



**CAPITALIZE ALBANY**  
**CORPORATION**

—— City of Albany, New York ——  
Small Business

# Façade Improvement Program

November 15, 2023



@CapAlbanyCorp  
#CapAlbGrants

[www.CapitalizeAlbany.com/Grants](http://www.CapitalizeAlbany.com/Grants)





# Meet the Team

## Capitalize Albany Staff



**Emma Fullem**  
Economic Development  
Specialist



**Renee McFarlin**  
Senior Economic  
Developer



**Pat Gareau**  
Program Assistant



**Cassidy Roberts**  
Program Assistant



# Agenda

- 1. About Capitalize Albany Corporation**
  - Who We Are
  - What We Do
  - Existing Grant Programs
- 2. Small Business Facade Improvement Grant Program Overview**
  - Program Description and Timeline
  - Applicant Eligibility
  - Project Eligibility
  - Scoring Criteria
- 3. Application Process: Submittable Platform**
- 4. Question & Answer**





# Capitalize Albany Corporation

*The mission of Capitalize Albany Corporation is to facilitate strategic economic development and stimulate transformative investment throughout the City of Albany, making New York's Capital a vibrant place to thrive.*

- City of Albany's economic development agency
- Business, real estate, and strategic development
- IDA and CRC assistance for qualifying projects
- Local coordinator for Consolidated Funding Application (CFA) and other NYS economic development programs
- Coordinate with City agencies and community partners



*If you have any questions, never hesitate to reach out!*

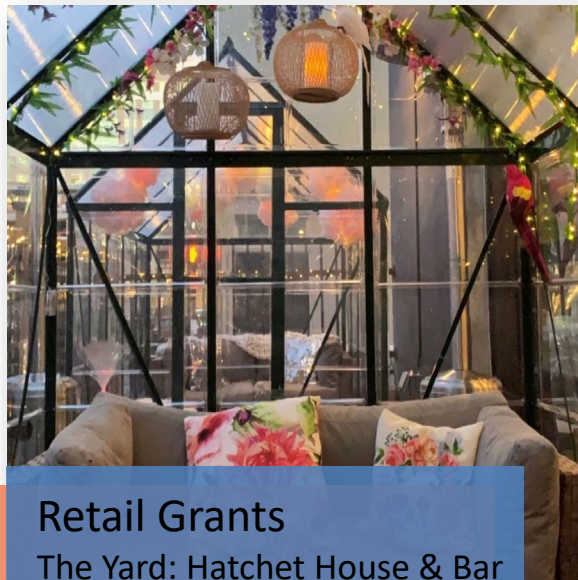




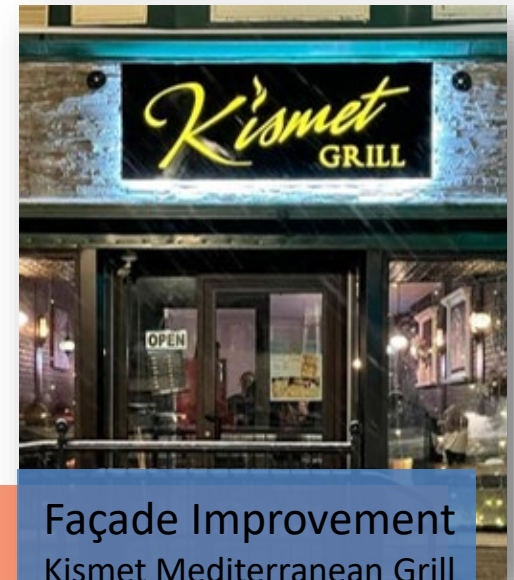
# Small Business Grant Programs



Amplify Albany  
Rocktoberfest



Retail Grants  
The Yard: Hatchet House & Bar



Façade Improvement  
Kismet Mediterranean Grill





# Façade Improvement Program Overview

## Program Description and Background



### Round 6

- Matching **reimbursable grants of up to \$10,000** for exterior renovations
- More than **50 awards** made since 2018
- 16 neighborhoods
- Leveraged over \$650,000

“With the matching grant we were able to enhance our space significantly, making it more vibrant and inviting to our guests at such a crucial time for the restaurant”

