

DOWNTOWN INCENTIVE APPLICATION

Business Name: Netty's Social 353, LLC

Applicant Name: Annette Smith

Phone: 650-766-9429

Email: annettersmith59@gmail.com

Property Address: 353 Main Street

Property Owner Name: Annette Smith

- ☒ I am applying as the Property Owner
☐ I am applying as the business owner or lease holder
☐ This is a joint application with both property and business owner

SECTION 1: GRANT SELECTION

Select all that apply

Applicants may apply for multiple grants if eligible, except where noted.

Important: VIEW [Eligible Expenses Table](#) to see what each grant covers.

- ☐ Facade Mini Grant (cannot be combined with Façade Grant)
☒ Facade Grant (cannot be combined with Façade Mini Grant)
☐ Signage Grant

Have you received a Certificate of Compliance for your signage from the LDDA?

Yes ☐ No ☐

- ☒ Retail Conversion Grant

SECTION 2: PROJECT OVERVIEW

Project Description:

Redevelopment of an older office building into a contemporary full service restaurant. The project includes installing a new, full service kitchen, all new utilities, new roof, refinishing the entire exterior with new windows, paint and light fixtures. The main entrance is being relocated to the breezeway to make the building more welcoming and allow for pleasant and accessible outdoor dining.

Estimated Start Date: 9/1/2026

Estimated Completion Date: 8/1/2027

Total Project Costs: \$2,300,000

Total Grant Amount Request (from completed [Grant Cost Worksheet](#)): \$72,500

Other Funding Sources: Self

How does your business align with the LDDA's [Master Plan of Development](#)?

By replacing a low traffic office space with a restaurant, we are going to increase the foot traffic on Main St. As a high end restaurant, it will enhance the downtown restaurant scene.

Are you requesting a funding cap exception?

Yes ☒ No ☐

If yes, what gap (if any) does your project fill?

Main Street is ready for an upscale restaurant and this project fills the gap.

SECTION 3: REQUIRED DOCUMENTS CHECKLIST (check off list)

- ☒ Completed [Grant Cost Worksheet](#) (view [Eligible Expenses Table](#) for eligible items)
- ☒ Up to date **Property tax verification** (both property and personal property taxes if applicable)
- ☒ Up to date **Sales tax verification** (if applicable)
- ☒ **Two comparable bids** for each reimbursable expense. Exceptions may be approved by LDDA for specialized or limited-scope work.
- ☒ **Photos** of existing conditions (before photos)
- ☒ Architectural **renderings/plans**, or non-professional detailed drawings, include materials, colors, etc
- ☐ **Property owner authorization** (if tenant is applying)
- ☒ Completed [W-9 form](#) (required prior to reimbursement)
- ☒ If requesting \$10,000 or more of total grant funding, please provide evidence of financing document, such as a bank commitment letter or last two years of tax returns (business or personal taxes).

Sections 4 – 10 help LDDA evaluate how your project supports downtown goals and priorities.

SECTION 4: BUSINESS / PROJECT TYPE ALIGNMENT

Select applicable categories of your business/project:

- ☐ Apparel & Accessories
- ☐ Children's Goods
- ☐ Home & Furnishings / Vintage
- ☒ Food & Beverage (cuisine type: **New American Local**)
- ☐ Family Dining / Brunch / Dessert / Beverage
- ☐ Market / Grocery
- ☐ Entertainment / Recreation
- ☐ Retail + Experience Hybrid
- ☐ Arts / Cultural
- ☐ Other:

Does your project fill a gap in the Downtown business mix (i.e. offer anything different than what is already offered in Downtown)? Yes ☒ No ☐ Unsure ☐

Describe how:

This restaurant will be a modern, upscale establishment, serving food from local farms, ranches, etc.

SECTION 5: EXPERIENCE + ACTIVATION

Select applicable categories if your business offers these:

- ☐ Classes / workshops
- ☒ Interactive experiences
- ☐ Events / programming
- ☐ Entertainment
- ☐ Hybrid retail + experience (shopping + activity/play)
- ☒ Instagrammable design (photo/video opportunities people want to share)
- ☒ Outdoor activation
- ☐ Placemaking elements
- ☐ None

Describe experience elements:

The open kitchen, outdoor dining and contemporary interior design.

SECTION 6: CONTRIBUTION TO DISTRICT

Describe the unique contribution your business brings to the district:

This project will add vitality with it's modern interior aesthetics, upgraded exterior façade, and breezeway dining.

SECTION 7: COMMUNITY IMPACT & ACCESSIBILITY

Target audience (**check top TWO**):

- ☐ Families
- ☒ Young professionals
- ☐ Teens
- ☐ Older adults
- ☐ Tourists
- ☒ General Population

Community Features (check all that apply):

- ☒ Family-friendly
☐ Multilingual
☐ Community programming

SECTION 8: HOURS

List complete hours of operations: TDB - this will be a dinner restaurant only to begin with.

Will your business operate any of these times/days? Check all that apply.

Evenings after 6pm ☒ Weekends ☒

Will business hours change after the project is complete? Check one.

Increase ☐ Decrease ☐ Stay the same ☐

SECTION 9: EMPLOYMENT IMPACT

Current Full-time employees: 0

Current Part-time employees: 0

Estimated employees added within 3 years after project completion: FT TBD PT TBD

SECTION 10: BUSINESS INFORMATION

A. Business + Community

Business Status: New ☒ Expanding ☐ Relocating ☐ Not Applicable ☐
Diversity: Minority-owned ☐ Women-owned ☒ Veteran-owned ☐
Local business ☐ Local products ☐

B. Design + Sustainability

Explain any unique design, art and/or placemaking that will be incorporated in the project:

The replacement of the old storefront with tall, arched windows will add character and warmth to the building.

Explain any sustainability practices, designs or products incorporated in the project:

Replacing the windows with new, energy efficient windows, adding a new roof while eliminating the inefficient skylights, and upgrading the HVAC system.

C. Financial Commitment

Are both the property and business owners contributing to the project? Yes ☒ No ☐

If yes, what is the % split of investment? 80/20 (property/business)

SECTION 11: GRANT REIMBURSEMENT CRITERIA

Applicant must complete the following to receive reimbursement after the project is completed and all vendors are paid:

- Submit after photos of completed project
- Submit paid, itemized invoices and proof of payment (canceled check, credit card receipt, bank statements of electronic fund transfers, etc.)
- Provide Certificate of Completion or Certificate of Occupancy (if applicable) from the City Building Permit Dept.
- Execute final Terms & Conditions agreement (will be provided to you by the LDDA)

SECTION 12: CERTIFICATION

I certify the information is accurate and work will not begin prior to approval.

INITIAL HERE

Signature, property owner
(Type in full name as signature)

Date

Signature, tenant/lease holder
(Type in full name as signature)

Date

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INITIAL HERE

AMS

Annette M. Smith
Ann M. Smith

Signature, property owner
(Type in full name as signature)

9/17/26

Date

Signature, tenant/lease holder
(Type in full name as signature)

Date