associations, local development corporations and other not-for-profit corporations) and business improvement districts are eligible to apply for Downtown Beautification Program funds.

Retail or mixed use corridors are eligible for assistance.

II. Eligible Uses of Program Funds, Funding and Matching Grant Requirements

Downtown Beautification Program funds may be utilized for streetscape improvements such as street furniture, tree planters, trees and other landscaping, trash receptacles, signage, other improvements solely within eligible program areas. Program assistance will be in the form of grants not to exceed $10,000. Eligible applicants must match every dollar of Downtown Beautification Program funds awarded with funding from another source. In-kind services, including general operating and administrative expenses of an eligible applicant do not satisfy the matching funds requirement.

III. Application

Applicants seeking Downtown Beautification Program assistance must apply by completing an official Downtown Beautification Matching Grant Program application form developed by the Corporation. The application must include a description or a pictorial representation of the proposed improvement. The application must also include documented cost estimates of the improvement, and documentation regarding matching fund source commitments.

A total of $10,000 is available to be awarded in each Councilmatic District.

Downtown Beautification Program funds will be awarded on a competitive basis, and all applications must be received by Friday, December 4, 2015.

All submitted applications must be completed in full, signed and attested to by a Notary Public on page 8 (Part J – Affirmation) and page 12 (Disclosure Form) of the application.

Decisions regarding approval of applications and amounts to be awarded are at the sole discretion of the Board of Directors of the North Hempstead Business and Tourism Development Corporation. The decisions of the Board shall be final and non-appealable. Approval of proposals is also subject to availability of funds. Upon approval, an award letter will be issued to the applicant. Prior to disbursement of program funds, the applicant will be required to enter into an agreement with the North Hempstead Business and Tourism Development Corporation specifying procedures for receipt of program funds and the ongoing improvement maintenance by the applicant.

IV. Scoring

Each application will be evaluated by a scoring committee comprised of the following: BTDC Executive Director, BTDC Deputy Director, TNH Supervisor or her designee, TNH Council Person from whose Councilmatic District the application was submitted. Each Proposal will be scored by the committee on a 100 point scale, as follows:

Understanding of Program Goals	10%
Qualifications of Key Personnel	10%
Project Experience	15%
Technical Merits of Proposal	15%
Financial Strength	25%
Proposed Impact on the Community	25%

Amounts awarded on each application will be based on the score the application receives, as follows:

Application Score	Percentage of Requested Amount Awarded
Less than 50	10% of the Requested Amount
50 – 69	25% of the Requested Amount
70 – 79	50% of the Requested Amount
80 – 89	75% of the Requested Amount
90 – 100	100% of the Requested Amount

To the extent that the total amount to be awarded based on the above scoring methodology exceeds the total amount available to be awarded for the Councilmatic District, each award shall be reduced by an amount representing the pro rata percentage of each applicant's award in relation to all awards made for that Councilmatic District based on the following equation.

Award = A – [A/B (B-10,000)], rounded down
A = Award based on scoring
B = Sum of all awards

Example: 2,000 – [2,000/14,000 (4,000)] = 2,000 – 571.42 = $1,428.58
7,000 – [7,000/14,000 (4,000)] = 7,000 – 2,000 = $5,000.00
5,000 – [5,000/14,000 (4,000)] = 5,000 – 1428.57 = $3,571.42
$10,000.00

V. BTDC Recognition

Successful applicants will be required to acknowledge the receipt of financial assistance from the Town of North Hempstead Business and Tourism Development Corporation to purchase or make the approved improvement. Acknowledgement may be by posting a small recognition plaque on the improvement, acknowledging the financial assistance in a press release or newsletter, or some other method acceptable to the Town of North Hempstead Business and Tourism Development Corporation, as stated in the applicant's agreement with the Corporation.