– *Susan Moya, Owner, Restaurant 605*



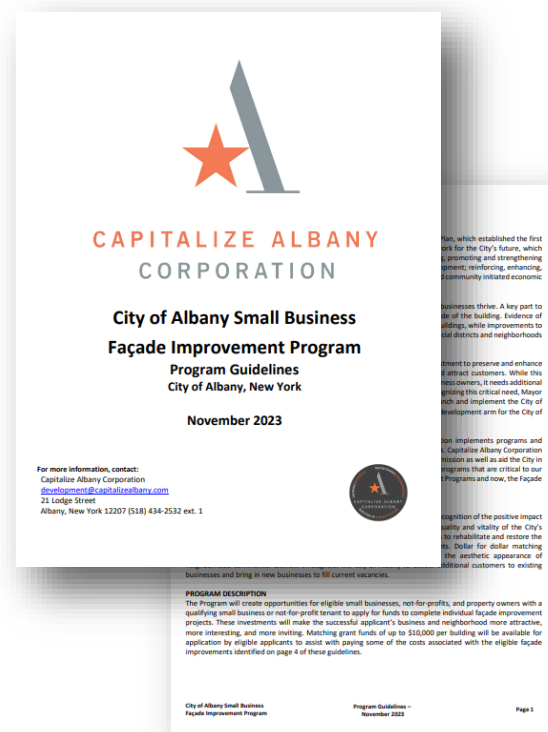
# Façade Improvement Program Overview

## Program Resources

[www.CapitalizeAlbany.com/Grants-Facade](http://www.CapitalizeAlbany.com/Grants-Facade)

### PROGRAM RESOURCES

- [Program Guidelines | Download & Print](#)
- [Program Webinar – November 15](#): For additional information, Capitalize Albany Corporation staff will host a webinar regarding Round 6 of the City of Albany Small Business Façade Improvement Program and the application process on November 15, 2023 at 2:00 PM.
- [Step #1 – Intent to Apply](#): Step #1 is not required for submission of a full application, but you are strongly encouraged to submit an Intent to Apply if you are considering applying to Round 6. If you proceed to the application (Step #2) without submitting Step #1, Capitalize Albany Corporation will not have your contact information until you submit a completed application. Completion of the Intent to Apply will ensure that you receive Round 6 reminders and updates from Capitalize Albany Corporation staff, as well as opportunities for additional technical assistance.
- [Step #2 – Application | Accepted Through December 21](#)
- [Question Reference Document](#)





# Grant Timeline







# Façade Improvement Program

## Program Goals

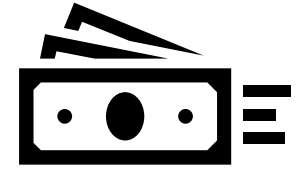
1. To support and provide **critical assistance** to small businesses within the City of Albany
2. To create **attractive and inviting, vibrant commercial corridors** which will enhance the City's image as a destination for the community, visitors and tourists
3. To **stimulate** and **leverage** public and private investment within the City through property improvement, business development, retention and expansion
4. To encourage the **creation of low barrier to entry jobs** for City of Albany residents, as well as others in the region
5. To support eligible projects located within the Albany Community Development Agency's identified **Neighborhood Strategy Areas** consisting of Arbor Hill, Capitol Hill, North Albany, the South End and West Hill





# Façade Improvement Program

## Program Parameters



- Reimbursable
- Project Size
  - Minimum: \$5,000
- Award Size
  - Minimum: \$2,500
  - Maximum: \$10,000
- Required Matching Funds
  - 50%



