



Storefront Grant Program Guidelines

- Please consult with the Metuchen Downtown Alliance Executive Director for a pre-consult evaluation of the scope of work and expectations prior to any work being started as submission of an application is not a guarantee of any receipt of funds from the MDA grant program. You should not be reliant upon grant funding for completion of your project.
- Eligible for businesses within the MDA geographic Special Improvement District
- Subject to independent evaluation by Grant Committee which will make an independent selection of eligible grants (not all applications will be accepted)
- Application must be submitted within 60 days of completed work
- Application will be deemed incomplete until ALL approvals and work orders are received and submitted by Grant Committee
- No funds will be reimbursed prior to the completion of work
- Business and/or Property owner are required to provide evidence of invoices and confirmation that adherence to all applicable sign off from Borough of Metuchen officials (e.g.: zoning, construction etc.)

MDA Storefront Improvement Matching Grant

- This form is to assist applicants in the Metuchen Downtown District with storefront improvement projects. We encourage you to review the MDA Design Guidelines prior to submitting an application. <http://www.downtownmetuchen.org/guidelines>.

As an applicant you must receive approvals from the MDA, Borough code enforcement and zoning officials before starting work. Once the application is approved, work is complete and all contractors are paid, you will receive reimbursement for **half of the project costs up to a maximum of \$5,000 per business per year. Maximum grant for exterior/façade signage is \$2500; maximum grant for exterior blade sign is \$1000.** MDA has the right to reject any project that it deems not to meet the goals of the program at its sole discretion or to limit the funding to any or all projects in order to provide assistance to the maximum number of applicants.

Upon receiving your application MDA will set up a meeting with you in the next 5 to 10 days to review your project in detail and explain more about the process.

General Information

	Details	Notes
Business Owner Name		
Business Owner Contact		
Property Owner Name		
Property Owner Contact		
Property Address		
Prior Grants Received from MDA		

Project Details

(1) Description of proposed work:

- Exterior painting
- Awning repair or replacement
- New awning
- Door and window vinyl
- Exterior signage
- Exterior lighting
- Blade sign
- Customized sandwich board
- Merchandising and interior lighting
- Outdoor dining
- Other [please describe]

(2) Please describe improvements you are making in complete sentences (do not write a list)

(3) Have you reviewed work with property owner and gotten their approval? [please provide evidence]

Project Specifications

	Details	Notes
Project Estimated Costs		
Project Final Costs		
Project vendor (e.g.: design, installation, electrics, construction etc.)		
Borough Approval (specify)		

NB: Business and/or Property owner(s) are required to provide evidence of invoices and confirmation that adherence to all applicable sign off from Borough of Metuchen officials (e.g.: zoning, construction etc.)

I, the undersigned, certify that (must check all boxes): *

- I have received and read the guidelines and procedures of the Metuchen Storefront Program and understand the MDA Design Guidelines
- That all information provided herein is true and accurate to the best of my knowledge
- I understand that the improvements described in this application must receive all required permit approvals from the Borough of Metuchen prior to the commencement of construction.
- I also agree that all improvements made with assistance from the MDA Storefront Program are to remain in place for a minimum of 5 years regardless of any changes in tenancy with the exception of signage.
- I understand that submitting this application does not obligate MDA to fund my project.
- I understand that I will receive written approval from MDA if my grant application is approved.
- I understand that the MDA may use images from my business and the work related to the grant in any of its social media, advertising campaigns and all official materials of the organization.
- I understand that my business will be required to participate in MDA events for 12 months following distribution of grant proceeds and will share images of grant work and role of the MDA in the business social media.

Applicant Signature

Applicant Printed Name