



**CAPITALIZE ALBANY
CORPORATION**

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

Façade Improvement Program

April 11, 2025

@CapAlbanyCorp

#CapAlbGrants

www.CapitalizeAlbany.com/Grants





Meet the Team

Capitalize Albany Staff

Cassidy Roberts

Economic Developer



Olivia Sewak

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: Survey Monkey**
- 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!

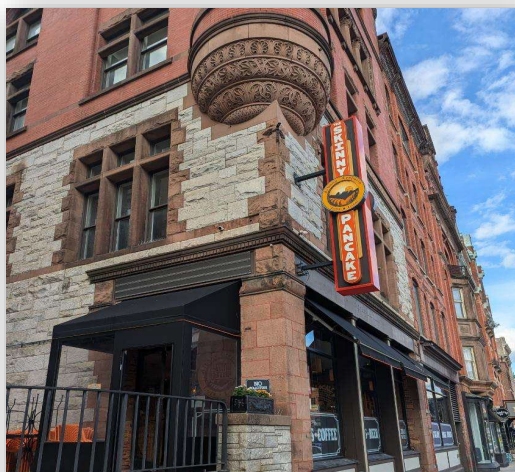




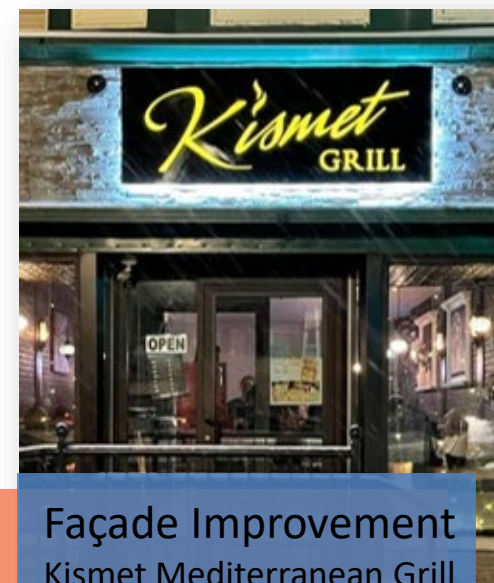
Small Business Grant Programs



Amplify Albany
Rocktoberfest



Retail Grants
The Skinny Pancake



Façade Improvement
Kismet Mediterranean Grill



Façade Improvement Program Overview

Program Description and Background



Round 7

- Matching **reimbursable grants of up to \$10,000** for exterior renovations
- More than **65 awards** made since 2018
- 16 neighborhoods
- Leveraged over \$725,000

“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

CITY OF ALBANY SMALL BUSINESS FAÇADE IMPROVEMENT PROGRAM

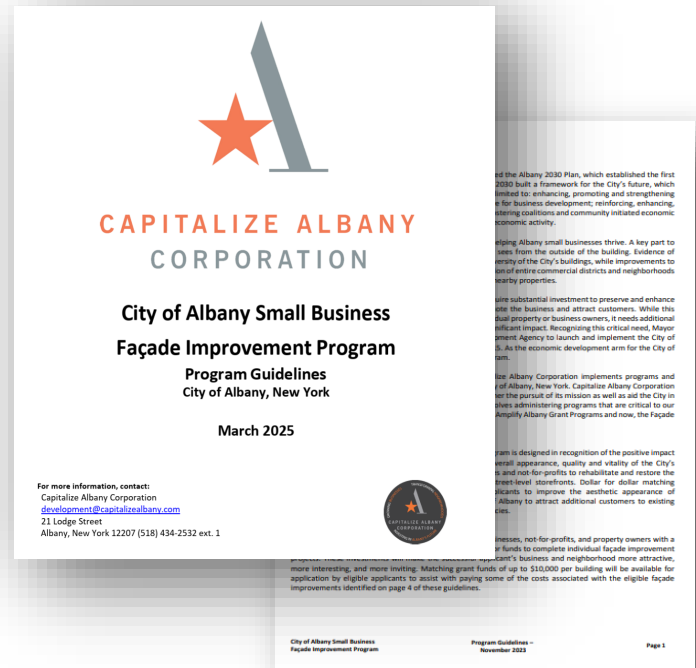
Program guidelines, access to the application and details on an upcoming informational webinar is available below. The seventh-round program opened April 1, and will close on May 14 at 3 p.m.

This is a matching grant program designed to assist small businesses throughout the City of Albany, providing business owners the opportunity to reinvest in their properties.

The program can provide matching grants to assist eligible small businesses and not-for-profits with up to \$10,000 for exterior renovations. Click on the Program Guidelines below for more information.