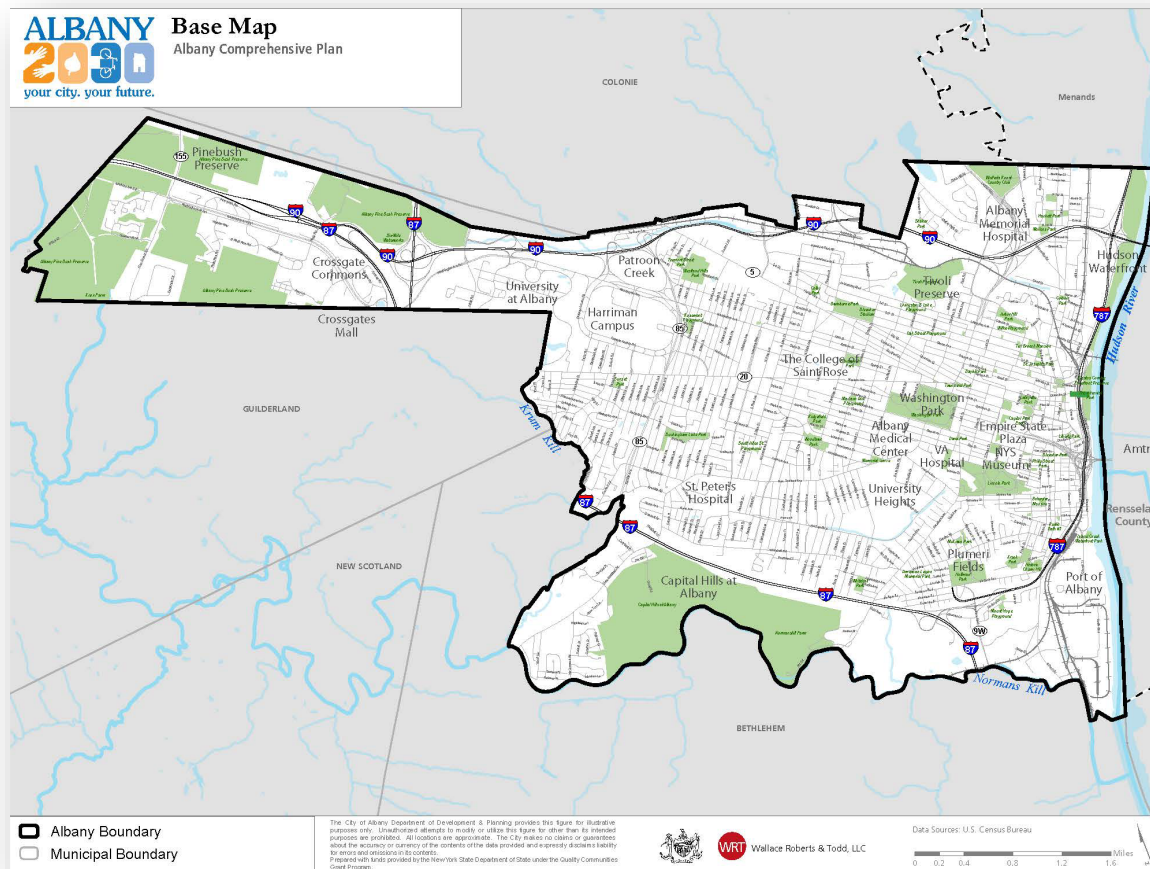
- Eligible reimbursable costs
  - Exterior building improvements
  - **Post-award costs only**
- Reimbursable upon completion
  - Open and operating
  - Project Completion Reporting
  - Proofs of Payment





# Façade Improvement Program

## Property Eligibility





# Façade Improvement Program

## Eligibility

- Small businesses or not-for-profits
  - Small businesses must be independently owned, operated, and controlled
  - Under 25 full-time equivalent employees
  - Not be an “Ineligible Applicant” per the Program Guidelines

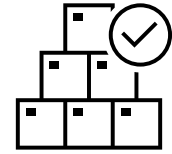


- Buildings
  - Public facing storefront
  - Provides public access to at least one eligible small business or not-for-profit
- Additional review may be required if:
  - Owned in whole or in part by Capitalize Albany Corporation, the City of Albany, the County of Albany, New York State, and/or other related entities
  - Relocation

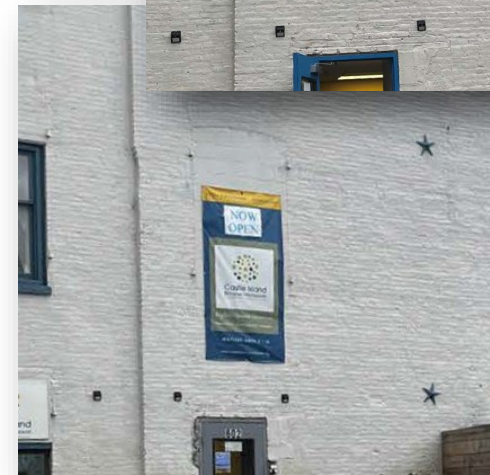


# Façade Improvement Program

## Qualifying Project Expenditures



- Exterior demolition or site preparation costs
- Exterior treatments including painting, murals, siding, and bricking
- Repairs, replacement, and installation of exterior doors, windows, shutters and trim
- Awnings and exterior signage, including installation
- Sidewalk cafes, incl. balconies, decks, and planters
- Lighting mounted on a building
- Exterior improvements necessary to building up to current code and/or Americans with Disabilities Act
- As part of a comprehensive exterior renovation project:
  - Structural improvements to the façade
  - Architecture and engineering fees as part of a comprehensive exterior renovation project





