



Business Image Improvement Fund Application

We are pleased to have funding available for small businesses within Wilkinsburg's Central Business District. This program can be used to support an existing business enhance or develop their marketing presence online or inside their business space.

Possible projects include but are not limited to

- Website Improvement or Development
- Design of Exterior Signs
- Business Logo Design
- Search Engine Optimization
- Inventory Display

Applicants must be current on property taxes for business location or be on a qualified payment plan. Applicants should complete this form and return it to the WCDC office, 1001 Wood Street. Electronic submissions can be sent to: **Gordon@wilkinsburgcdc.org**

Applicant Information

Name of Applicant: _____ Application Date: _____

Work Phone: _____ Home Phone: _____ Cell Phone: _____

Applicant Mailing Address: _____

Address of Building: _____

Name and Type of Business _____

Preferred Email: _____

Landlord Information (if different from Applicant)

Name of Owner: _____ Telephone: _____

Landlord Mailing Address: _____

Describe the project and why you want this work done: _____

Preliminary Cost Estimate: \$ _____ WCDC Fund Request: \$ _____

DO NOT START ANY IMPROVEMENTS UNTIL YOU HAVE RECEIVED CONFIRMATION IF YOU ARE APPROVED

The WCDC will pay the contractors directly.

Fund requests up to \$5,000 will be considered. Requests with a match component will be given preference. Funds must be used for physical or virtual image improvements for the business applicant.

Awardees are required to meet with a consultant or expert in the field to discuss their proposed project. The WCDC will provide contacts for local consultants who have expressed interest in working with local businesses. The WCDC will provide project support as necessary.

Depending on the project, work must be approved for appropriate permits and by the Wilkinsburg Community Art and Civic Design Commission. Approvals must be obtained before commencing work.

For assistance completing this form, please contact Gordon to schedule an in-person appointment.

REQUIRED MATERIALS

The following items, as applicable, must be attached or sent electronically along with this application in order for it to be considered complete:

- Verification of registered business.
- Drawings of proposed improvements.
- Project Budget, including cost estimates or bids and any estimates for architectural or design services, if applicable.
- Current Business Plan *or* complete Business Profile
- If applicant is a tenant, completed “Property Owner Authorization” Form for physical improvements.
- Projected timeline for completion, not to exceed 3 months.
- If applicable, proof of property tax payment plan and proof of past payments.

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Applications will be reviewed by the WCDC Economic Restructuring Committee. Applicants will be notified within 30 days of their submission.

WCDC Business Image Improvement Fund Application



Business Profile

Business Start Date (month and year): _____

Number of Employees, including self: _____

Estimated Sales Year to Date: _____

Describe your business in one to two sentences: _____

Goals for current year: _____

Challenges and Obstacles: _____

Opportunities: _____

Have you attended a business planning workshop? YES / NO (*circle one*)

If **YES**, **When** was it and **Who** held the workshop? _____

If **NO**, Are you interested in attending one? YES / NO (*circle one*)



Property Owner Authorization Form

This form is to be completed by the property owner if the applicant does not own the property. A copy of the property's current lease must be submitted with this form.

I, [name of property owner] _____, hereby authorize [name of applicant] _____ to carry out improvements as specified in the attached Façade Renovation Program Application. The façade renovation project will be carried out on my property, which is located at [address of property] _____.

- I certify I have reviewed a copy of the application and am fully aware of what is being proposed.
- I certify I am the legal owner of record and I have the legal right to give this authorization to the grant applicant.
- I agree to hold harmless and indemnify the Wilkesburg Community Development Corporation, its staff, and the Borough of Wilkesburg in the event of property damage or physical injury as a result of working on the aforementioned project.

Property owner signature _____ Date _____

Property owner name (print) _____