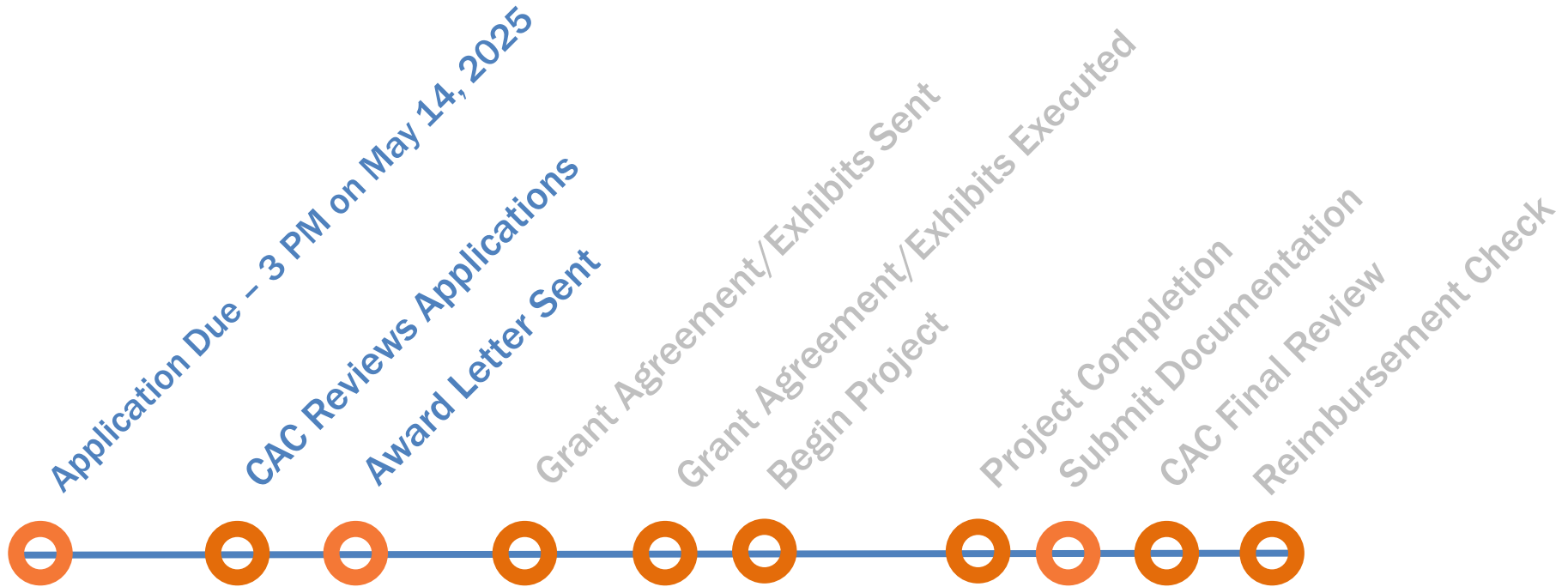
PROGRAM RESOURCES

- [Program Guidelines | View, Download & Print](#)
- [Program Webinar – April 11](#)
- [Façade Design Principles Guide | View, Download & Print](#)
- [Application](#)
- [Budget Worksheet](#)
- [Property Owner Declaration & Consent Form](#)
- [Informational Flyer](#)