# Façade Improvement Program

## Ineligible Expenditures

- Building Permit fees and related costs
- Acquisition of land or buildings
- Temporary improvements
- Interior building improvements
- Inventory, furniture, equipment, moving expenses, and working capital
- Project costs incurred/improvements made prior to grant approval
- Routine building or site maintenance projects
- Purchase of a business
- Non-permanent signage
- Resurfacing of parking lots
- In-kind services or donated services





# Façade Improvement Program

## Scoring Criteria

Generally, project applications will be reviewed based on the following criteria:

- Alignment with the program's **eligibility requirements** and **overall goals**
- **Quality and completeness** of the application
- **Aesthetic impact** and storefront design
- **Preservation** of historically significant architecture
- Total private **investment**
- Estimated **jobs** to be created
- Corrections to existing **building code** violations
- Compliance with Americans with Disabilities (ADA) and/or create **barrier-free access**





# Application Process

Applications Open Now!



**Before starting this application, applicants should read the Program Guidelines in their entirety.** Applicants are encouraged to contact Capitalize Albany Corporation staff at [development@capitalizealbany.com](mailto:development@capitalizealbany.com) or **(518) 434-2532 ext. 1** with questions prior to beginning the application, throughout the application process, or if they require special accommodations to complete the application.

- **Technical Assistance is available until you submit your application!**

**Deadline:**

**4:00 PM**

**December 21, 2023**

**Submittable** 







# Application Process

## Landing Page

[www.CapitalizeAlbanyCorporation.Submittable.com](http://www.CapitalizeAlbanyCorporation.Submittable.com)



Capitalize Albany Corporation is a registered 501(c) (3) non-profit organization that serves as the City of Albany's economic development arm. Our mission is to facilitate strategic economic development and stimulate transformative investment throughout the City of Albany, making New York's Capital a vibrant place to thrive.

Applications for Round 6 of the City of Albany Small Business Façade Improvement Program will be accepted from November 9, 2023 until 4:00PM on December 21, 2023. [Program Guidelines](#), including applicant and project eligibility, program goals, and eligible project expenditures [are available online](#). Information on our other grant programs are available at [www.capitalizealbany.com/grants](http://www.capitalizealbany.com/grants).

Capitalize Albany Corporation staff will hold a webinar on November 15, 2023 at 2:00 PM to provide an overview of the Small Business Façade Improvement Program and the application process. [Please register online](#).

Applicants are encouraged to contact Capitalize Albany Corporation staff at [development@capitalizealbany.com](mailto:development@capitalizealbany.com) or 518-434-2532 ext. 1 with questions prior to beginning the application, throughout the application process, or if they require special accommodations to complete the application.

You've found the right place!





# Application Process

## Navigation and Tips

- You must **create an account**
- Applications **automatically save**
- Desktop recommended
- Before you can submit:
  - All required questions must be answered
  - All required documents must be uploaded

Step #1 - Intent to Apply - City of Albany Small Business Façade Improvement Program - Round 6  
Ends on Thu, Dec 21, 2023 4:00 PM

Guidelines ▾ **Submit**

Step #2 - Application - City of Albany Small Business Façade Improvement Program - Round 6  
Ends on Thu, Dec 21, 2023 4:00 PM

Guidelines ▾ **Submit**

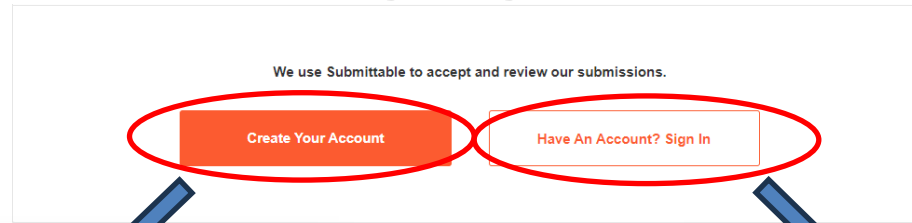
[www.CapitalizeAlbanyCorporation.Submittable.com](http://www.CapitalizeAlbanyCorporation.Submittable.com)





# Application Process

## Creating an account/signing in



**Sign Up** Sign In

### Welcome!

Create your free Submittable account to get started.

