

DOWNTOWN INCENTIVE INFORMATION

Overall Incentive Program Information

Eligibility

- Projects must be within [LDDA boundaries](#)
- Applicants/properties must pay property or sales tax for certain grants
- Application must be complete before submitting
- It is recommended to meet with LDDA staff before beginning application

Timing

- Must receive approval BEFORE starting work
- Must begin within 6 months of approval
- Must complete within 12 months of approval

Funding Rules

- All grants are reimbursement-based (no upfront payment)
- Awards contingent on available funds
- Applicants can apply for the same grant once per 3 years (unless approved)

Application Requirements

- Two comparable bids for each eligible expense ([view Eligible Expenses Table](#))
- Board presentation if $\geq \$10,000$
- Project Commitment Terms required

Other Criteria

- Compliance with all City permits, codes, and design standards required
- To be eligible for the Façade Grant, Retail Conversion Grant or Residential Grant, applicants must pay either property or sales tax. All eligible applicants can apply for Façade Mini and Signage Grants
- If property and/or business owners complete work themselves, only materials will be reimbursed, not labor or time to manage project
- Grant requests (individual or combined) of \$10,000 or more are required to present to the LDDA Board for approval and are subject to financial review by the LDDA Finance Committee. Applications must be submitted to staff a minimum of 10 days before a Board Meeting to be added to the agenda.
- A Project Commitment Term document must be signed by all applicants after approval (except for Sign Grants)

Grant Summary

GRANT PROGRAM	PRIMARY PURPOSE	REIMBURSEMENT	MAXIMUM AWARD (cap)
Facade Mini Grant	Small-scale exterior improvements and quick-impact upgrades	50%	\$5,000
Facade Grant	Larger-scale building facade rehabilitation and enhancements	25%	\$10,000 (up to \$50,000 exception)
Signage Grant	Installation of permanent exterior signage	25%	\$3,500
Residential Grant	Creation or improvement of residential units, especially upper-story housing	25%	Varies by unit type (up to \$20,000 cap)
Retail Conversion Grant	Conversion of non-retail space into active ground-floor retail commercial use	25%	LDDA: 25% up to \$15,000 City Match: up to \$7,500, based on fund availability

[View Eligible Expenses Table for all grant types](#)

GRANT-SPECIFIC PROGRAM DETAILS

The following outlines requirements and funding details that are unique to each LDDA grant program.

Facade Mini Grant

- Intended for small-scale exterior improvements and placemaking elements that enhance the visual appeal, vibrancy, and pedestrian experience of Downtown Longmont. This program is intended to encourage well-maintained, engaging storefronts that contribute to a welcoming and active downtown environment.
- Provides 50% reimbursement of eligible project costs, up to a maximum of \$5,000
 - *Ex: A project with \$10,000 eligible expenses can be awarded full \$5,000 reimbursement.*

Facade Grant

- Intended for larger-scale exterior improvement projects
- Provides 25% reimbursement of eligible project costs, up to a maximum of \$10,000
 - *Ex: A project with \$40,000 eligible expenses can be awarded full \$10,000 reimbursement.*

Funding Cap Exception

The standard \$10,000 cap may be increased up to \$50,000 for projects that include:

- Commercial kitchen hood installation
- Required utility or code upgrades (water, electric, sewer, etc.)
- Projects that fill a currently identified Downtown gap (evaluated on a case-by-case basis)

Sign Grant

- Provides up to 25% reimbursement of eligible project costs, up to a maximum of \$3,500
 - *Ex: A project with \$14,000 eligible expenses can be awarded full \$3,500 reimbursement.*

Additional Requirements

- The grant may be phased over time for a business at the same location until the \$3,500 is reached
- Once maximum is reached, the grant can't be used again for the same business at the same location
- If the business relocates within Downtown, the eligibility resets

Pre-Approval for Sign Design

- A sign design must be submitted to LDDA prior to application to receive a Certificate of Compliance
- A City Sign Permit is required prior to installation

- Signs must be installed by a licensed sign contractor

Residential Grant (a different application is required for this grant)

Provides 25% reimbursement of total eligible project costs, with caps based on housing type:

Housing Type	Definition	Grant Allowance
Commercial / Mixed-Use Housing	Housing located on second floor or above a commercial/storefront use within a single project	Up to \$5,000 per unit or 25% of project cost, capped at \$20,000
Multi-Family Dwelling	Multiple residential units within a single project	Up to \$5,000 per unit or 25% of project cost, capped at \$15,000
Single-Detached Dwelling	Single-family home (includes ADUs or mother-in-law suites)	Up to \$1,500 or 25% of project cost; up to \$2,500 if on the historic register

Retail Conversion Grant

- Provides 25% reimbursement of eligible project costs, up to a maximum of \$15,000, Based on funds, City of Longmont may match grant up to \$7,500
 - *Example: A project with \$60,000 eligible expenses can be awarded full \$15,000 reimbursement*

Additional Application Requirements

The following must be submitted with the application:

- Business plan
- Signed lease agreement (if the applicant is not the property owner)

GRANT REIMBURSEMENT CRITERIA

Applicant must complete the following to receive reimbursement after all work is completed:

- 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