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%



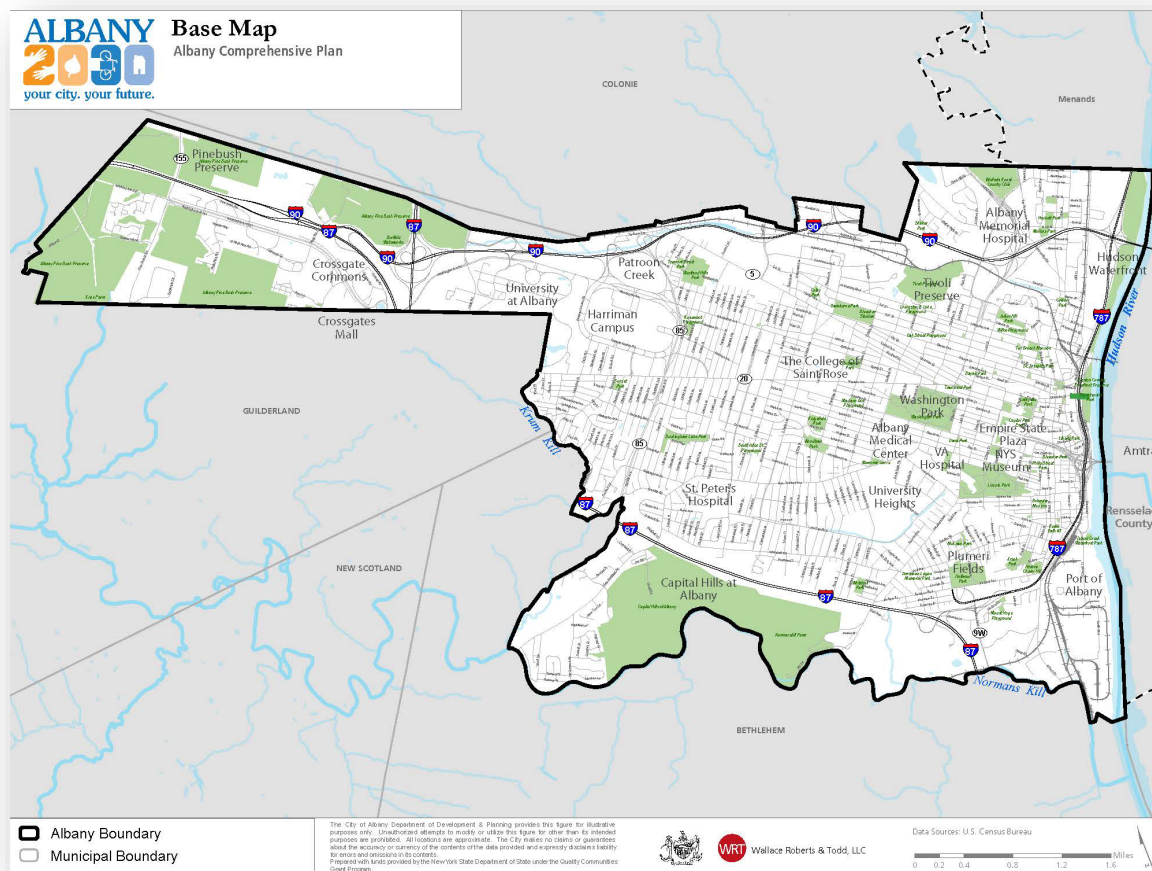
- Eligible reimbursable costs
 - Exterior building improvements
 - **Post-award costs only**
- Reimbursable upon completion
 - Open and operating
 - Project Completion Reporting
 - Proofs of Payment





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**

* 2. Please provide a brief description of the entire Project and identify the proposed use(s) of Capitalize Albany funding (250 characters or less).

This should include additional information, i.e. "This project will upgrade the exterior of the building by installing new awnings. Funding is being requested for the materials and installation costs" or "This project will include the addition of a new mural on the front street facing portion of the Façade, funding is being requested for the paint needed to create the mural," etc.





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 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:

3:00 PM

May 14, 2025



Application Process

Navigation and Tips

- No need to **create an account**
- Applications **automatically save at the END of each section**
- Desktop recommended
- Before you can submit:
 - All required questions must be answered
 - All required documents must be uploaded

<https://www.surveymonkey.com/r/facade7>





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 Terms

* 2. When did or when will the business/organization commence operations?

* 1. Authorized Signatory 1

Authorized Signatory Name

Signatory

Date

* 8. Please provide the address of the project location

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

Street Number and Street Name

Unit Number

City and State

Zip Code





- ## City of Albany Small Business Facade Improvement Program Budget Worksheet



CAPITALIZE ALBANY
CORPORATION

PROJECT BUDGET				
USE OF FUNDS:	SOURCE OF FUNDS:			
	Façade Improvement Program Grant Request	Applicant	Bank/Other	TOTAL COSTS:
Awning Installation	\$3,000.00	\$3,000.00		\$6,000.00
				\$ 0.00
				\$ 0.00
				\$ 0.00
				\$ 0.00
				\$ 0.00
				\$ 0.00
				\$ 0.00
				\$ 0.00
TOTAL COSTS:	\$ 0.00	\$ 0.00	\$ 0.00	\$6,000.00



Application Process

Uploads

* 1. Upload Project Budget Form (required for all applicants)

Access the Project Budget Form [here](#). Information in the Project Budget Form must match the information provided earlier in this application.

Please name file "[Applicant Name] - Project Description Form".

Choose File

No file chosen

* 2. Upload official business documentation (required for all applicants)

Official business documentation may be a certificate of incorporation, insurance certificate, bank statement or tax documentation, etc., identifying the applicant business or organization as a legal entity.

Please name file "[Applicant Name] - Official Business Documentation".

Choose File

No file chosen

- 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 judgments
 - Bankruptcy, foreclosure, lawsuits
- Will ask for explanation if any yes answers
- **Certify** to terms of the grant

* 2. 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

If yes, please explain:

* 3. 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

Certification and Disclosure

By submitting this grant application, 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

“Thank you for submitting your responses! If you have any questions regarding your Façade Improvement Program application, please email development@capitalizealbany.com.”

Make sure you receive a confirmation Thank you message after submitting your application!





Façade Improvement Program

Program Requirements

- Right to use media
- Signage
- Invitations to events/announcements
- 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

Phone:

518.434.2532 ext. 1