Email

Confirm email

Password

Confirm password

First name  Last name

**Sign Up**

Sign Up **Sign In**

### Welcome back!

Sign in to your Submittable account.

Email

Password  [Forgot?](#)

**Sign In**

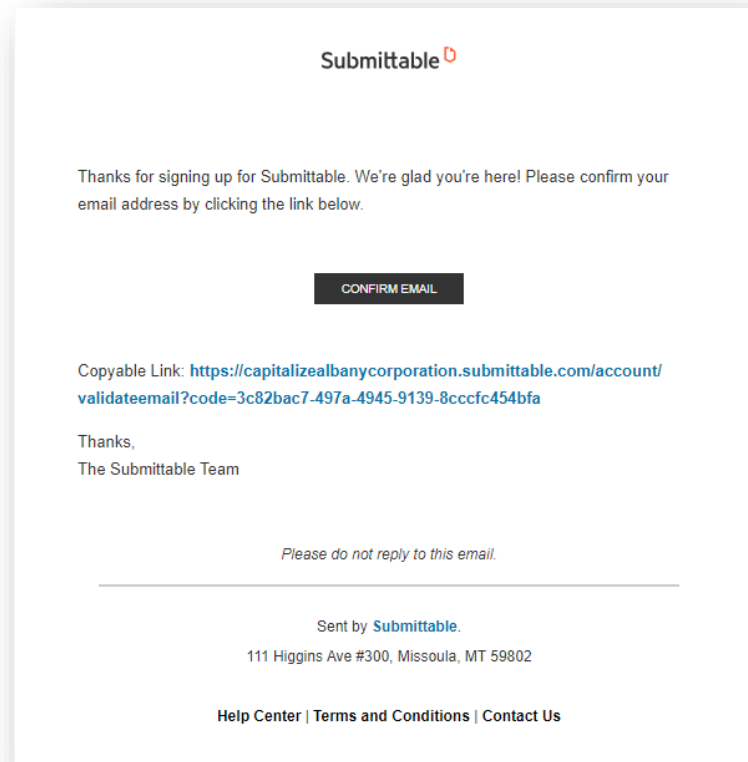
**Sign in with Facebook**

**Sign in with Google**



# Application Process

## Creating an account/signing in: Confirmation Email



**BE SURE TO SAFELIST EMAILS FROM SUBMITTABLE!**





# Application Process

## Starting the Application: Step #1

- Step #1: Intent to Apply is strongly recommended
- Without submitting Step #1, Capitalize Albany Corporation will not have your contact information until you submit a completed application

- Applications will be accessible through your Submittable login and may be edited their until the time of submittal or until 4:00PM on December 21, 2023. You will be able to close your web browser and return to your application.
- Capitalize Albany Corporation staff will follow-up with applicants by email. Please [be sure to safelist notification emails from Submittable](#) and check the email you used to sign up for your Submittable Account regularly.

**Step #1 - Intent to Apply - City of Albany Small Business Façade Improvement Program - Round 6**

Guidelines ▾

Submit

Ends on Thu, Dec 21, 2023 4:00 PM

**Step #2 - Application - City of Albany Small Business Façade Improvement Program - Round 6**

Guidelines ▾

Submit

Ends on Thu, Dec 21, 2023 4:00 PM





# Application Process

## Starting the Application: Step #2

- Step #2 is the application for the Façade Improvement Program
- Step #2 must be fully completed and submitted to be considered for a Façade Improvement award

- Applications will be accessible through your Submittable login and may be edited their until the time of submittal or until 4:00PM on December 21, 2023. You will be able to close your web browser and return to your application.
- Capitalize Albany Corporation staff will follow-up with applicants by email. Please [be sure to safelist notification emails from Submittable](#) and check the email you used to sign up for your Submittable Account regularly.

### Step #1 - Intent to Apply - City of Albany Small Business Façade Improvement Program - Round 6

Guidelines ▾

Submit

Ends on Thu, Dec 21, 2023 4:00 PM

### Step #2 - Application - City of Albany Small Business Façade Improvement Program - Round 6

Guidelines ▾

Submit

Ends on Thu, Dec 21, 2023 4:00 PM





# Application Process

## Required Documents

- ✓ Official business documentation identifying the applicant as a legal entity
- ✓ Estimate(s) for each project component reflecting work to be performed and costs
- ✓ Photographs or renderings of proposed improvements
- ✓ Color photographs of existing conditions of the building
- ✓ Property Owner Declaration and Consent Form
- ✓ For convenience retail stores, documentation of fresh produce inventory

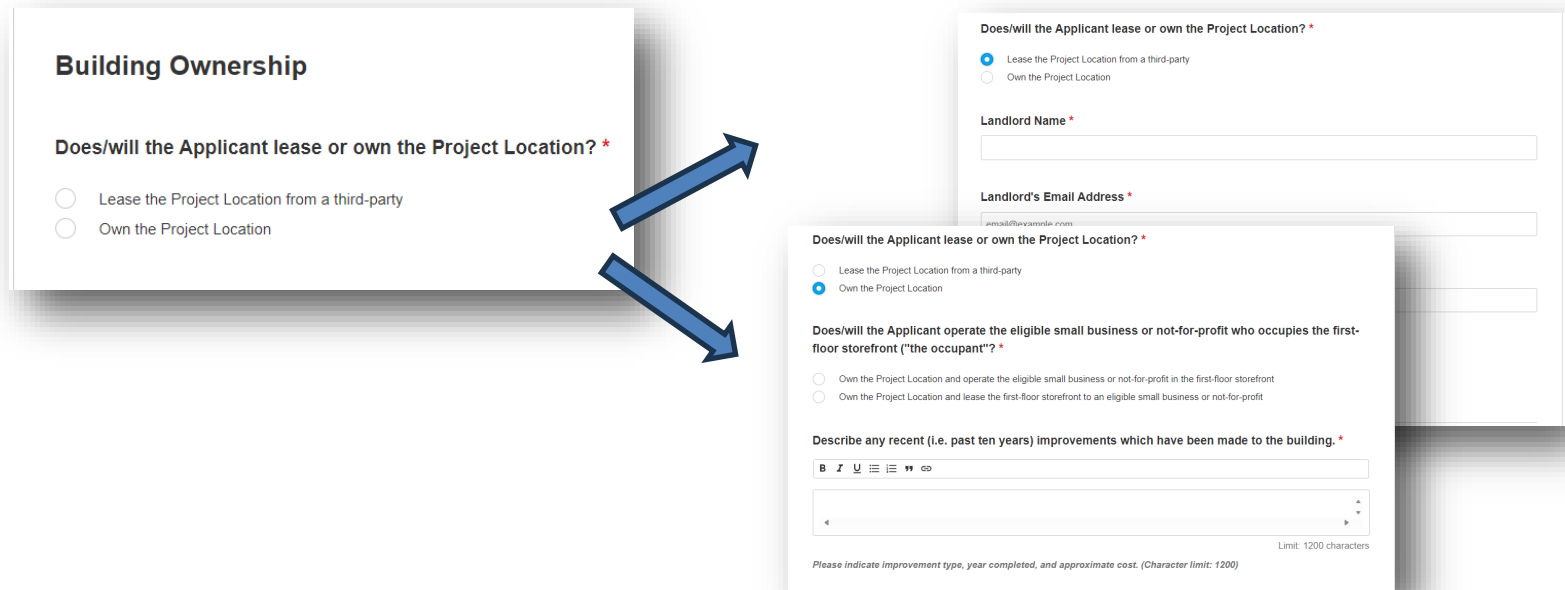




# Application Process

## Application Logic

The application will ask questions based on other answers you provide:







# Application Process

## Application Terms

### Authorized Signatories for the

**B** *I* U ☰ ☷ ”

Please provide the name.

When did or when will the Applicant commence operations? \*

Please provide the answer in date format as MM/YYYY.

### Project Location

The Project Location shall be defined as the location where the proposed improve Project") would occur if awarded.

### Address of Project Location \*

Country

Address





# Application Process

## Program Questions

**Employment Information**

Current Employment for Applicant \*

	A	B	C	D
1		Project Location	All Other Locations	Total Employment
2	Full-Time Employees (Count)			0
3	Part-Time Employees (Count)			0
4	Average Hours per Week by Part-Time Employees			
5	Total Full-Time Equivalent Employees	0	0	0

For the average hours per week worked by part-time employees, please calculate the average number for a single employee (i.e., total number of hours worked by part-time employees per week divided by the number of part-time employees). If there are no full-time employees, please enter "0". If there are no part-time employees, please enter "0", and please enter "0" as the average number of hours per week worked by part-time employees.

- Submittable tables will **automatically calculate totals**
  - Used for full-time-equivalent employee count
  - Used for Project Budget





# Application Process

## Project Budget

- Project Budget should reflect the funding parameters
  - Maximum grant of \$10,000
  - Minimum project size of \$5,000
  - Program matching requirements (50%)
- Represent total project cost as mentioned in description
- Each use of funds should have an associated estimate
- Identify the source for each use of funds
  - Capitalize Albany grant funds, owner equity, other funding
  - Include ineligible expenses in the owner equity or other column

Project Budget \*

	A	B	C	D	E
1	Use of Funds	Capitalize Albany Grant Request	Owner Equity	Other	Total
2					0
3					0
4					0
5					0
6					0
7					0
8					0
9					0
10	Total	0	0	0	0





# Application Process

## Program Questions

The **Project Timeline** is when things will happen.

### Project Timeline \*



	A	B
1	Project Milestone	Date
2	Anticipated start of construction	
3	Anticipated completion of construction	
4	Opening date (if a new location)	

*The project timeline must include all major milestones for the project, with an anticipated date for reaching each milestone. If a new location, please include the target date for opening the business. Please format your answer as MM/DD/YY, i.e. 5/1/24 or 11/12/24.*





# Application Process

## Application Tips

- Opportunity to craft a compelling application!
- When writing, consider the following:
  - What is the funding request specifically for?
  - Components, i.e. signage, new door and installation
- What is the project's impact on:
  - Business operations?
  - Business aesthetics?
  - The surrounding community?
- Check your numbers
- Pay attention to formatting and character limits

**Project Description \***

B I U

Limit: 2000 characters

*Please provide a description that includes information on the entire proposed Project, as well as the specific parts of the Project for which grant funding is being requested. (Character limit: 2,000)*

- **Example 1:** The project will include the lease and renovation of a 2,000 SF ground floor commercial space to accommodate a new location for an expanding local coffee shop. The renovations will consist of interior and exterior painting as well as new floors, café counters, and awnings. Funding assistance is being requested specifically for the exterior painting and purchase and installation of awnings.
- **Example 2:** The project will include the production and installation of a new backlit sign for a locally-owned deli. The new signage will replace outdated and peeling signage from 1990. Grant funds are being requested for 50% of the purchase and installation costs.

**Anticipated Project Impact \***

B I U

Limit: 2000 characters





# Application Process

## Uploads

**Uploads**

**Upload Official Business Documentation \***

Choose File

Select up to 2 files to attach. No files have been attached yet. You may add 2 more files.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff

*Official business documentation may be a certificate of incorporation, insurance certificate, bank statement, tax documentation, etc., identifying the applicant business or organization as a legal entity. Please name file "[Applicant Name] - Documentation"*

**Upload Estimates/Quotes**

Choose File

Select up to 10 files to attach. No files have been attached yet. You may add 10 more files.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff

*Upload at least one (1) detailed estimate for each project component (i.e., equipment, demolition, installation, materials) from a licensed (if required), insured vendor or contractor reflecting work to be performed and costs (required for all applicants). Applicants are encouraged to combine all estimates/quotes into a single file for upload. Estimate totals must match the funding requested in the Project Description Form. Please name file "[Applicant Name] - Estimates"*

- Applicants will not be able to progress without uploading files for each question marked with an \*





# Application Process

## Declarations and Certification

- **Declarations** will include questions on
  - Outstanding taxes or judgements
  - Bankruptcy, foreclosure, lawsuits
- Will ask for explanation if any yes answers
- **Certify** to terms of the grant

### Declarations

If you answer "Yes" to any of the below questions, please provide details in the comment box provided at the end of these declarations.

Are there any outstanding tax liens or judgements filed against you, your business, any principals, subsidiaries or affiliates of any of those entities, any other owner in your business, or guarantor? \*

Yes  No

Have you, your business, any other owner in your business, or guarantor been involved in default, bankruptcy, or insolvency proceedings within the last ten (10) years? \*

Yes  No

Have you, your business, any other owner in your business, or guarantor had property foreclosed upon or given title or deed in lieu? \*

Yes  No

...d in any pending

### Certifications and Disclosures

By submitting this grant application and checking this box, the applicant hereby certifies to Capitalize Albany Corporation that he/she has read the program guidelines and supplemental program materials, understands the terms and conditions of the grant, and, if awarded funds from the program, agrees to abide by the program rules and requirements. The applicant further certifies that the grant application and supporting documents are true, complete, and accurate in all respects as of the stated date. The applicant understands that the application

- will not be accepted unless deemed appropriate by staff. The applicant agrees that the acceptance of this grant application does not commit Capitalize Albany Corporation to enter into an agreement to pay any costs incurred in its preparation or to participate in subsequent negotiations. Further, the acceptance of this grant application does not constitute an agreement by Capitalize Albany Corporation that any grant will actually be approved. Capitalize Albany Corporation expressly reserves the right to reject any or all grant applications or to request more information from the applicant.





# Application Process

## Submission Confirmation

By typing your full name below, you are certifying that all of the information contained in this application is true, complete, and accurate in all respects as of the stated date. \*

Test Application

*The name above must be an authorized signatory for the Applicant.*

Save Draft

Submit

✓ Last Saved a few seconds ago

Remember to Click “Submit”

Application will redirect you to any unanswered required questions

How many permanent jobs are anticipated to be created as part of the proposed Project? \*

! The "How many permanent jobs are anticipated to be created as part of the proposed Project?" field is required.

*If no jobs will be created, please enter "0".*





# Application Process

## Submission Confirmation

Submittable 

Dear Pat Gareau,

Thank you for your interest in the City of Albany Small Business Façade Improvement Program - Round 6! We have received your submission and look forward to reviewing your application.

Best,

The Capitalize Albany team

*Please do not reply to this email. If you have questions about your submission, please contact the organization directly. Submittable is not involved in the decision-making process of organizations using our platform.*

---

Sent by [Submittable](#).

111 Higgins Ave #300, Missoula, MT 59802

[Help Center](#) | [Terms and Conditions](#) | [Contact Us](#)

**Make sure you receive a confirmation email!**





# Application Process

## Requesting Edits

- If anything changes with the information you submitted, please request to edit the submission.
- We will follow-up with you about your submission by email. Please be sure to safelist notification emails from Submittable and check the email you used to sign up for your Submittable Account regular.
- On the “My Submissions” page, click on your application

Submittable **Submissions** Discover Saved Following

### My Submissions

Search submissions

My Submissions Drafts Collaborations External Submissions

Sort by: Date (most recent) Filter: Select...

STATUS	SUBMISSION	ORGANIZATION	OPPORTUNITY	DATE
Received	<b>Hill St Cafe - Facade</b>	Capitalize Albany Corporation	City of Albany Small Busines...	Oct 26, 2023



# Application Process

## Requesting Edits

### Your Application

Received

Submitted to [Capitalize Albany Corporation - City of Albany Small Business Façade Improvement Program - Round 6](#) on Thu, Oct 26, 2023 9:08 AM

ACTIVITY

MESSAGES

FORMS

NOTE

AWARDS & PAYMENTS

[Download](#) | [Edit](#) | [Withdraw](#)



Submission response sent to you.

Thu, Oct 26, 2023 10:08 AM

**Email:**

**Dear Applicant,**

Thank you for your interest in the City of Albany Small Business Façade Improvement Program - Round 6! We have received your submission and look forward to reviewing your application.

Best,

The Capitalize Albany team



Submitted by you.

Thu, Oct 26, 2023 10:08 AM





# Application Process

## Requesting Edits

Oct 26, 20

You are asking the organization to open this submission for editing. If the organization grants your request, you will receive an email with further instructions.

**Message to organization \***

Submit Request

Cancel and Close

Submit Request

Submission

Dear Pa

Thank y

- Round 6! We have received your submission and look forward to reviewing your application.

Best,





# Façade Improvement Program

## Program Requirements

- Right to use media
- Signage
- Invitations to events
- Insurance
- Compliance period: two years
  - Remain in the location and maintain the façade improvements
  - Grant closeout
  - Amortized and recoverable





# Questions and Final Tips

- **Please type any questions into the chat box now.**
- Questions will be responded to live and/or answered in a Frequently Asked Questions document on the Capitalize Albany website.



# Technical Assistance

**We are here to help!**

- Available for specific questions by phone and email

**Email:**

[development@capitalizealbany.com](mailto:development@capitalizealbany.com)

**Phone:**

518.434.2532 ext. 1

